

# Welcome Video: Watch This First

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Well, hello, hello, hello and welcome to the blog profit plan!

My name is Nicole Cooper and if we have not formally met, just to give you a little bit of overview, I am a digital marketer and monetization strategist. What it is that I do is I teach people how to build their dream businesses leveraging the internet.

Just to talk to you a little bit about why I created this course -- you see I got started online back in 2007. When I first got started online, what I discovered was that there are a lot of ways to make money. Because of the situation that I was in, I needed to make money right then and there and so I began to look at different platforms and study different platforms and I tried a lot for different businesses. Over the years I've been able to make 7 figures, 7+ figures online. But one of the things that I discovered was that you can only profit long term from what it is that you own.

What do I mean by that?

Well, if you think about those people out there today who are building different businesses, for example people who are building Amazon businesses... people who are leveraging social media to build their businesses like Facebook groups and things like that... people who are using network marketing companies. All those things are great and you can make a tremendous amount of money leveraging each and every one of them. But what you will discover is you become an entrepreneur who leverages the internet. You realize that over time things change. And when you don't have control over something, you have no control over when they decide to take it away. For example, Amazon has now changed their refund policy rules, meaning that anybody can get a refund and they don't have to return the product.

So what does that mean for people who are Amazon sellers? That they can lose a lot of money if they have inventory because of this new refund policy. As they say, you have no control over there.

When it comes to social media, if you run some Facebook ads that they don't like and they will shut you down, there's nothing you can do about it because it's a free platform.

But when it comes to blogging, what I discovered over time, my friend, is that blogging is your own real estate. It's an online asset that you can use to drive business to anything that you're building and anything that you're doing online or offline. It is a lead generation profit centre that so many of us don't really understand and what I'm going to be teaching you in this training is the power of blogging. I don't want you to always think about having to write a bunch of posts and messages and things like that. I want to think about it as a profit centre; as your headquarters where you run your business through this platform and it's yours. You own the real estate, you have the deed to it and no one can come and take it away from you. As a result of blogging I've literally seen people go from \$10 a month to being able to generate over \$10,000 per month.

So, what I want to do is show you how to leverage this platform to create your own personal success.

How does this work?

Well, our goal is to focus on how to make money blogging and how to unveil how bloggers are making money. The goal is in seven days you'll be very clear on how to turn what you know into cash, cash-flow using a blog and the monetization strategies that you will start with to begin making money today.

When we talk about the blog profit plan, what we have here is we're going to be releasing a training one lesson a day every single day for the next seven days. So why I'm I doing this? Because people tend to skip ahead; and when they skip ahead they begin to get off track and they don't finish their exercises. So, I know some people hate this but I think it's a great way to save you from yourself. So every day, we will release something for seven days to help get your business up and running.

Now, I want you to understand what you'll learn in this training before we even get started.

We're going to discover how bloggers make money. What I have here is one of my mentors, one of the first people that I discovered through the whole concept of making money blogging. This is Pat Flynn of Smart Passive Income. This is his July 2017 income report. This gentleman generated \$321,000, \$321,642.86 to be exact. That was this month and then last month \$137,000 but I want you to see – this guy started 10 years ago (maybe 9 years ago) and how far he'd come and the kind of money he's made. We're going to dissect people like Pat to identify what he has done to get there.

We're not just going to talk about those with the big money. We're going to talk about those who make practical money too. Those who make a couple of hundred bucks to those who make \$7,000. So, we have multiple case studies that you will be able to get access to and that's going to give you a breakdown of what different people have done to generate their income. Okay?

We're also going to get a clue on what you know right now that you can cash in on. You're going to discover how to build a tribe who's ready to buy whatever it is you're selling. We're going to discover how to create content that turns into cash-flow and we're also going to discover how to put your profit plan in place starting today so you know exactly what you're going to do to begin making income.

There are a couple of dos that I want to go over.

Do go through each lesson in the proper order. Print off the workbook and go through the workbook along with the training.

Do each exercise as it is necessary for the next training.

And please do take action immediately on the things that we cover.

Here are the don'ts:

Do not watch all the videos first and then come back and do the work. It's going to be way overwhelming and too much for you to consume. So, do it earn-as-you-learn – is what I call it. You take action and implement what you learn as you go along.

Do not avoid the exercises in the workbook.

Do not allow distractions like social media, phone calls and TV to get in the way while you're doing these exercises.

And do not wait to take action. You want to take action immediately and start positioning yourself to do the work. Alright?

Here's the last reminder.

Please have fun. Remember, you are building a business. So, do not allow yourself to be removed from the process that, "Oh my gosh, I'm finally getting started, I invested in this product and I'm going to get my blog up and running and I'm going to be one of those people where people are going to be reading about me on my journey and I'm going to start generating some income. So, my friend, that is it for us to get started. Let's go ahead and head on over into Lesson One because we have some exciting things lined up for you on the inside.

See you there.