

START A FITNESS BLOG

BLUEPRINT

YOUR TICKET TO FINANCIAL
freedom >

> JON GOODMAN



Disclaimer

Copyr ____ you know what? Screw it.

Share this book with whomever you like. Blogging is a fun gig if done right but it's difficult to get started and I'm happy to help. All I ask is that you don't reproduce the work and pass it off as your own for either personal or financial gain.

So email this book to a friend or print and pass it on freely. Just don't sell it or republish it as "Joe Smith's Lessons to Start a Blog" or any other pseudonym.

I guess this is also the place where I tell you that this book is my opinion. It's a compilation of the systems that have worked for me. By reading this you understand that it is simply for entertainment purposes. The systems I explain and software that I recommend are not the only ones you can use. Your options are limitless so please don't pummel me with emails saying, "hey did you hear about X, Y, and Z?"

And with that, we start the book...

Starting a fitness blog / website is not easy

- There's noise everywhere and it's hard to get heard.
- Building a website is foreign. Where do you start?
- There's always a new piece of software or app that seems fantastic. (Don't try to keep up.)
- It's frustrating when you don't receive the support from your friends and family you expected. (Nothing against them. They just have their world and it doesn't revolve around you. This took me a long time to understand and come to terms with.)
- Computer speak is foreign. Nothing seems to do what you want it to do. (And this coding stuff. What's up with that?)
- There are 1,000 things to do and you don't know where to start or what to do next.
- Everybody and their mother are attempting to sell you their secrets or amazing new software. All of it seems awesome but implementation takes time and money. **What do you really need?**

Are you considering starting a website or blog?

Do you already have one and want to make it better?

This book will help. In it, I give you the basics of setting up your page. The bulk of this eBook is on content creating, generating leads, selling products or services, and creating multiple passive income streams that will last for years.

Some of this material I have seen published before, some of it I haven't. I have never come across a resource that flows from topic to topic like this one.

At the end of this book, I include the 1 MAJOR MISTAKE fitness bloggers make. Make sure you read that.

Why Should You Listen to Me?

I'm Jonathan Goodman and I run thePTDC.com, MightyTrainer.com, Viralnomics.com, and finessebookreview.com. I consult for a select few people and groups teaching them how to build their website, brand themselves, produce and launch their online products, and have more freedom by developing their passive income streams. Right now, I'm writing this in beautiful Hawaii.



Me on a paddleboard out to Chinaman's Hat Island on the North Shore of Oahu the morning of the day when I decided to write this book. I don't show you this picture to impress you. Instead I show you this to impress upon you the power of blogging and creating passive income streams.

These websites take a lot less work than you may think. I have become an expert in automation. While running the sites I focus much of my time on writing *Viralnomics*, my next book.

It wasn't always like this. I struggled building thePTDC and spent more sleepless nights than I'd like to count getting it going. *I screwed up, often, but always managed to figure out a solution.*

When all was said and done, I was able to build a site that has already helped 10's of thousands of personal trainers worldwide. Most of all it generates enough income to allow me to pursue other projects as I see fit.

The totally awesome footer. The "Start a Fitness Blog Blueprint" was compiled by Jonathan Goodman of www.theptdc.com. Pass it on and share freely, just don't claim you wrote it, that's not cool.

Another one of those projects was my second book, Race to the Top: How to Take Over the Social Media Feed (<http://www.theptdc.com/race>). Using some of the methods I'll show you in this book I was able to have that book reach **#1 in both the marketing and web marketing categories on Amazon**. In less than 6 months it's helped thousands spread their word to increasingly larger audiences.

I want to help you avoid wasting time.

I don't want you to make the mistakes I made.

I wrote this eBook because it's exactly what I wanted to have when I started a fitness website. I failed twice before the release of thePTDC and almost failed with that one as well.

This would have saved me months of time, endless frustration, 100's of hours of sleep, and probably a relationship or two.

Many of the links in the book are commission-based links. In fact, A lot of the links that you click on online are portal links where somebody is getting paid if you buy. I'll go over that system in detail in the coming pages. It's the worst kept secret online and could be the key to your fortunes.

I'm only recommending you stuff you need and stuff I personally use. If you decide to sign up for any of the services I suggest, please use the link provided. That's how I can afford to do stuff like put this book out for free.

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Why start a fitness blog?

Fitness blogs create fitness experts.

An expert wields the power of their audience. Anything they recommend people buy and their classes and programs are always full.

Working harder is not the key to success, working smarter is.

It doesn't matter whether you want to sell internet products, get more clients, or help build your brick and mortar business. A well-built blog will help you make more money and work less. With it, you can charge more for your services, pay less for advertising, help more people, and develop tons of passive income streams.

The opportunities are endless for the expert. Oh, and one more thing...

He or she who writes becomes the expert.

Write down what you already know. The information contained within your brain is worth exponentially more than the energy in your muscles.

Begin by using your blog as a way to organize your research or reflect on your training. If you are a personal trainer and are researching low back rehabilitation, write a short article on it. The exercise of writing will help you learn the material better.

Most of all, that article has value. It doesn't matter what you do. Somebody out there knows less than you and would benefit from hearing about what you know.

You don't have to add anything new to the conversation.

In the blogosphere rehashed information is the norm. There aren't very many top-level researchers providing profound info. Most of your audience doesn't study health and fitness like you do. Your professional network may already know what you're saying but they are the outliers.

If you train for fat loss your top 5 tips to losing weight is valuable information. It may not be anything new to other personal trainers but to fitness illiterate people it's important information. By sharing articles like this potential clients who might need a trainer in the future will recall your article and reach out.

What is second nature to you is always brand new to somebody else. Marshall McLuhan once said, "*The medium is the message*". This is no truer than in present day. Blogs are the new medium and it's easier than ever to create and take ownership over the message.

Once you do, you become the expert and you wield the power.

Enough of this jibber-jabber, let's get started. The first step is registering your domain and finding hosting.



Domain name registration and hosting

Picking a domain name is getting harder as pretty much all of the good ones are taken. Common SEO practice is to do endless amounts of keyword research and choose your name based on that. You will probably end up with something like www.howtoburnfatandgetasixpack.com.

Needless to say this is a crappy name for a site and an even worse brand. You could have the best information in the world and nobody would listen because of the generic and uninteresting nature of your name.

In *How to Get Published: Writing Domination in the Fitness Industry* (www.theptdc.com/howtogetpublished) John “Roman” Romaniello describes his process for picking a domain name. In it Roman advises to pick a name that creates implicit understanding. It is here that you can start work on creating explicit trustworthiness and value.

Take “The Personal Trainer Development Center” (thePTDC) for example:

- I wanted to imply that the site stood for something. *Personal Trainer Development* achieved that.
- I wanted the site to appear as though it was more developed than it was at the time. I was approaching big-name players in the fitness world and wanted to appear important. The word *Center* achieved that.
- I wanted the name to be shortformable (it’s my book, I can make up words). thePTDC rolls off the tongue. Other than the Pakistani Tourism Development Corporation (jerks), nobody else is using it.

Ultimately what you decide to call your blog is up to you. As Roman advises it’s important to pick a name that creates implicit understanding. I’ll also recommend that you pick something you enjoy hearing and that can be made into a short-form or nickname.

Registering your name

I've used Godaddy (<http://www.theptdc.com/godaddy>) for every domain name registration I've done (and I've registered a lot). The site is easy to manage, comparable in price (it's dirt-cheap to register domains), and their customer service is good.

The steps to registering a domain are:

1. Enter in your desired domain in the big box that appears. If it's not available the site will give you related options. It may take a couple try's but there are still good names to be found if you are creative enough.
2. Add the name to your cart. I'm in Canada so I always get the .com and .ca (and I have a couple .es as well). If you think somebody will misspell the domain it's a good idea to register all related names and spellings. *For example I have jongooodman.ca, johngoodman.ca, and jonathangoodman.ca.*
3. Click the green "continue to registration button" on the right side of the page and create an account if you don't already have one.
4. I usually register domains for 5 years at a time. You can always renew but I was told that Google frowns upon domains with short registrations, as it's a sign of a spammer. I've never certified a domain.
5. The next set of options seems confusing. My first site I made the mistake of getting the expensive ones and it cost me a lot more. Unless you want to hide your identity (which you don't because you're running a blog) choose the standard option.

Setting up Webhosting

I have a confession. I really don't know how to do this stuff. I know the basics but not enough to comfortably write about it in an attempt to help you. So I enlisted some help.

Patrick Binetti has been my secret weapon since I started thePTDC. He's a web developer, graphic designer, SEO consultant, and internet marketer. The guy has built well over 300 sites for some of the most prominent names and companies in fitness. I've sent the guy hundreds of emails and

called him for every web emergency I've had. He is brilliant when it comes to designing sites that run smoothly.

Pat was nice enough to write the following two sections for this book. He is also the creator of Build a Blog School. It is an amazing free resource for bloggers (probably the best around). I suggest you get over there and sign up for the free tutorials at <http://www.theptdc.com/blogschool>.

[Enter Pat]

Host Gator, in my opinion, is the best hosting service provider for both beginners and experienced web developers (I have over 300 sites hosted with them).

Their support is top-notch. It goes above and beyond what you would expect from a hosting company and you don't ever have to wait on hold for very long.

In this short book I'm going to go through the following tasks to help you get your fitness blog up and running:

1. How to set up your HostGator server
2. Changing Nameservers in GoDaddy (pointing your domain to your server)
3. How to install Wordpress on your account.
4. How to set up your email accounts (ie: pat@yourdomain.com).

How to Set Up Your Host Gator Server

Step 1: From the Host Gator Home Page (<http://www.smbmaster.com/hostgator>) click on the big VIEW WEB HOSTING PLANS button (see below).



If you plan to host one domain name you can order the **Hatchling Plan**. If you plan to have more than one domain name order the **Baby Plan**. You can always upgrade your plan at any time.

Use this coupon code to get 25% OFF any hostgator plan:

COUPON CODE: JONGOODMANVIP

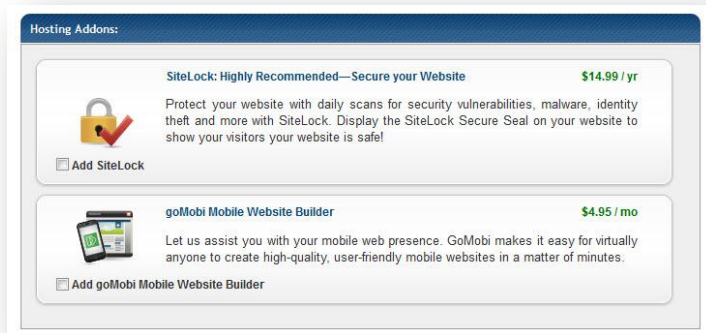
The image shows three hosting plans from HostGator, each with a 'NOW 20% OFF!' banner. The Hatchling Plan starts at \$3.96/mo and includes one domain, unlimited disk space and bandwidth, and a shared SSL certificate. The Baby Plan starts at \$6.36/mo and includes unlimited domains, disk space, and bandwidth, plus a shared SSL certificate. The Business Plan starts at \$10.36/mo and includes unlimited domains, disk space, and bandwidth, plus free private SSL & IP and a toll-free number. Each plan has a 'Compare All Hosting Plans' link and an 'ORDER NOW' button.

On the next page you can choose to **Register a New Domain** or **Enter a Domain Name** you would like to set as the primary domain of the server (see below).

The image shows the 'Step 1: Choose a Domain' registration process. It has two main options: 'Register a New Domain' and 'I Currently Have a Domain Name'. The 'Register a New Domain' option has a text input field for the domain name and a dropdown for the TLD (currently set to 'com'). The 'I Currently Have a Domain Name' option has a text input field with 'buildablogschool.com' entered. Both options have a 'CONTINUE TO STEP 2' button. Below these options is a section for 'Enter a Coupon Code' with the code 'BUILDABLOGSCHOOLVIP' entered and a green checkmark indicating it is valid.

You can choose to purchase SiteLock (see below). It's only \$14.99/yr and it protects your website from hackers. Hackers can inject a malicious code into your website(s) code by accessing your server.

Your website can get hacked when the hackers somehow discover your login details that they use to connect to your website files on your server and insert the code. This code installs software on your website visitor's computers and collects valuable information. Wordpress sites are known to be vulnerable and it's always better to be safe than sorry.



Note: From the hundreds of websites I've built only 3 have been infected with malicious code from a hacker. All 3 websites were fixed with ease and were never hacked again. To scan your website use the free website scanning service at Securi (<http://www.sucuri.com>)

If your website is infected follow the steps on Sucuri.net to clean it up. This can be a tricky process if you're not too technically inclined but don't worry, their support is great and will help you through the process!

Changing Your Nameservers to Point Your Domain to Your Server

Once you confirm your purchase with Host Gator you will have to make sure your domain name is pointed at your server. (A server acts as the house that your website sits in.) Your web address (ie. www.yourdomain.com) needs to know which server to get the files from to display on the web.

I'm going to show you how to do this in your GoDaddy (www.theptdc.com/godaddy) account; this is where Jon registers all of his domains and is the most common registry service. If your domain name is registered with a different Domain Registrar you can contact their website for support on how to do this task. You can also register your domains with HostGator, I just know a lot of people have already gone with GoDaddy.

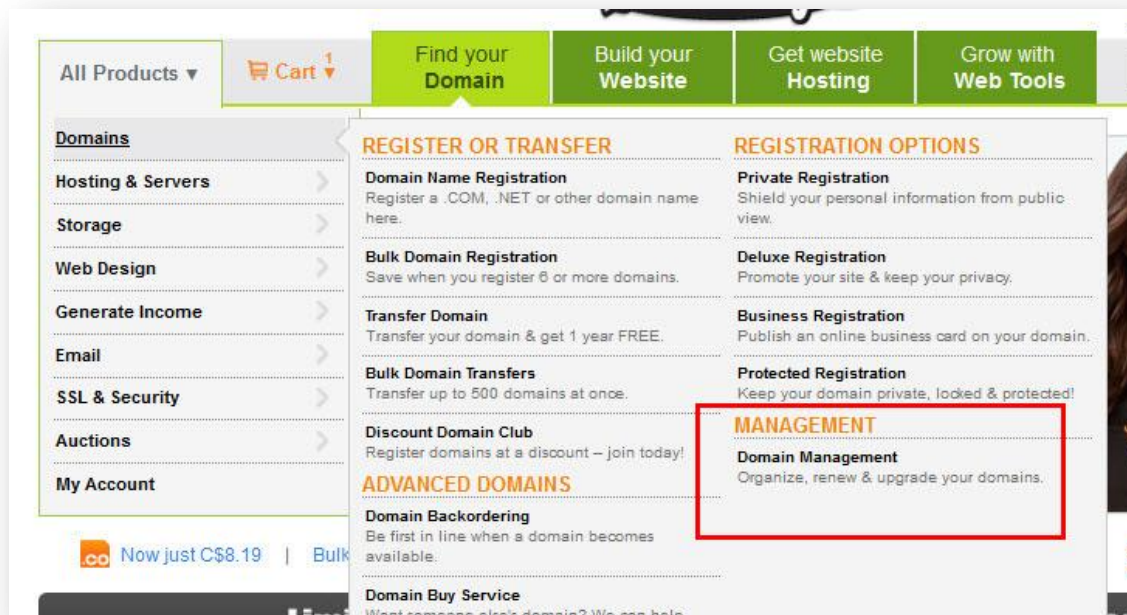
Step 1: Open the Email from Host Gator with your Account Info. The Email subject should be titled: **'HostGator.com: ' In this Email you will find 2 Nameservers.**

They will look something like this:

ns0001.hostgator.com
ns0002.hostgator.com

Get ready to copy and paste these into your GoDaddy Account.

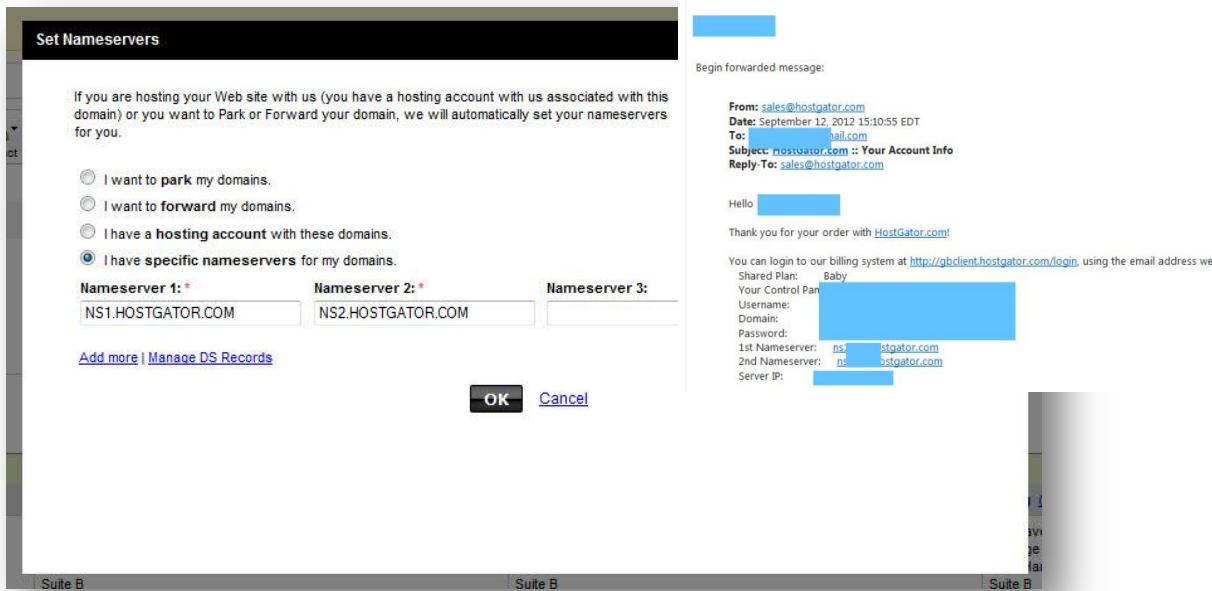
Step 2: Login into your [GoDaddy](#) account. Go to your domain settings and click on the Domain Management Link (see below).



Step 3: Click on the domain name you are using that you will see listed on this page. Then click on the **Nameservers** button (see below).



Step 4: You will want to set **specific nameservers** for your domain. Enter the nameservers you got from your HostGator Account Info email (see below).



Once this is set your website domain and server set-up should be **complete**.

Note: Sometimes it can take up to 24 hours for this process to take place. In my experience it usually takes about 2-4 hours.

Starting with Wordpress

How to Install Wordpress

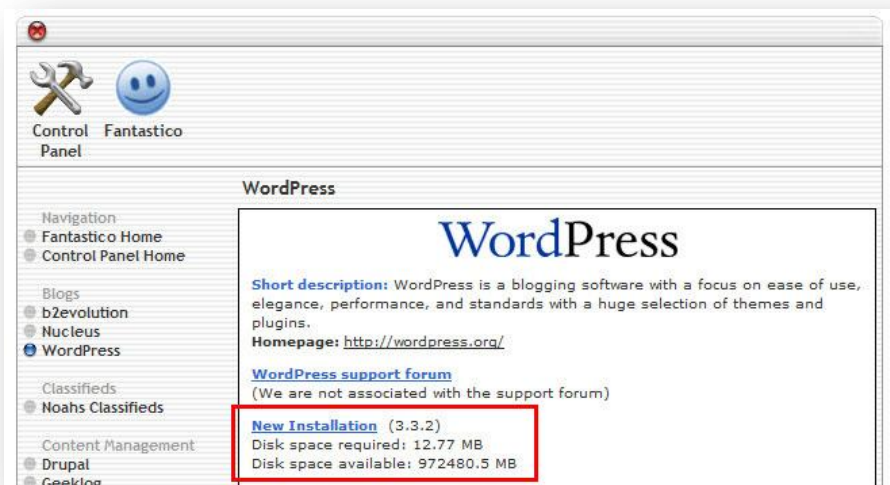
Installing wordpress on your server is a simple process and should only take a couple minutes. Follow the steps below to get it installed.

Step 1: Log into your websites control panel (<http://www.yourdomain.com/cpanel>). You will find your control panel login information in the HostGator Account Info email you found your nameservers in.

Step 2: Once your logged into the control panel scroll to the bottom of the page. Click on the **Fantastico** icon you will find under the Software/Services section (see below).



Step 3: Click on the Wordpress link on the left hand side of the page and then click on the install Wordpress link on the right (see below).



Step 4: Insert all your information (see below) and click on the **install Wordpress** button at the bottom. Take note of your **Administrator Username** and **Password** you set. You will use this to log into the admin area of your Wordpress site. This is where you'll be updating and adding content to your blog/website.

WordPress

Install WordPress (1/3)

Installation location

Install on domain: buildablogschool.com

Install in directory:

Leave empty to install in the root directory of the domain (access example: http://domain/).
Enter only the directory name to install in a directory (for http://domain/name/ enter name only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area): admin

Password (you need this to enter the protected admin area): expasswrđ

Base configuration

Admin nickname: Pat

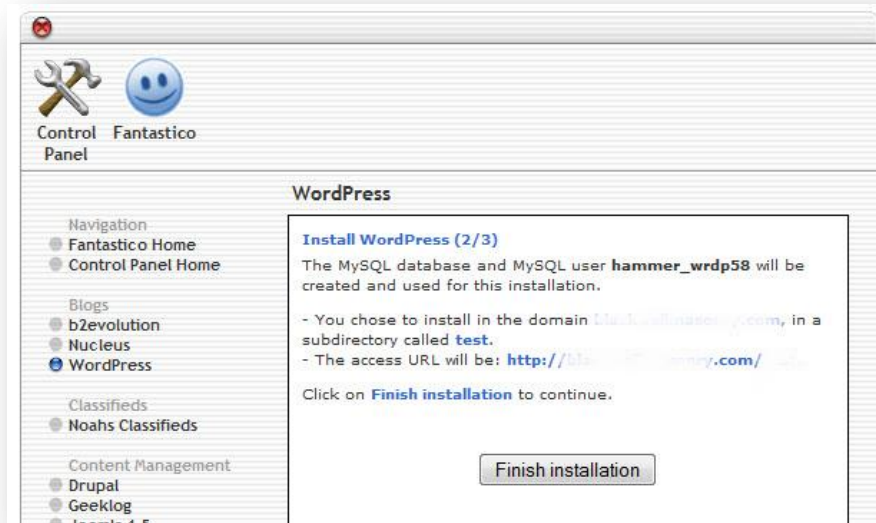
Admin e-mail (your email address): pat@buildablogschool.c

Site name: Build a Blog School

Description: Learn How to Build a Blo

Note: The 'Install in directory' section should be left blank.

Step 5: Click on the **finish installation** button. (see below)



Your Finished. Now you can login into your wordpress admin area (<http://www.yourdomain.com/wp-admin>) and start building your blog/website.

Note: If you still do not see the basic wordpress template installed after following these steps you may have to wait for the Nameservers to be submitted (up to 24 hours).

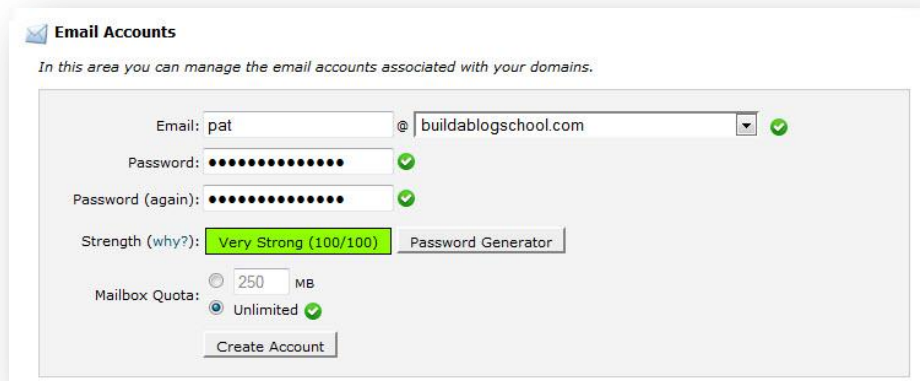
How to set-up and configure Emails

Also located in your control panel is an **Email Accounts** icon and an icon for **Forwarders** (see below).



Let me explain how these options work. When you set-up an email account you will have a web based address to log into to check/send emails (<http://www.yourdomain.com/webmail>). This is called your webmail. When you set-up a forwarder you can direct any of your domains email addresses to another email address. (ie. Anything sent to pat@yourdomain.com will go to pat@hotmail.com)

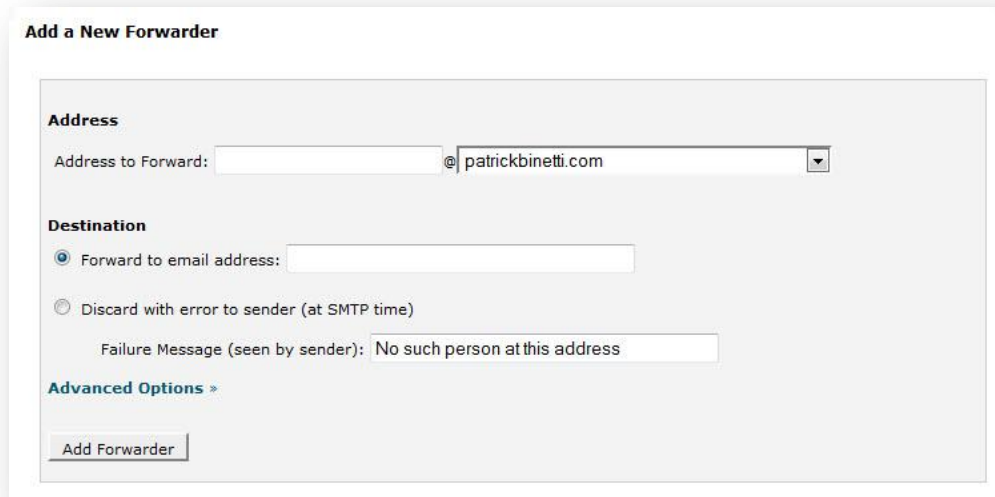
Below is a screenshot of the **Email Accounts** page. It's pretty straightforward.



The screenshot shows the 'Email Accounts' management page. It includes a title 'Email Accounts' and a subtitle 'In this area you can manage the email accounts associated with your domains.' The form contains the following fields and options:

- Email:** A text input with 'pat' and a dropdown menu with 'buildablogschool.com'. A green checkmark is visible to the right.
- Password:** A text input with masked characters and a green checkmark.
- Password (again):** A text input with masked characters and a green checkmark.
- Strength (why?):** A dropdown menu showing 'Very Strong (100/100)' with a green highlight, and a 'Password Generator' button.
- Mailbox Quota:** Radio buttons for '250 MB' and 'Unlimited' (selected), with a green checkmark.
- Create Account:** A button at the bottom.

Below is a screenshot of the **Forwarders** page. It's also pretty straightforward.



The screenshot shows the 'Add a New Forwarder' page. It includes a title 'Add a New Forwarder' and the following fields and options:

- Address:** A text input with 'Address to Forward:' and a dropdown menu with 'patrickbinetti.com'.
- Destination:** Radio buttons for 'Forward to email address:' (selected) and 'Discard with error to sender (at SMTP time)'. Below the second option is a text input for 'Failure Message (seen by sender):' with the value 'No such person at this address'.
- Advanced Options >** A link to expand advanced options.
- Add Forwarder:** A button at the bottom.

[Pat exits stage left]

I want to take a minute and thank Pat for his help on that section. The steps seem simple when laid out but would take a long time to figure out from scratch.

Wait! Before you go any farther

I'm going to give you the best piece of advice I ever got. Create a spreadsheet with the following headers:

- Site name
- URL
- User Name
- Password

You are going to be setting up a lot of accounts with a lot of different usernames and passwords. This spreadsheet will save you a lot of headache and time.

Installing a theme

Wordpress has a number of free themes you can install. To get started I would choose a very basic one. Put an image for your header at the top and install a couple basic plugins. (I'll give you a list in a minute.)

What I will note is that it's important to get your site professional designed. It shouldn't cost more than \$1,500 for a basic site design and is worth the investment. If you're computer savvy or want to give it a shot yourself Themeforest.net has some great looking themes that vary in how easy they are to implement. I can't speak more to this subject, as I've never designed any of my sites.

If you're looking to get logo's and graphics designed you have three options.

1. Go to fiverr.com and get a crappy one made for \$5
2. Go to eLance.com and get a less crappy one done for \$30-50

3. Hire a designer to do a really good job for \$75-\$150 (if you're looking for designers I know some great ones and would be happy to pass on their names. Just email me.)

Plugins

These are awesome. Wordpress is largely open-source and you can find a plug-in to do just about anything. To install them find the plugins button on the left side of your Wordpress site. Search for the plugin by name and hit install. After it's installed you need to activate and usually configure it.

Here are my favorites:

- Akismet – Spam filter
- All in One SEO Pack – Simple SEO plugin that allows you to put in specific tags and descriptions at the bottom of each post.
- Contact Form 7 – Simple contact form that you configure with your email.
- Digg Digg – The share bar that floats on the left side of the page with social media buttons. You can also configure it to appear as a line of social media buttons above and below a post or page.
- Facebook comments – Installs the Facebook comment system at the bottom of each post or page or both.
- HelloBar for Wordpress – The drop down bar at the top of the page. Go to www.hellobar.com to set up an account first.
- Jetpack by Wordpress.com – Up to the minute stats

“As simple as possible, but no simpler” – Albert Einstein

This is by no means a full list of plugins. I use more and they vary from page to page. These are just some of my favorites and ones that I believe every page should have.

There are plugins to do pretty much anything. A Google search will help you find which plugin is best for your job. Keep reading though. I'm going to show you how to use Google in a bit.

Expert tip – Colors: The color scheme is up to you but your page must be easy to read. Pink writing looks cute but it hurts the eyes. A simple black on white is the most effective.

Have two main colors on your site. Use one for most of the content and have one action color. Only use the action color when you want the user to click on a link, buy something, or opt into your email list.

Also, make your font at least size 13pt. Small writing is a great way to have your masterpiece ignored.

Basic HTML

I'm not an expert at html. I know enough to get by and so should you. This section will explain the basic concepts of how html works. By the end of this section you should be able to scan some code and recognize when something looks wrong. I'll also tell you how to fix some common mistakes.

The simple editor on Wordpress works well 90% of the time. The other 10% things screw up and don't do what you want. Knowing some basic html will make everything line up nicely. It also enables you to Google a problem and know how to insert the code to fix it. Here are some tips that have helped me:

- Everything opens with `<>` and closes with `</>`. This means that whatever text you want the code to apply to must be surrounded by these symbols. So for example if I wanted to italicize the words "this is in italics" I would write `this is in italics`. (em is the code for italics, no idea why.)
- To skip a line put ` ` in the code. You can also skip a line by entering a paired tag with nothing in between. For example ``.
 - Often the simple editor will have weird spacing. If you hit the tab to the html editor and scan it you will usually see that it created "` `;" in your text. Erase the code and everything should line up.
- `<div>` tags can be your worst enemy or best friend. If your site completely screws up and you can't figure out why it's possible you copy and pasted something from an outside source. The editor got confused and entered a `<div>` tag. Go to the html and press control f (or command f on a mac) and search "div". Erase those suckers.
- Whenever you place something in the simple editor it posts the code in html. To get pictures to line up it's sometimes easier to enter them in the simple editor and cut and paste the code in the html wherever you want it to sit.
- `<h>` tags are headers. They are all different size but work great for differentiating headings and sub-headings.

- To increase the size of your font the following code works:
`TEXT HERE` (You can change the “xx-large” to “small”)

Html is pretty basic to understand. It’s logical and if something goes wrong, there is always a reason. Learn to understand the code; you don’t need to know how to create it. If there’s ever anything you want to do simply Google “html for ____” and you can find the code to copy and paste into the html editor.

As you get more advanced you can implement new code. Keep your blog posts simple in terms of formatting. Ease of reading is important. In the next section I go over the most important skill you can learn, how to Google like a champ.

Expert tip – On whatever note-taking software you keep on your computer enter in the code for the most common things you do. For example I have the code for a yellow highlight, a large size font for drop caps to start an article and a dotted line callout box.

This way they are easily accessible. When you want to use the code you can copy and paste it directly into the html editor instead of Googling it again.

Googling (or the most important skill ever)

Google knows everything. It can be your biggest ally or a big waste of time. I say this because I often found myself obsessed on little obscure details and wouldn't stop Googling until I found out how to do them.

Before setting out to Google something ask yourself if it really matters. If the job can be done without confusing code that will take you valuable time to find and implement it's better to not use it. Focus on the 80%.

In a minute I'll get into the skill of Googling (and yes it's a skill that can and should be learned). First, let's talk about forums and getting help.

Wordpress – The Wordpress codex forums are pretty amazing. Somebody has probably already found a solution to the problem you are having. I'll show you how to search the entire site in the next section entitled “most people suck at Google”.

Since the program is largely open-sourced, programmers are happy to help. I found some cases where people even wrote custom javascript snippets to solve common problems and posted it for free.

Aweber – Aweber also has an amazing faq section but it's a bit harder to navigate. If I'm having issues I'll go straight to their site and do a basic search. If that doesn't yield the results, call the customer support. They will usually send you the proper page to reference to or fix your problem on the spot. We'll get into Aweber and email marketing very soon.

GoDaddy – Just call them. The customer support is too good to mess around searching for help. Just watch out for upsells.

HostGator – Again, great customer support but their support documents are good and easy to find through Google as well.

[Most people suck at Google \(here are the secrets\)](#)

Google has built in 'operators' to make searching easier. Mastery over these symbols will save you plenty of time and help you find exactly what you're looking for.

Gone are the days of sifting through endless articles or pictures looking for the perfect one. In the following section I'll go over the different operators Google has built in that will help you get what you need quicker:

Basic search operators

"Site:" - Using this trick before writing your search term only searches the site in question. For example if you wanted to search ONLY the Personal Trainer Development Center (theptdc.com) you would write "site:thePTDC.com" before your search term.

"~" - This symbol tells Google to pick up related words as well. For example if you typed in "~workout" Google might also search related terms such as "training" and "fitness"

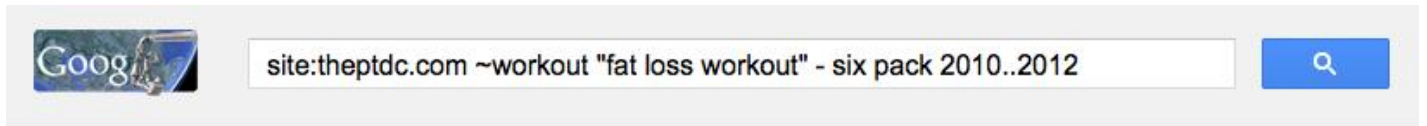
"" - Putting quotations around a phrase tells Google to search for the exact phrase and not each word separately. For example a search for "fat loss workout" would yield results from that exact phrase and exclude results for "fat", "loss", and "workout".

"-" - A dash before a word excludes it from being search. For example "-sixpack" would exclude the word "sixpack" from the search.

".." - This symbol tells Google to only show results from within a designating time range. Say you only want recent results from 2010-2012 you would write "2010..2012".

">" - Often times I want to exclude regular blogs and only search sites that I trust. This operator allows you to only search certain types of sites. For example if I only wanted to search academic institutions for information on workouts I would write "workout site:>.edu"

A full search for somebody that wanted to look at fat loss workouts on thePTDC.com from 2010-2012 and was careful to avoid spammers might look something like:



Document search operators

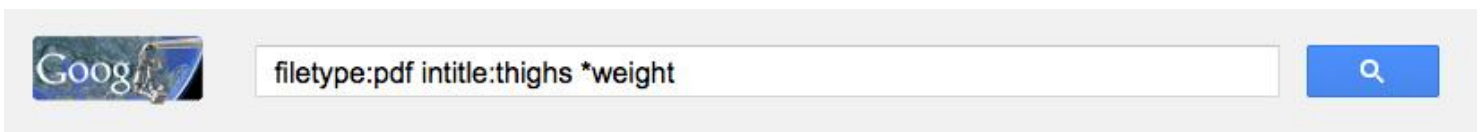
Often times when I'm doing research I'm looking for documents to support or teach me about new things. I don't just want to find blog posts. Here are a couple operators to help you with that search:

"Filetype:" – This tells Google what type of document you want. So a search for a .pdf would start with "filetype:pdf".

"Intitle:" – Here you're asking Google to only show you the results that have your keyword in the title. For example if you're looking for fat loss workouts specific to thighs you would write "intitle:thighs".

"*" – Putting an * before a word replaces it with other common and related terms for the search to help you get a wider range of results. For example a "*weight" might also yield results for fat and scale.

A full search for a .pdf document on fat loss workouts specific to the thighs might look something like this:



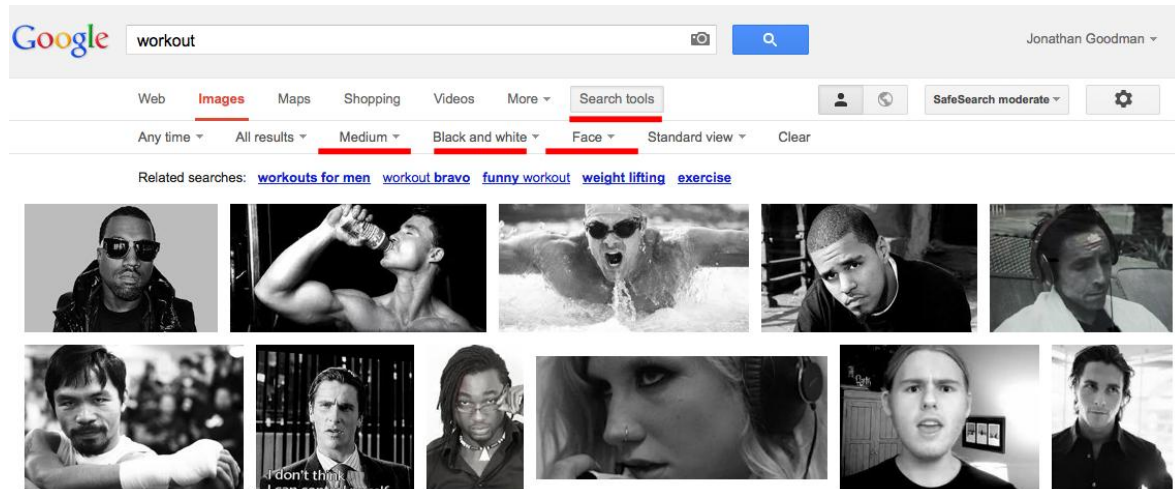
Some more Google tricks.

Aside from operators, Google has developed some other tools to use to both save you time and help you find exactly what you need.

Google history - Ever find something on the Internet and forget to bookmark it only to spend hours trying to find it again? I have. First go to your Google account and enable web history. Anytime in the future

you can go to www.google.com/history and search only the stuff you have browsed before.

Google image filter – Enter your search term into Google and hit the images tab. You will see a mash up of stuff, most of it useless. Look for the “search tools” tab underneath your search bar and click it. Once you do you will see another bar appear underneath with some great options. Here you can set Google to only find pictures of a certain color, type, or size.



An example where I only wanted to search medium pictures of faces which are black and white and related to a workout.

Expert tip – It’s important to give credit the creator of pictures that you use in your site. You don’t want to get in trouble for stealing images without permission.

My favorite creative commons photo source is called “[Photo Pin](#)”. It’s high quality photographs by photographers that you have permission to use for free. Just make sure to give a photo credit with a live link back to the original source.

Email marketing and the ethical bribe

Traffic is good but without a system to corral and monetize it there is no point. The answer is email marketing.

Do everything in your power to develop an email list. It is *your ticket to financial freedom*. There are 6 topics I'm going to go over in this short section. They are: choosing and configuring your software, the ethical bribe, email templates, web form design, broadcast messages and automation.

Choosing and configuring your software

I suggest using Aweber (<http://www.theptdc.com/aweber>). Their system is easy to use and has never given me an issue. Most of all the customer support is fantastic. The first month is \$1 after that the price goes up in increments of how many subscribers you have. It's never expensive and well worth the investment.

Aweber opens the door to countless passive income streams. It's well worth the small investment. So go ahead and sign up now at <http://www.theptdc.com/aweber>.

Done? Ok, now I'm about to save you a lot of time by taking you through the exact ways to set up the account and automate a large chunk of it.

The first step is to set up a page on your website. Call it "thank you" and write a brief message thanking the user for subscribing. It's nice to have a custom page to send the user to as opposed to the template ones. Also be sure to include links to your Twitter and Facebook accounts and ask users to connect with you there as well.

Aweber walks you through the steps of setting up your list so I won't repeat anything. A couple notes on stuff I wasn't sure about:

1. You must allow for a double opt-in. This means that when somebody enters their email they are sent a confirmation message. They then have to click on the link in order to be subscribed. This is both good practice and a legality. In the

- confirmation message be sure to tell the user what they are going to get.
2. In the address section be sure to use the info@yoursite.com email and not your personal one.
 3. You must include an address. Setting up a P.O. box isn't a bad idea.
 4. Link up your Facebook and Twitter in the "Personalize Your List" tab. This allows you to include sharing buttons in your message and have the email automatically appear on your Facebook page or Twitter. (You can turn this off for each individual message.)
 5. In the "Confirmed Opt-In" tab put your "thank you page" URL at the bottom.
 6. Create a custom signature to show in every email. Html works here if you want to add any links as well.

The ethical bribe

When I released the eBook entitled "101 Personal Trainer Mistakes and the Solutions to Each" it created a frenzy. My email list was sitting pretty at 600 and 1-3 new people were being added each day. In the 3 days after the book came out I added 1600 names to my email list and went steady at 10-20 until I added a second eBook to the pot.

The "Facebook Marketing for Fitness Pro's" eBook only garnered 673 emails in the first 2 days. I was actually disappointed. Since then the site generates 25-50 a day with both books and hopefully more with the addition of this one.

An ethical bribe gives your readers a reason to sign up for your email list. Once they do they will receive updates with all of your new materials, promotions, and on goings. The better you are at building your email list the more successful you will be.

The point is that the better your ethical bribe is the more emails you get. The more emails you get the more money you make (I'll show you how). It's a simple equation.

Step 1 - Traffic

Step 2 - Collect emails

Step 3 - ???

Step 4 - Profit

Have something of perceived value to give away to people as a thank you for signing up for your newsletter or email list. Usually it's an eBook that you put together. This eBook should not take you longer than a week to compile.

The easiest way to start if you have never written an eBook before is to pick a subject and write as many points concerning that topic you can think of. Put the question out to your Facebook group and ask them to contribute. When it's all said and done you should have at least 50 points on the subject. Then it's a matter of compiling it into a document, editing it, creating a cover (you can get a cheap one made for \$5 at fiverr.com), and converting it into a .pdf.

Create a page on your site and upload the .pdf to it. Your first autoresponse message will send users to this page where they can download the book.

Case Study – I'm working with Dan Trink. An amazing trainer out of New York that has 0 minutes to spare. He needed an Ebook as an ethical bribe for Trinkfitness.com. During our conversation I said, "you've been writing tips on your Facebook page right?" "Yeah for a while" he responded.

I told him I would call him back and checked out his Facebook page. In 20 minutes I copy and pasted 25 tips I found into a word document, titled it "Trink Tips: 25 to Get the Body You Want" and called him back.

I then took a picture he already had and mocked up a cover in 5 minutes on photoshop, saved it as a .pdf, uploaded it to his site, and created a web form in Aweber. The whole process took me 2hrs start to finish.

You probably already have the content to create your ethical bribe. Just learn how to package it.

For “101 Personal Trainer Mistakes” I created a Google doc and shared it with 30 personal trainer friends. I asked them to write down any mistakes they made and 2-4 sentences on how to fix it. Within 3 weeks I copy and pasted it into a document and uploaded it to my site.

The point I’m trying to make is to think creatively and figure out ways to get this eBook done without too much of a time commitment. Don’t try to get too fancy with it.

Popups

They work.

I know that you’re thinking they are annoying and spammy but you cannot argue just how effective they are. Make yours clean and offer your ethical bribe right in your reader’s face the minute they come to the site.

What this does is tell the reader that you have Ebooks the second they land on your site. Most people will click away the popup and read whatever article drew them to the site. When they’re done reading your awesome article they now pay attention to the opt-in form on the right side of your page.

The best software I have come across is Popup Domination (<http://www.theptdc.com/popupdomination>). It’s easy to install, implement, configure, and works like a charm.

I have used it (and still use it) on every one of my sites. I see an immediate increase in email subscribers when it’s active.

Email templates

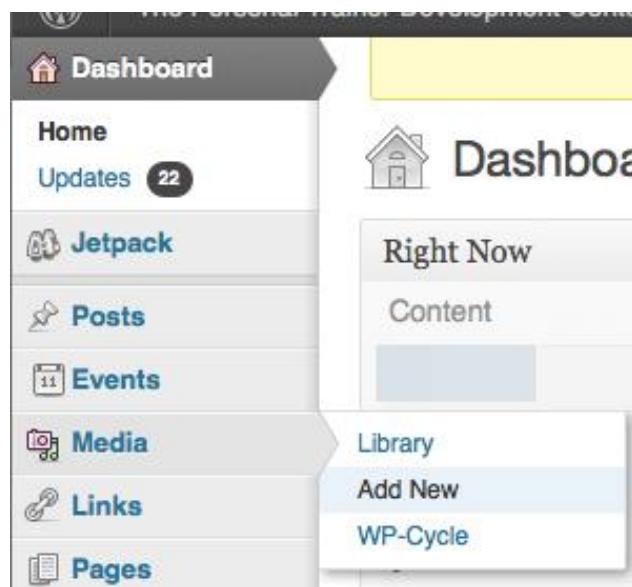
Aweber has a block system for their emails that makes it easy to create nice looking messages. Each email should have 3 pieces: A header, content, footer.

The header - Choose a banner if you have one for your company. This should include both your logo and company name. Generally emails are

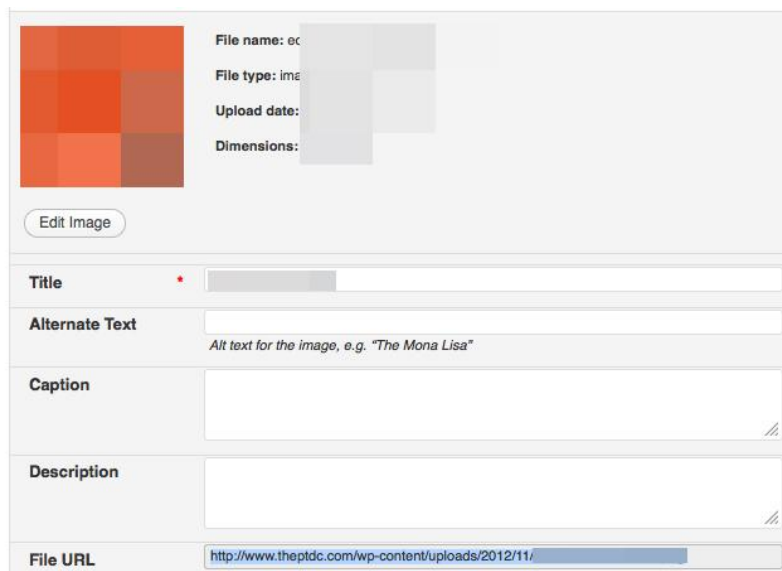
550-600px wide so I suggest to choose a banner about that long. In terms of height it's up to you but I stick to around 250-300px.

The first step is to drag the image button into your email form. Aweber does not host pictures. This means that you must upload the picture somewhere else first, a step that confused the hell out of me when I got started. Here's what you have to do:

Step 1: Upload the picture with correct dimensions to your Wordpress site in the "media" folder:



Step 2: Copy the link from the media:



The totally awesome router. The Start a Fitness Blog Blueprint was compiled by Jonathan Goodman of www.theptdc.com. Pass it on and share freely, just don't claim you wrote it, that's not cool.

Step 3: Paste the link from Wordpress into the “image URL’ section that appears and your picture should show up:



Content

Drag a paragraph widget below the image. Here is where you will type the content of your email. What you type is up to you. I suggest keeping it short and using a large font (14pt works well). Paragraphs in emails should be no longer than 4 sentences.

An email is a mini sales pitch for people to read your article. Mine change from time to time but here’s my general template:

- **Title – Catchy.** People get a lot of emails. Asking a question that entices the user to open the email in order to see the answer works well.
- **First line is always something shocking.** Give the reader a reason to care.
- **Middle content is a bit about the article.** Tell the reader what they will find out and why it matters to them.
- **Add in a link to the article.**
- **After the first link to the article add a bit more content.** A “p.s. did you know...” works well here.
- **Sign off the email and give the link again.**

That's really all there is to it. Don't get too fancy in emails. Most pictures don't show up these days unless the user clicks specially to see it. It's better to stick to text and keep it succinct.

Expert tip – clicktotweet.com is an awesome site you should have bookmarked. How it works is you write a tweet in the box on the webpage and generate a link. When a user clicks on the link it allows them to automatically tweet out your link.

In your tweet you should write a quick sell for the article (this could be your title). Follow that with a link to the email. (You grab the link after you hit the next button upon completion of your email.) Copy the link and go to bitly.com/ to shorten it and paste the shortened link into the clicktotweet box.

Broadcast Archive Publish your broadcast to a web page so subscribers can view it online.

| | | |
|---|-------------|---|
|  | Homepage | http://archive.aweber.com/ptdcmaster1 |
|  | Direct Link | http://www.aweber.com/t/8M6v0 |
|  | RSS Feed | http://archive.aweber.com/ptdcmaster1.rss |

End the tweet with (@YourTwitterHandle). This way users tweet out your article and you get notified when they do so can retweet and track.

I like to place a link at the bottom of my emails so users can tweet my email to their Twitter followers.



Check out this super awesome article.
<http://bit.ly/ZpSRJ6> (via @jon_ptdc)

66 [Generate Link!](#)

Footer

Footers can consist of a couple things. In an effort to keep things as quick as possible I use the same signature I created as my footer.

[Aweber](#) allows you to drag it into the document.

If you have a program to sell this is where you can give a one or two line blurb about the product and provide a link to buy. What I will recommend is to have no more than two calls to actions on each email, one for social media and one to sell a product.

If you have multiple things to sell, create a plan of promoting one in each email and switching each time. The harder it is for the user to make a choice the more reluctant they will be to buy. Over information kills conversions.

Web form design

A web form is what you place on your site, usually at the top right and sometimes above each post. This is where you extol the benefits of your ethical bribe and ask users to sign up by entering their email address.

A high converting web form is paramount to your success.

Those that follow thePTDC can attest that I change my web forms often. I'm constantly remodeling it to see what gets the best results. Here's what I've found:

- Have 1-3 single line points to entice the reader. These points sell the benefits of your ethical bribe and show them why they need it.
- Warning somebody that they are screwing up is more powerful than telling somebody you are going to help them.
- Give instructions (i.e. enter your email) and mention that it's free. Say what they get.
- Add an attractive picture of the ethical bribe
- Make the "submit" button your action color that you chose earlier
- Include 2 testimonials below the form from people talking about how awesome your ethical bribe is and how much it helped them.

Creating web forms can be a bit finicky. Upload pictures to your site and copy the link the same as you did in emails. It will take some playing around but once you figure out the options you can create forms that look good in Aweber quickly. Generally Wordpress sidebars are 250px wide so make that your Aweber web form width.

Automation

Everything that can be automated online SHOULD BE AUTOMATED. This is the secret to email marketing. You should set up a series of content rich follow-up emails and set them to go at regular intervals.

Once somebody opts into your email list these emails go out to him or her at regular intervals for as long as you have set up the system. Most of the emails are content rich but every once in a while you include a sale of your product or a product that you are affiliating (we'll get to that soon).

The nice part about this system is that it's completely hands off. It will take you some time to set up all of the emails but once it's done you never have to touch it again.

Aweber makes this very easy by including the "follow-up" feature. These are emails that automatically go out to your subscribers. The interval you set is the number of days the email is sent after the previous one went out.

Be careful not to spam.

ThePTDC.com has a 2-year autoresponse sequence set up. I set the emails to go out Mondays, Wednesdays, Fridays, and Sundays. They go out every 5 days except for a sale that goes out every 3 days.

The reason is that I send out broadcast emails (one-time messages) Tuesdays and Thursdays when thePTDC posts new content and don't want to send more than one email a day. Saturdays are a dead time so I decided not to send anything that day. Here's a snippet of what mine looks like:

| Mesg | Times | Interval | Type | Modified | Click Tracking | Subject | Spam? | Test | Copy | Delete |
|------|----------------------|----------|-----------|----------|--------------------|---------|-------|------|------|--------|
| 1 | | 0 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 2 | M,W,F,Su 3PM-6PM | 1 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 3 | M,W,F,Su 3PM-6PM | 5 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 4 | M,W,F,Su 3PM-6PM | 5 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 5 | M,W,F,Su 3PM-6PM | 5 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 6 | M,W,F,Su 3PM-6PM | 3 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 7 | M,W,F,Su 9PM-12 M... | 3 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 8 | M,W,F,Su 6AM-9AM | 5 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 9 | M,W,F,Su 6AM-9AM | 5 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 10 | M,W,F,Su 9PM-12 M... | 5 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 11 | M,W,F,Su 3AM-6AM | 5 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 12 | M,W,F,Su 6PM-9PM | 5 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |
| 13 | M,W,F,Su 3AM-6AM | 5 | Text/HTML | 10/13/12 | On | | | TEST | COPI | X |

At any point you can delete, add to, or change the emails in your sequence. A solid autoresponse sequence is worth its weight in gold.

Before continuing – If you’re reading this you should already be subscribed. But if you just the book from a friend or colleague head on over to www.personaltrainerebooks.com and enter your email. Watch the autoresponse sequence unfold over the weeks and months that follow. You also get two more awesome Ebooks like this one.

Download the 3 books now

Click on this picture to head on over to the page where you can grab your books



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Less is more (how and when to publish)

Now it's time to get into the meat and potatoes of blogging. My viewpoint on how often to publish and what type of material has changed quite a bit over time.

At one point I was posting 4x/week on thePTDC and attempting to post twice a week on my personal site. This, in addition to occasional guest posts was exhausting. It also meant that I couldn't put out my best work.

Most of all, I ran out of ideas.

Maybe I'm just not at that smaht but I can't come up with new and innovative stuff multiple times a week. I have an idea once in a while that I think is good and hopefully solves a problem my readers are having. I test my solution and explore it from every angle and write an article about it.

I'm not willing to write about stuff I don't know or haven't investigated fully.

This left me with a problem – how could I keep growing my sites by posting less often. My solution was two-fold:

1. Write the best article I could ever write.
2. Re-package the material in as many different ways as I can.

Write less and promote more

There is no point in writing an article that nobody will read.

There is no point in writing an article that doesn't provide you (the author) any benefits.

After 8 months of watching social media feeds like a hawk I started to recognize a pattern. To me, it appeared as if people are mindless online. Not only that, I felt that they don't assess what they're sharing and the affect it may have on others.

To explore this I wrote an article called “Why You’re Failing to Make a Difference”. In this article I spoke my opinion on the motivational phrases that people share online superimposed over pictures of half-naked beautiful people sweating.

I postulated that the person sharing these pictures did so as a way of selectively self-representing, or boasting. I argued that it’s considered uncouth for them to write that they exercise so they share these pictures to show off.

To drive the point home, I concluded that these pictures were having the opposite effect of their claimed reason for posting. While the poster said they wanted to motivate others I feel they are creating an elitist atmosphere that is making people shy away from the gym.

The response to this article was insane.

I knew I was onto something and decided to focus much of my efforts on exploring the theory more. Using the same theory from that one article I:

- Wrote a version of that article for my friend Dean Somerset’s site.
- Wrote a version of it for an Australian fitness magazine.
- Recorded an audio lecture for sale on Movementlectures.com on the subject.
- Wrote an eBook for thePTDC called “Facebook Marketing for Fitness Pros”.
- Recorded countless podcasts on other sites.
- Wrote and published “Race to the Top: How to Take Over the Social Media Feed” (www.theptdc.com/race) largely based on the theory that originated with that one article.

It’s all in the idea

Do you have a problem that you believe is unique and solves a problem that people have?

Does your idea approach a problem from a different angle?

Milk it for all it's worth.

First put the idea out to your audience and see if it garners the type of reaction that you hope. Then approach influencers with bigger blogs and offer them a guest post on the subject. Refer them back to your original article and tell them it will be similar in vein.

Film a video for your YouTube channel talking about the subject.

Record an audio version and upload it to iTunes.

Write a short eBook and sell it via Kindle or release it as an ethical bribe.

Create memes using memegenerator.net making fun of the topic to share via Facebook and Twitter.

Write subsequent articles for your blog on similar topics but using different examples.

My point is that you don't have many great ideas. When you have one get creative and try to figure out as many ways as possible to get the idea to spread.

The best posting schedule

Don't worry about a posting schedule when you start off. Post the best content you possibly can and spare every spare second you have building relationships with important people. (Note that I go over exactly how to find, build, and foster relationships with everybody that matters in Viralmomics. Go over there and read the sections already published in sequence 100% free at www.viralmomics.com)

The time of the day and week to post is important especially when your audience isn't that big yet. Here are some superficial guidelines:

- Weekday mornings before work are good for short tips and motivational posts.
- Lunchtime is good for memes and status updates on Facebook or Twitter.

- After dinner (generally around 8:30-11pm) is good for posting full-length articles.
- Near the end of the week late afternoon can be a good time to post. It's when people are procrastinating at work and perusing social media.
- Sunday mornings are good for longer posts. It's when people hang out and read.

I say that these are superficial guidelines because the optimal times to post may change based on your industry. For example personal trainers generally work early mornings and later on in the evening. They sit twiddling their thumbs in the middle of the day. Therefore 2-4pm is a great time to post for that audience.

Know your industry. The rule is the same across the board. When people have nothing to do there is a better chance they are mindlessly surfing social media sites. This is the best time to post.

Before you publish your post

I go through the same guidelines before publishing a post and wanted to pass it on to you. Keep this section beside your computer and check off each step before hitting the publish button.

1. Re-read the post and delete as much as possible. Try to write succinctly. Understand and respect the power that some words have and refrain from using qualifiers like: basically, quite, moreover, therefore, and extremely. These words usually don't add anything.
2. Re-read the post, correcting any obvious grammatical gaffs.
3. Re-read the post out loud paying attention to cadence. Try to get a rhythm to your words and take note both of when you pause and when you speed up. Does it feel right?
4. Make sure all citations are in the work properly.
5. Go over it one more time. Did you have an emotional reaction to the post? If you didn't then it isn't ready to publish yet. Go back in and make it more personal or add in some jokes.

6. Include A SINGLE call to action at the end of the post. This could be to ask the reader to opt-in to your mailing list, join your Facebook page, comment, buy your stuff or anything else.

The point of blog posts

Writing a good blog post takes considerable time and effort. Every blog post you write should have a purpose.

A good blog post gives the reader enough information to help them but also whets their appetite for more. The call to action is your sell on getting them to learn more about the subject by opting into your marketing funnel or buying you stuff.

Affiliate / commission marketing

When asked how I make money online the person usually interjects before I have time to respond and says, “advertising right?” When I tell them that I have never hosted an ad on any of my sites they’re surprised, dumbfounded, and interested.

Affiliate marketing is huge and if you can become a trusted source it is very very profitable. Commissions vary. Here’s an idea:

- E-products like eBooks and video / webinars usually pay a 75% commission rate minus fees. This means that a \$99 product will garner about \$70 per sale.
- More and more companies are seeing the value in affiliate marketing and offering commissions ranging from 10-30% on products.
- Amazon is the most widely used affiliate network. They start at 4% for most products and the percentage increases depending on how many sales you make. The nice part about Amazon’s program is that you get commission off of anything the person buys on the site through your link.

Clickbank

Clickbank is the most widely used service that affiliate marketers use. It’s free to set up an account and start promoting. You simply log in and get a unique link. When somebody buys the product after clicking through on your link you get the commission.

Usually, if you go to the bottom of those long sales pages you will see a link that says “affiliates” click on it to sign up for the program. Clickbank also has a marketplace where you can search for products on pretty much anything.

Every product and sales page on Clickbank has to go through the company’s rigid approval process. In addition the site forces a 60-day money back guarantee. Because of this it’s a safe way to promote products while saving face on your website.

When you are promoting make sure to personally inspect each product. It takes years to build a reputation and seconds to break one.

After awhile, people might send you advanced copies of their products asking you to promote them. If you can be a part of an initial launch it usually means more sales. Again, be sure to watch or read the entire product before promoting it.

Infusionsoft, 1Shoppingcart etc.

There are a couple companies that offer all-in-one CRM (Customer Relationship Management), email marketing, and e-commerce solutions. The two I come across most are infusionsoft and 1shoppingcart.

These are the companies that organize a lot of the affiliate programs for physical products. Chances are if you see a company being promoted on a blog somebody is being paid. If you also use the product you may as well make some money from recommending it.

Go to the site of your favorite companies and look for an affiliate link usually in the footer of the page.

Expert tip, read the fine print – Affiliate contracts are similar but sometimes there are stipulations in there that are questionable. For example I turned down an opportunity to affiliate a company because they had a no compete clause. This meant that I could not promote any other fitness equipment if I promoted their company.

Amazon

I like Amazon because it's easy, trusted, and everybody uses it already. The commissions aren't as high as some of the other options but you will make a lot more sales. This and there's always a chance that somebody will drop \$1,000+ on a big-ticket item having clicked through on your link. It happens to me at least once a month.

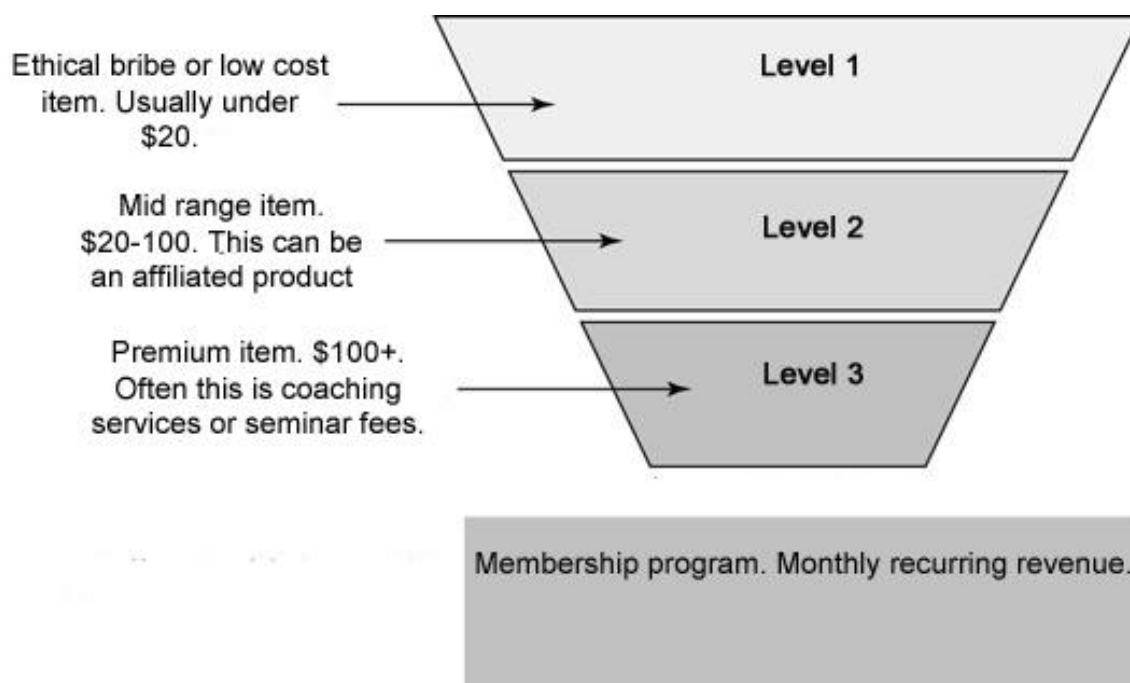
Whenever I reference a book, I grab the affiliate link from Amazon and plug it in. I also created an a-store with my favorite books and embedded it both in my Facebook page and on my web page.

Setting Up various income funnels

This is the fun part. Everybody wants to talk about making money. You should have four main categories of generating income and each of them flow into each other. When you get them to work in synergy you have achieved financial freedom.

Consider it a series of funnels where the plan is to start as many people at the top and transition them into higher priced items. The goal is to do this with as little leakage as possible. All the while you want people signing up for a membership so you have a guaranteed income coming in each month.

It's not easy but it can be done and much of it should be automated. Below is a breakdown of the funnels. I'll explain each of the sections individually.



Level 1

This is your lead generating funnel. It's where your ethical bribe fits in. Use something to entice a reader into signing up and over time your goal is to peak their curiosity enough that they buy your more expensive services.

This book is part of my level 1 funnel. You're in it. I plan on selling you stuff. Good stuff and stuff with tons of value. There's a reason that I write 50+ page Ebooks and sell them so cheap or give them away for free.

To be honest I meshed my level 1 and level 2 funnels here. Many of the links in this book are affiliate links. That's why I made sure to test out all of the products and only recommend stuff I personally use.

My two books Ignite the Fire: The Secrets to Building a Successful Personal Training Career (www.theptdc.com/ignite) and Race to the Top: How to Take Over the Social Media Feed (<http://www.theptdc.com/race>) are also part of my level 1 funnel.

They are both low cost and having published book sets me apart from many of the bloggers out there. My decision to print my books as opposed to produce them as eBooks was a tough one. I left a lot of money on the table (especially for Race to the Top).

Time will tell whether it was the right move. I chose the possibility of making millions later as opposed to 10's or thousands now.

A printed book is cherished. People display them proudly at their house hoping others will pick one up off of the shelf and want to talk about it. It's highlighted, marked up, annotated, and dog-eared.

The book is passed onto others as a way of gaining social equity. A printed book has value to the owner, much more than an electronic version. It is referred back to years later and the reader is reminded about their connection to the author.

This is what I wanted when I produced my books. I never saw myself as a fly-by-night blogger. I have an ego. I want people to think of me years later when they see my book on their shelf.

Level 1 of your funnel is designed to attract as many people as possible. It's a place for you to show your value and entice people to want to pay for more. You can do it either with a free or low-priced item.

Level 2

This stage can vary depending on the nature of your business. Perhaps you have a physical product. Stage one would probably be an eBook detailing some common mistakes people have. The book will then directly feed into the solution – your product.

For information marketers like myself, level 2 can be a combination of affiliate products where commissions are anywhere from \$20-\$100 or material produced by the creator themselves.

These can be sold a couple different ways:

- Directly in blog posts extolling the benefits of the product.
- During a launch for the product via email blasts sent by you or blog posts.
- Messages in your autoresponse can feature a level 2 product every once in a while as well. This is nice because it's completely passive.
- As a stable ad on your site that you hope people see and click on.

Level 3

These are your high-ticket items. Ideally these are ones that cost very little to produce and have a huge profit margin. Some examples include:

- Admission to seminars or in-person workshops.
- Online distance coaching.
- Mentorships

These items are bought because somebody loves you or your company. The online economy is fickle. It's hard to communicate the true value of your product but it's easy to create strong relationships with people you have never met.

After reading and absorbing your material and possibly sending a couple emails back and forth the user feels like they know you. It's at that point where they will look forward to the opportunity to pay the cash and meet or speak with you.

Membership

Currently I am building the membership side of my business so I can't comment on the ins and outs of how to do it yet.

What I will say is that \$10-20 a month isn't much money if you're offering a lot of value. My membership is going to be mostly automated. Once somebody signs up for the program they will be automatically added to an email list.

That email list will have a lot of content for members only that will be sent out in a series of autoresponse emails. I'll also be writing broadcast (one-off) emails from time to time and providing free eBooks like this one just for members.

When somebody buys a part of you they want more. Rarely will somebody just buy your book. They want to own your book, your webinar, your audio lecture, be a part of your membership, and attend your workshop.

It takes time to develop every aspect but is well worth it.

The one MAJOR MISTAKE bloggers make when they start

Don't let your ego get in the way. It's easy to watch your numbers on Facebook and Twitter grow and be satisfied that you're doing a good job.

You are vulnerable.

Depending on proprietary software is a great way to lose all of your leads. All it takes is one Facebook update (which they do often) and your whole system goes down the drain.

Social media is a great way to have your messages spread. I speak about social contagion theory at length in *Viralnomics* (<http://www.viralnomics.com>). Understand how it works and use the software to your advantage.

Then get the users off of Facebook and onto your email list as quick as humanely possible.

Write really long eBooks like this one and release it for free to entice people to join your email list. Do whatever you have to do. An email list is everything.

So please stop asking me and everybody else to "like" your Facebook page or "follow" you on Twitter. It is not a numbers game. It is a sales game. And sales happen through your email list.

Resources mentioned

While I had hoped that you signed up for this stuff as you read the book I'm more realistic than that. Here's a list of all the resources I recommended.



Popup Domination – Popups work extremely well. I highly recommend you use this tool for your site. It's easy to configure with any major email marketing service and will help grow your email list right away. Get it at <http://www.theptdc.com/popupdomination>



AWeber - The software I use for email marketing. You can control an unlimited number of lists, create an unlimited number of autoresponse emails, and send out an unlimited number of emails. The customer service is second to none and it's user friendly. Get it at <http://www.theptdc.com/aweber>



Godaddy - Where I register all of my domains. The customer service is unreal. Many of the clients I work with have their hosting with Godaddy as well and have been happy with the service. Register your domains at [Http://www.theptdc.com/godaddy](http://www.theptdc.com/godaddy)



How to Get Published: Writing Domination in the Fitness Industry - This is an awesome eBook written by 3 top figures in the fitness publishing industry. While the information uses examples from fitness the concepts apply to any industry. Topics covered are blogging, magazine writing, and book publishing. Get it at <http://www.theptdc.com/howtogetpublished>



Hostgator – The best hosting both for new and experienced web developers. I've moved all of my sites over to Hostgator for hosting from Godaddy. The interface is simple and their support is top-notch. Get your hosting at <http://www.smbmaster.com/hostgator> and use coupon code "jongoodmanvip" for 25% off.



Sucuri – I know it’s not something you want to think about but it’s relatively common for hackers to access your site and download malware. Sucuri offers a free search of your site and the tools to fix the problem if such an unfortunately event occurs. Search your site at <http://www.sucuri.com>



Build A Blog School – This is Pat’s baby and is an unbelievable assortment of free tutorials for building a blog. Everything from development to design to SEO is covered. Pat is my secret weapon. Without him I wouldn’t have been able to build any of my sites and would still be busting my butt personal training to make ends meet. Get started at <http://www.theptdc.com/blogschool/>



Backup Buddy – I use this in all of my sites. After being hacked once and crashing my site multiple times (my own fault) I needed an easy and automated back up system. This is a cheap plugin that you configure once and it backs up your site at regular intervals to a variety of remote locations. This way if you do screw something up you can easily revert back in 5 minutes. <http://ithemes.com/purchase/backupbuddy/>

What to do now? 2 things

I Need Affiliates (and you need ways to make more money)

Coming up I will be producing a number of PTDC products for sale in addition to products for sale by consulting clients of mine. They cover a wide range of topics from personal training advice to fat loss, nutrition, and lifestyle.

If you're interested in making 50-75% commission off of the sales of these products email me at jonathan@theptdc.com. You have no obligation to affiliate them all and can pick and choose. I will add you to a mailing list with all of the information you need.

I provide all of the emails to send to your mailing list and all of the requisite links that you need. All you have to do is build up an audience and watch the sales and money roll in. It's not uncommon for affiliates to make \$1,000's from a single sale. At 75% of \$97 it doesn't take long.

So email me at jonathan@theptdc.com to get started and I'll give you all of the information form there.

Want Specific Advice or Help

I do offer 1-on-1 consulting calls. The easiest way to book me is to head on over to the [Viralnomics contribution page](#) and select either the *contagion* or *industry superstar* level. Each level of contribution has a different amount of coaching calls ranging from 1 30-minute call to a series of follow up calls over the course of a couple months.

Before we first speak I will ask you to send me information pertaining to your site, your business, and your vision. After going over the material I will set up the first call and give you the plan.

I specialize in automated systems.

I will give you 1-3 tasks each week. Once you complete those tasks we will move onto the next. Depending on your business and vision you will be left with a system that both attracts new clients and sells to existing ones.

The online world is difficult and without guidance it's impossible to focus your efforts on that which will give you the largest bang for your buck. I will give you that guidance and make sure you focus.

I offer a full guarantee. If you are not 100% satisfied with the service I'll refund every penny.

If you have any questions feel free to email me at jonathan@theptdc.com.

Disclosure

As of December 1st, 2009 the FTC requires that I disclose whenever there could be hidden interests or unspoken biases related to recommendations. Know that I only recommend and provide links to buy products or services that I wholeheartedly recommend and use myself. However, to make sure I cover myself, assume that for every link in this book I'm receiving monetary compensation, sex, swag, and puppies. Lots and lots of puppies.