

CLUB HOUSE NOTES

for the Week of

March 8, 2021

Building Your Digital Empire

1. WP Website
2. Blog
3. Subscribers
4. Newsletters
5. Podcasts
6. Affiliate Marketing
7. eBooks
8. Webinars
9. Courses
10. Merchandising
11. Magazines
12. Radio
13. VLogging
14. Funnels
15. Collaborations/JVPs
16. Trademarks & Copyrights

Affiliate Marketing/Revenue for your BLOG

Amazon
Links
D2C (Direct to Consumer)
Social Media
Subscribers

Email Automation Series
Memberships
Coaching
Courses
Library Products
Bundles

The 3 Pillars of Blogging - Your Experience, Your Journey, Your Expertise

CASE STUDY

Business: Protective Styles
Sample Blog Topics:

1. 3 Cute Protective Styles
2. Quick Ways to Style & Protect
3. Protective Products
4. Styles that Can Damage Your Edges
5. Styles That Can Damage Your Hair
6. Why Protective Styles Are Important
7. What You Lose When You Don't Protect
8. What Does Having a Protective Style Mean
9. Hair Growth in Later Years
10. Hair Loss & How it Makes You Feel

WIGS

1. 3 Ways to Keep Your Wig in Tact
2. How to Wash and Wear Your Wigs

You can use as many landing pages as you like for your website through Wordpress.

- Build using the create an additional page feature
- Use as an added page (without putting it in the menu)
- Connect landing pages created through lead pages using subdomain features offered through your domain name provider
- Built the landing pages and funnels using the DIVI builder on WP

SPIN OFF REVENUE

WP Website

Clone/Spin Off Site on SubDomains or Added Domains

Blog

Spin Off Blogs and Entries
Submissions for Distribution

Subscribers

Segmenting according to interests

Newsletters

Category
Partnerships
Sponsorships
D2C
Etsy & Templates

Podcasts

Ad Revenue
Partnerships
Distribution Channels

Affiliate Marketing Links

Your Brand Is WHO YOU ARE

Your Products & Services is WHAT YOU DO

Create and follow the 10 stream formula for the Brand
Then repeat and remix it as the formula for the Products
(Merchandise)

Then repeat and remix it as the formula for the Services

UTILIZE THE CATEGORIES FORMULA TO LEVERAGE REACH THROUGH KEYWORDS & KEY PHRASES

WHO

WHAT

WHERE

WHEN

WHY

HOW

How to....

4 Ways to....

Why you need to....

The best ways to....

CASE STUDY:

Licensed Therapists is the Business

These are your CATEGORIES not your blog Topics

1. Self-Discovery Tips
2. Mental Health

3. Self-Esteem

*Always invite your readers to connect with you in social media, through your website, and/or with your offers.

The 3 Things to Focus On As You Gain Momentum for Your Business and Earn Money

YOUR BRAND

YOUR MESSAGE

WHAT YOU DO

THE MONOPOLY BOARD & CONCEPT

The Value Trip around the Board & The Costs associated with the different paths

*Bigger Audience

*Larger Subscriber Base

BLOG -

Set a Schedule

Attach Lead Magnets as a token of your affection

Teach them something new

Ask them to join and/or share

Make offers

Automated eMail Sequences

1-4

5 Make Offer

6-8

9 Make Offer

10-11

12 Make Offer

Repeat (This is my sequence but you really can make it your own according to the likes and needs of your community)

BLOG -

Keywords

Metadescrptions

Backlinks

Bitly Links

JVPs

Meta tagging Photography

Solving a Problem or Bringing Awareness to an issue

Social Sharing

Commenting

Plugins

Google Ads

FBA (Fulfillment By Amazon)

Solo Ads

D2C

Affiliate Marketing Links

Independent Links

(PLEASE SEE DIAGRAM)