



New Blog To-Do List

Decide upon your niche

- Who is your audience?
- What is your blog about?
- How is your blog different to other blogs in the same niche?

Get the 'background' tasks done

- Have a separate business e-mail and bank/PayPal account set up
- Register as self employed for tax purposes
- Ensure all anti-virus protection is up to date

Sign up for your webhosting

- Get your domain and webhosting and install Wordpress (if that's who you're going with!)
- Install your theme and start building your website

Create awesome content

- Create valuable/ educational/ emotional blog posts with useful information for your readers and post regularly
- Add links in your posts to some of your other posts, allowing your readers to explore your site and thereby generate more page views
- Use a variety of mediums to get your message across – written word, pictures, videos, surveys etc.

Monetise your blog

- Sign up for Affiliate Programmes
- Sign up for Ad Programmes
- Create and promote your own products e.g. courses, e-books etc.
- Create an e-mail list of subscribers you can use for marketing your blog

Market and Promote your blog

- Make accounts for your blog on all relevant social media accounts
- Create long, pinnable pictures for Pinterest with good picture descriptions
- Engage with other bloggers and create link-backs to your blog
- Use apps like Hootsuite, Boardbooster, Tailwind etc. to schedule your social media

7 Ways to Make Money Online



Use Affiliate Links

Use Ads on your blog

Create and sell your own courses

Sponsored Posts

Write an e-book

Become a Brand Ambassador

Open an online shop e.g. on Etsy

15 Knitting techniques to master

Knit

Purl

Increase
stitches

Decrease
stitches

Brioche

Knitting in
the round

Intarsia

Fairisle

Socks

Short rows

Moss Stitch

Rib Stitch

Lace

Buttonholes

I-Cord