

Hello and congratulations on getting access to this video course. I'm going to walk you through how to create a profitable authority blog!

So, this is Video #1, which is the Introduction and Getting Started.

Before we jump right in, I wanted to jump in and talk about mindset, because I want to make sure that you're in the right mindset before we get started. Because I'm a big believer that if you're in the right mindset, you'll be able to implement everything at a faster and more accurate pace.

What I found over the years is that too many blog owners fail because they focus on the misconception or the belief that if you have the right tools or you have the software tools or the WordPress platform or the right blogging platform, then you'll succeed. But the reality is that really, it's not the blogging platform; it's not about the software tools or any of that.

What really it's about is figuring out what your strategy is, if your niche that you're going to go into is going to be profitable or not – that's really what it's all about. So, the secret is to start with a niche that you're truly an authority in. So, this video course is all about that – how to find your niche but how to make sure that you're in fact the authority.

We're going to put things through a test, and you'll see several tests, in the beginning, to make sure that is true. Plus, in addition to that, we want to make sure of course, that it is profitable, that you have enough products to sell, and that you can increase your revenue stream.

So, what I want to do now is give you a quick overview of what's inside this video course, so you know exactly what to expect. And then, of course, you'll be able to see all the pieces of the puzzle and then you'll be able to implement them at a faster rate. This, of course, is Video #1.

Video #2 is Find A Profitable Niche. So, we're going to do some brainstorming. In Video #3, we're going to do the longevity test to make sure that that niche can last a long, long time, for decades literally.

In Video #4, we're going to talk about the authority test, to make sure that you are indeed the authority. How do you know it? We'll ask some questions that you can answer. We'll put you through some tests to make sure that is the case.

And of course, #5 is going to be the competition test to make sure that you have enough competition. In Video #6, we're going to talk about the product test to make sure that everything is going to be profitable for you in the long run. Because the worst case scenario is you jump into a niche that has a high demand but is not necessarily profitable.

And of course, in Video #7, we're going to talk about a topic generation. So, we're going to take the niche that you decided upon and I'm going to show you how to use free tools to gather intelligence, to figure out what actual topics are in demand. Because it's easy to create topics out of our head, and that's great and some of those might be high in demand, but we can verify these with actual tools online.

In Video #8, we're going to talk about blog post creation. Video #9, we're then going to talk about blogging platforms. If you notice, a lot of the videos 1 through 8 are all about strategy, planning, getting it right – I want you to do that, then you can move onto setting up your blog. And then you can think about the software tools and all of them.

So, with that said, let's move onto Video #2!