



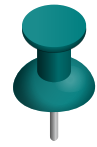
Christian Blogging Roadmap

**A Checklist On How To
Start, Build & Grow A
God-Glorifying &
Money-Making
Christian Blog!**

ChristianBloggingAcademy.Com



Blogging Is A Journey



Hey Everyone!

I'm Nicky, the owner of Christian Blogging Academy, and I so appreciate you trusting me and joining me on this blogging journey! It really means a lot to me!

I know it sounds so cliché but it really is true. Blogging is a journey.

It's frustrating at times, slow, full of pitfalls, detours and wrong turns. I've taken lots of wrong turns and will take many more, I know.

That's one of the reasons I created this road map. I want to help make sure we stay on the straight and narrow. Not just about our blogging strategies but also why we are really doing this.

We are doing this not only to make money, which can be so easy to get caught up in, but we are doing it first and foremost because we want to impact others for Jesus. And I firmly believe that will happen if we keep our priorities straight.

So let's get to the road map shall we?

Do you know where you're going?

Now, I don't know about you but I have never taken a road trip, when I was driving, without these 3 things:

- 1) A map**
- 2) A GPS**
- 3) An idea of where I was going.**

If blogging is a journey (and trust me it is), why would you go into it without knowing where you are going and how to get there?

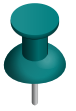
Well, I'm assuming that if your reading this right now, you know you need a map for your blogging business.

That's where this blogging success road map comes in. It's here to act as your guide and keep you on track. Blogging is overwhelming no doubt and if you don't have a clear direction, you will get lost, pure and simple.

Now, will you follow this map's every turn? Nope, depending on your target market and goals, you will take some detours along the way.

That's perfectly normal...

Just Use This Road Map Like This



Road Map Directions:

- **Print this out and put it in a binder**
- **Check off the places on the road map where you've already been.** For example: If you've already created your blog and your happy with it then you can cross or check that item off of your list.
- **Keep checking places off of your road map until you get to a place where you haven't been before.** For ex: if you've created your blog but you haven't installed Wordpress plugins, then that is most likely where you are in your blogging journey.
- **Once you get to that new area, begin working there.** For ex: If you haven't installed plugin, look up the Wordpress plugins that are most recommended for your bloggers.
- **When you start to feel overwhelmed again (and you will), come back to this map and figure out where you are and start there.** Keep coming back to the map so that you don't start to get lost and feel directionless.
- **Don't forget that you were called to do this, so don't give up! You'll get there :)**

Praying Over Our Blogging Business



Before we begin any journey, we need to go to the Father in prayer and ask Him to guide us as we build our blogs and our businesses to be glorifying and honoring to Him.

Father,

Sometimes I don't have the words really to explain what I'm asking for. Everything I want to say sounds vain.

I pray that you will prosper my business but I'll admit, even to my own ears, it sounds greedy.

It seems greedy to ask you to bless me, even more, when you've already given me so much and even then I don't act content. So maybe so I won't ask you to prosper my business.

Instead, I ask for you to help me serve the needs of my customers, my subscribers, my readers. What is it that they need? Help me to figure out how to serve them.

Help me figure out what their struggles are. Help me not to do anything for my own selfish gain.

Help me to think of them before I think of myself. Sometimes I put my own selfish desire ahead of their needs. I think I know best.

Praying Over Our Blogging Business



Keep my lack of patience in check. My impatience bubbles to the surface just about every day. I try and suppress it but it rises to the surface because we live in a world of now.

That's when I would prefer for things to happen. I persevere but still secretly hope things will happen overnight. When they don't, I "secretly" get a little upset with you as if my lack of patience is somehow your fault.

"Why hasn't anything happened yet. Lord?" I'll ask, as if you promised that success would come at a certain time.

And what is success, Lord? If my definition of success is worldly and would somehow draw a wedge between you and me, then I don't want it.

Banish all self-serving ambitions from my heart even though as I type this they are still too numerous to count.

Help my version of success and your version of success be one.

Most of all help my blog and my business to be honoring and glorifying to you. Help me to remember that YOU have lead me here and that I need to ask You for guidance, wisdom and insight.

Thank you for the gift of Jesus. It's in His holy name, Amen.

Blog Success Roadmap

Start Here: Blog Pre-Work and Research

- Pray about who God wants you to serve. Who do you feel lead to help with your blog's content? Who do you have a heart for?
- Find out where your target audience hangs out online and in real life
- Ask your audience what their needs are. Make a survey for them in Survey monkey and ask them if they would take it. Copy and paste the results in a document so you can compile the data. Make sure to thank them for their help.
- Go to where they are online and find out what they are saying they need in regards to whatever it is that your blog topic is. Listen to them. Copy and paste what they say in a Word or Evernote document so you can refer to it later.
- Interact with your audience even before you've built your blog. Care for them and pray for them as you go throughout this journey of creating and building your business.
- Find 1 or 2 blogging muses that you can learn from and trust. Buy their courses and refer to it often while you build your blogging business. Trying to do this on your own, with only free products, will hinder your progress. If this is truly a business for you, then investing in quality education is a part of the process.

Setting Up An Email List To Reach Your 1st 100 Subscribers

- Think about what your audience's needs, wants, desires, or goals are. For instance let's say your target market is single Christian mothers. What is it that Christian single mothers need help with? What is it that they are struggling with and need an answer or solution for?

After you determine what your target audience's goals or struggles are I want you to create a freebie, lead magnet, whatever you want to call it, that brings either brings them one step closer to their goal or brings them one step closer to a complete solution for their problem.

Are you Christian single mothers struggling to pay their bills? Then you might want to create a freebie that helps them be better financial stewards of their money or one that helps them learn how to bring in more income without taking up too much time.

Or you could create a budget tracker for single Christian mothers that help them track their finances and pray over their financial situation. Regardless, your freebie needs to address the needs or goals of your target audience in order to get them to sign up. If the audience and the freebie are not a match or a good fit, you will not get many sign ups. Trust me...I know :)

- Set up a landing page (you will also create an opt-in form to put on your blog once you've launched it.). Be sure to say on the landing page what the benefit of the freebie is for your audience.

If your freebie helps them lose weight, be sure to highlight that. If this freebie helps them to understand Proverbs like never before, make sure you tell them that. Whatever it is that this freebie helps them to do, make it plain and clear for them to understand. You might want to get feedback on your landing page if you aren't sure it's clear enough.

I use an email marketing service called **Convertkit** to make my landing pages and opt-in forms. **Convertkit has a free plan that you can use to start.** And they are the easiest email marketing service I've ever used

[Click Here To See Convertkit's Plans To Start Building Your Landing Page](#)

- Drive traffic to your landing page. You can create pins to post on Pinterest that will drive traffic to your landing page.
- You can guest post on other people's blogs (make sure they have a similar target audience as you). Then, if that blogger allows you to use links, you would use your landing page link in your bio to encourage sign-ups.
- You can set up a free Facebook page and post your freebie on there. Just make you post a lot of other helpful content on the page as well.
- You could post your freebie on Instagram. If you've made one that's really creative and helpful, it could encourage people to go to your link (in your bio) and sign up.
- Some Facebook groups might have a day where you can post a link to your freebie.

I give more info about starting email lists and driving traffic below.

Setting Up and Creating Your Blog



- Based on your research of your target market, come up with a domain name that will resonate with them.

[Click Here To Read My Post On Coming Up With A Blog Name](#)

- Pick a theme for your blog that reflects what your audience would like and works well with your blog's concept and theme. For instance, if your blog's theme is comedy you probably don't want to use a lot of dark colors as that doesn't portray your blog's message very well.

Restored 316 has some beautiful themes for an affordable price. I highly recommend you take a look at the themes of this faith based business!

[Click Here To See Restored 316's Themes](#)

- Choose a web host. My recommendation is Host Gator. I've used it since 2009 and the customer service and reliability of the blog has been great.

[Click Here To See Hostgator's Affordable Plans](#)

- Install Wordpress. Of course you could use Wix or Squarespace but I don't have any experience with them.
- Design your blog's look- Choose a header, your blog's signature colors, and logo. You can go to Fiverr or Etsy to get a header designed or you can design it yourself in Canva.
- Create a freebie that will help your target audience move one step closer to their goals (or conversely one step further from their problems). In other words, move them one step from where they are to where they want to be. For example: If your audience wants to build a successful business, create a freebie that shows them how to set up an LLC in 1 day or less if that's possible. For more info, see the section above on getting your first 100 subscribers.
- Setup your email marketing service like Converkit, Aweber, Mailchimp, etc. This is how bloggers send automatic freebies and emails to their email list.
- Setup your landing page. I personally use Convertkit like explained above. They have customer service that's unbelievable. Sometimes I get a response in a few hours. Also, their pricing (as in free) is very reasonable and the plugin integrates into Wordpress easily.
- Test and make sure the freebie delivery process goes smoothly. What that means is that you are going to act as if you were signing up for your own mailing list. You enter your name in the landing page form and make sure that you receive the freebie and there are no glitches.
- Start driving traffic to your landing page/freebie...yes, even before you've even written your first post. This is different from what most new bloggers do but 6 figure bloggers recommend it. Guest posting on someone else's blog is a way to drive traffic to your landing page.

Networking With Other Bloggers



- Research and figure out who the other bloggers in your niche are. Of course you want to know who the big bloggers are but don't discount the smaller bloggers either. Often times they are eager to collaborate with other bloggers and you can grow together.
- Join those blogger's email lists, Facebook groups, and follow them on Pinterest, Twitter, etc. Get to know them and learn from them.
- Be helpful to them if you see a need you can fill.
- If they allow guest posting, then ask if you can write a guest post for them. Follow their guidelines. Give them your best work.
- Leave insightful comments on their blogs
- Interview them.

Creating High Quality Content



- Remember those surveys you conducted and those blog comments you collected. Pull those out now because you're going to need them.
- Make a list of blog topics you can create from your research from the surveys and blog comments.
- Study how to craft headlines and blog titles that meet your target market's needs.
- Learn how to write blog introductions that make an impact on your audience.
- Learn how to create blog posts that resonate with your audience.
- Study how to write conclusions that have a strong message and call to action.
- Write a bio that clearly states how you help your audience with the problems your blog is seeking to address.

- Use target keywords in title and blog posts. Also use verbiage that your audience relates to.
- Read blogs and books that improve your writing.
- Start writing blog posts.

Creating An Email Sales Funnel



- Find an affiliate product that would help your audience move closer to their goal or further away from their problem. It also needs to be something you have used or made by someone you can vouch for and is of high value. By now you should know what you audience needs and wants.
- Sign up to become an affiliate for the product.
- Create an email sales funnel sequence that sells this affiliate product and tells them how it helped you and how it could help them.
- Don't send the email sequence to your list just yet. Keep it in draft mode. You will send this out later once your blog has launched.
- Instead send periodic emails that are helpful to your audience and don't sell them anything. Show them that you truly care about them and don't just see them as a number.

Launch Your Blog



- Publish your first post
- Notify your email list that your blog has launched and ask them to please read it and leave comments

- Create a consistent posting schedule. This is personally very difficult for me to do but if you can do it, this is the best way. But don't freak out too much if you struggle with this as well.
- Make sure to interact with your audience in the comments and through email if they send you one. Don't ask for feedback and then not respond back to them. Show love and appreciation for them.
- Politely ask those bloggers that you networked with and guest posted for if they would post on their social media channels about your new post.

Traffic Generation

- Remember when you surveyed your target audience and figured out where they hang out online? Pick two of those most popular hangouts for your audience and use them to drive traffic.
- If it's Pinterest: create an account and start pinning other high quality pins and start creating your own high quality pins for your blog posts.
- If it's Facebook: start your blog posts in Facebook groups. You can also do Facebook live videos and Facebook ads.
- If it's Instagram: start learning how to take bomb pictures for your feed and learn how to use hashtags to your advantage.
- Of course, if you have networked with other bloggers and they are willing to support you on their social media, that will bring in lots of traffic.
- You can also do Google ads and SEO for Google and other search engines.

Affiliate Marketing

- Start applying for different affiliate marketing networks like Clickbank, Commission Junction (they've changed their name but you can still locate them under that name), Shareasale.
- You can also apply to join Amazon Associates and once you've been approved start looking for products that you know would help your audience. Then you can mention them in blog posts.
- You can go ahead and send that sales funnel that you created earlier to your email list now.
- Don't overload your audience with products. You want them to trust that you don't just promote any and every product under the sun just to make money. You only promote products that are high quality and will help your audience.
- Look for products that will help your audience with their goals, needs, dreams, fears and frustrations.

The Road Ahead

- Set up your business as an LLC or corporation to protect yourself from any lawsuits and for tax purposes.
- Continue to network with other bloggers in your space and outside of your space. Be interviewed and do webinars with others or by yourself.

- As your blog grows, be sure to give back to bloggers who reach out to you, just as you reached out to other bloggers in the beginning.
- Start creating your own products such as ebooks and courses.
- Stay in continuous contact with the Lord and lean on His understanding so that you don't get lead down the wrong path.
- Never stop learning, growing, challenging yourself, and getting outside of your comfort zone in this process.

Click Below To See My Favorite Resources



These are some of my favorite resource. Some of these are affiliate links and some are not. That means I get a commission if you decide to buy from this link. This doesn't make the item cost more for at all and I've only recommended products I use and trust.

My favorite courses

Create and Go's Make Money Blogging

Any courses from the Smart Blogger blog

Favorite Email Marketing Service: Convertkit

Favorite Web Host- Host Gator

Favorite Website Creator- Wordpress.org

Favorite SEO Tool- Market Samurai

Alright Ya'll, that's the end of this road map but of course the journey has just begun.

Please join me at the Christian Blogging Academy where we will be discussing how to blog from a Christian perspective and we can share our blogging knowledge with each other.

See you all there,

Nicky