

How to
Grow Your Audience
and
Make Some Money

Your Coach



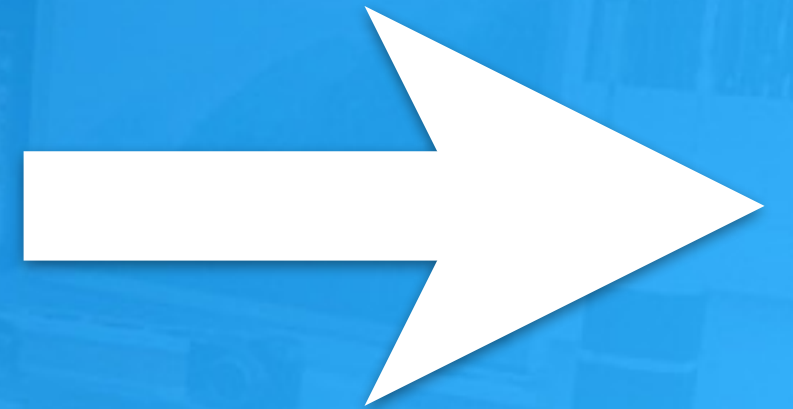
Shawn Blanc

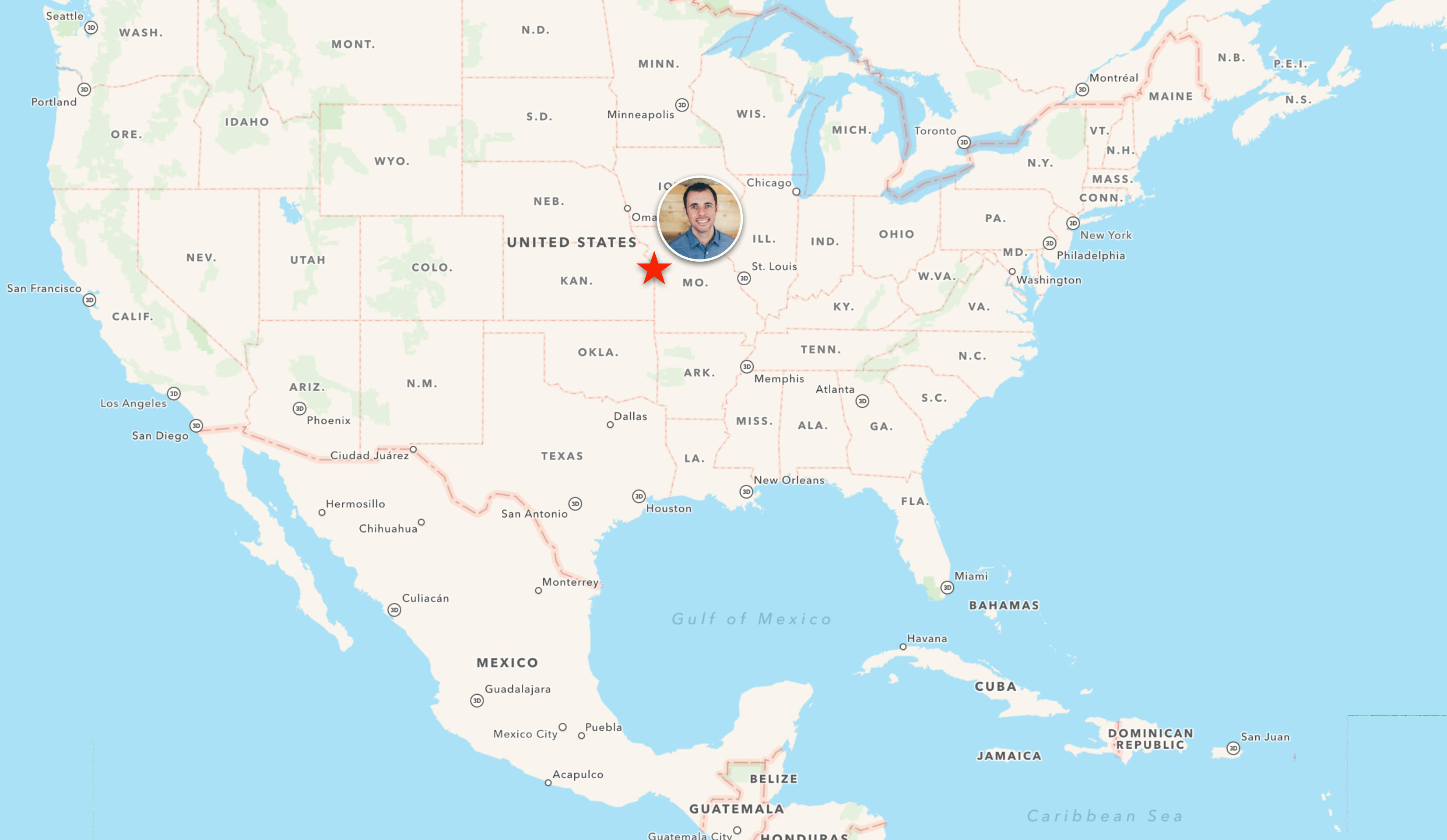
Your Host



Jason Glaspey

- Say Hello in the chat
- Ask questions
- Highlight cool points
- Isaac Smith is helping







About Shawn Blanc

- 3 Boys (Noah, Giovanni, Benson)



- Tools & Toys
- The Sweet Setup

The Focus Course *helps you find focus and get control of your time and attention.*

- Been working from home, for myself full-time since 2011.

Today's Agenda..



How We're Growing Traffic and Engagement on our sites.



1

What we're doing and what's working now.

The 2 Strategies We've Used to Grow Our List 4x



2

(Two different lists, one 2x growth, another 10x growth)

Writing Habits and Editorial Calendar



3

Setting up habits and routines for your creative work

Ways to Monetize Your Site



4

What we're doing that works.

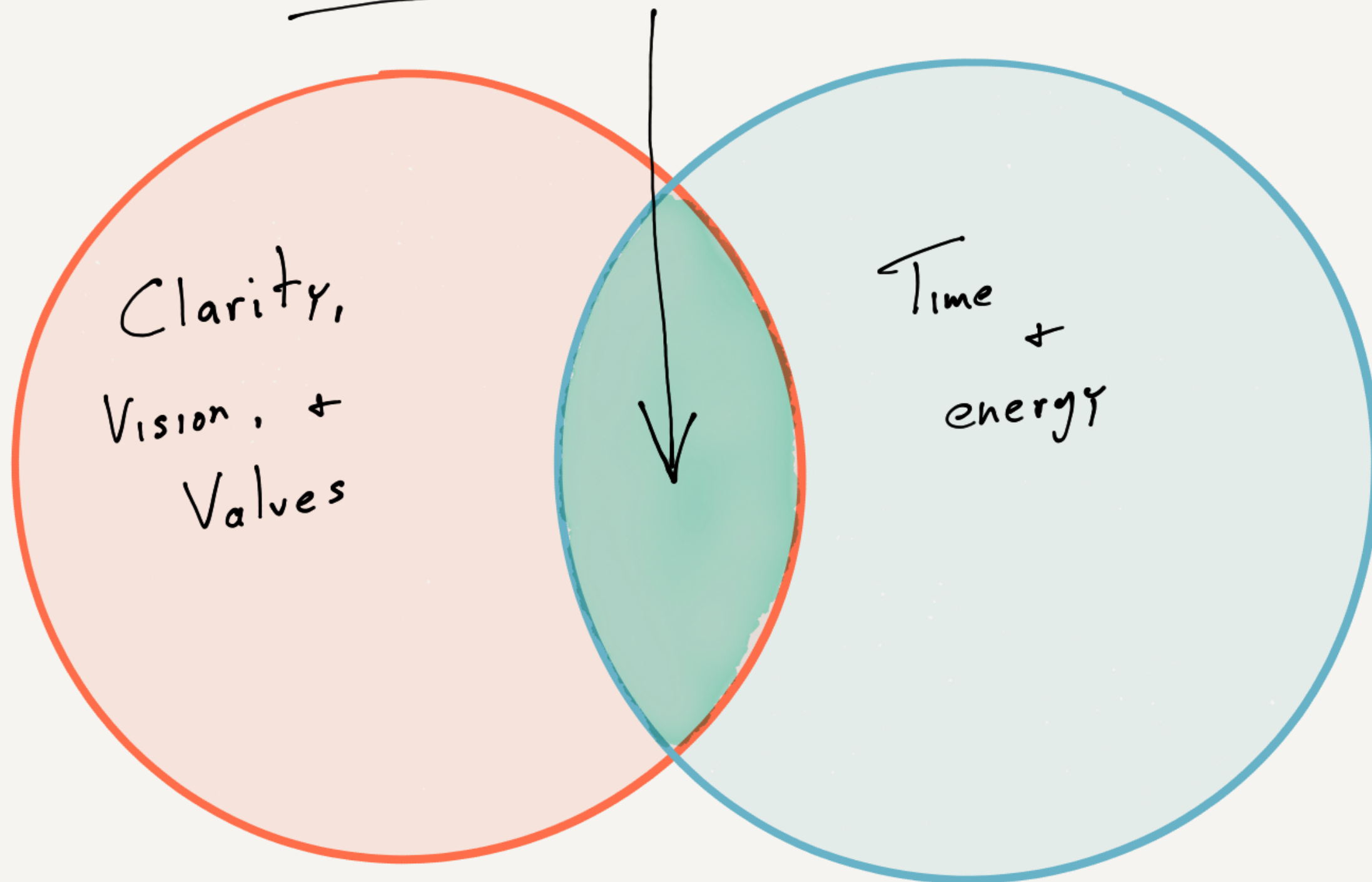
Know Your Why

Why do you want to grow an audience and monetize?

*Don't start a business unless
you want to run a business.*

*What goals do you have for
your site and your work?*

THE RARE SWEET SPOT





*What we're doing
to build traffic.*

Consistent Content

- Relevant Content Upgrades
- SEO
- Re-Engagement Email Funnels
- Trip Wires
- Guest Posting on Other Sites
- Roundup Articles Featuring “Influencers”
- Hosting Online Summits

- Relevant Content Upgrades
- SEO
- Re-Engagement Email Funnels
- Trip Wires
- Guest Posting on Other Sites
- Roundup Articles Featuring “Influencers”
- Hosting Online Summits



Two Strategies That Grew Our List

11 Tips for Using iOS 11

Get acquainted with the exciting new features now available.

READ MORE ▶



✍ Writing

Apps we love
[TEXTEXPANDER](#) »

The best note-taking app for iPhone and iPad
[BEAR](#) »

The Best Pro Writing App for Mac (and iOS)
[ULYSSES](#) »

The Best Third-Party

💾 Backups

How to back up your iPhone and iPad before an upgrade
»

Backing up your computer is easy
»

The best cloud backup service
[BACKBLAZE](#) »

☑ To-do & Reminders

Our favorite app for shared lists
[WUNDERLIST](#) »

The Best Productivity and GTD App Suite for Mac, iPhone, and iPad
[OMNIFOCUS](#) »

The best simple list-

📖 Reading

The best app for reading e-books on iOS
[IBOOKS](#) »

The Best Bible App for iPhone and iPad
[YOUVERSION](#) »

The best Wikipedia app for iPhone
[WIKIWAND](#) »

The best RSS reader for

FOLLOW US

GET APP PICKS, GUIDES, & MORE

Get workflow tips, app recommendations, how-to guides, stories, and more delivered to your inbox. Plus we'll send you our productivity guide for free!

Your best email

SWEET!

GUIDES & COURSES

Learn Ulysses

Easy video tutorials to help you quickly learn Ulysses, and take your ideas and writing from scattered to structured. »

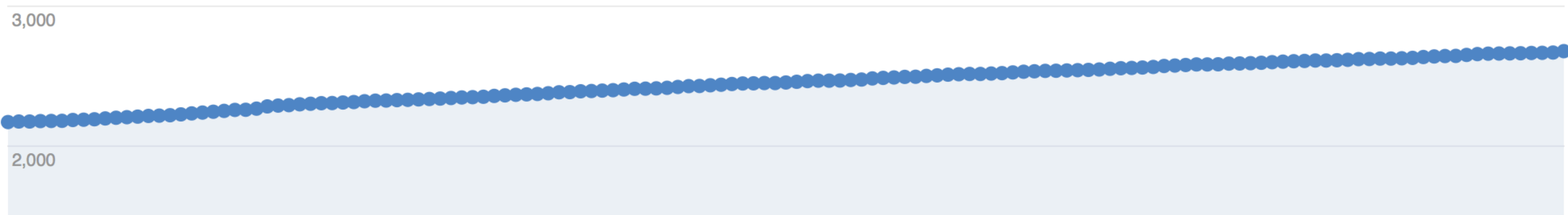
Day One In Depth

The most detailed and extensive guide to Day One available today. »

Workflow Essentials Bundle

Our seven best productivity and workflow guides. »

SPONSORED BY





Here are a few apps that add significant functionality to your Mac that we believe every Mac user would benefit from. They're recommended because they're the best at what they do and will help you work smarter, keep your files more organized, and keep your online accounts more secure.

Free Productivity Guide: Download our simple guide to productivity to help you improve your workflows and be more focused with your time and attention. [Get it here.](#)

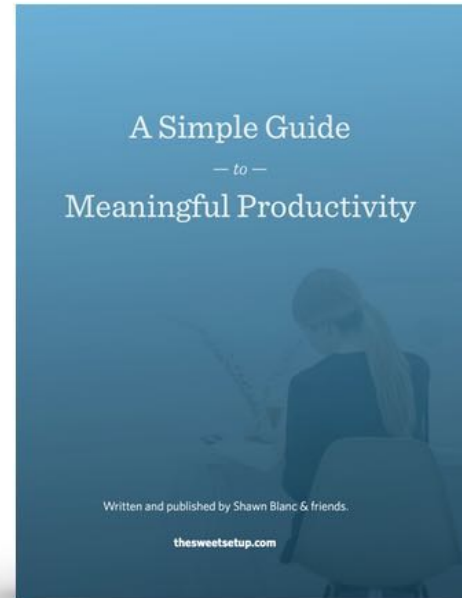
1Password

1Password's primary function is password management. It generates and saves crazy, nonsensical passwords so you can have a secure and unique login for every website you have an account on. From Facebook, to Amazon, to Twitter, to your bank.

1Password uses state-of-the-art encryption, so all your sensitive data is secure, and can only be accessed by your master password.

When you visit a Website, you can click the 1Password icon that installs in Safari or Chrome, type your master password into the 1Password popup, and then the app will

Here are a few apps that add significant functionality to your Mac that we believe every Mac user would benefit from. They're recommended because they're the best at what they do and will help you work smarter, keep your files more organized, and keep your online accounts more secure.



Improve your workflows and get more focus
with our in-depth guide to productivity.

[Download now, for free...](#)

1Password

1Password's primary function is password management. It generates and saves crazy, nonsensical passwords so you can have a secure and unique login for every website you have an account on. From Facebook, to Amazon, to Twitter, to your bank.

1Password uses state-of-the-art encryption, so all your sensitive data is secure, and can only be accessed by your master password.

When you visit a Website, you can click the 1Password icon that installs in Safari or Chrome, type your master password into the 1Password popup, and then the app will

This is no small decision. 5–6 years ago, productivity and GTD apps were an almost non-existent category of software. Today, solid options abound — from simple list-keeping to complex project management, GTD apps cover a wide spectrum of styles, workflows, and processes.

Stepping into this arena to research and choose the overall best GTD app is a daunting task.

GET BACK HOURS PER WEEK

Discover how to improve your workflows and get more focus with this free, in-depth guide to productivity.

DOWNLOAD NOW »



What is GTD?

For the uninitiated, GTD stands for Getting Things Done. It's a [personal productivity system](#) designed and [written about](#) by David Allen.

"MIND LIKE WATER."

Armed with the above mantra, David Allen, with no small help from folks like [Merlin Mann](#), set the geek world on fire with a love for obsessing over how to get things done in

This is no small decision. 5–6 years ago, project management was an existing category of software. Today, solid project management, complex project management, GTD apps and processes.

Stepping into this arena to research and understand the task.

GET BACK HOURS PER WEEK

Discover how to improve your workflow and focus with this free, in-depth guide to

DOWNLOAD NOW »

What is GTD?

For the uninitiated, GTD stands for Getting Things Done, a system designed and written about by David Allen.

A Simple Guide — to — Meaningful Productivity

Awesome!

Where should we send your free guide?

First Name



your@email.com

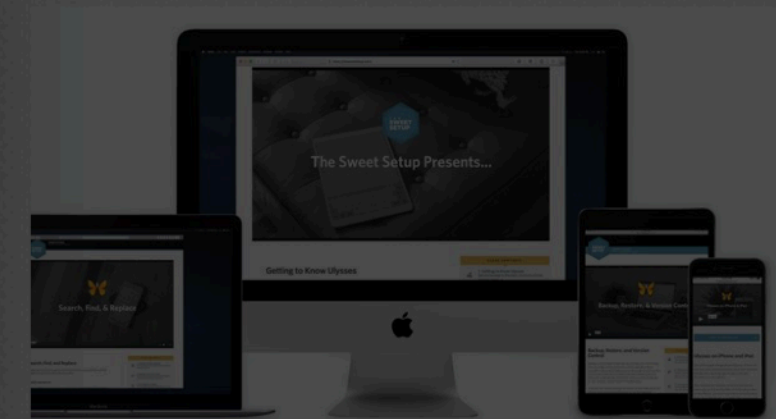
Send it to me...



The Apple Special Event, a workflow on using Pinboard, and more

A round-up of the Apple Special Event announcements, a workflow on using Pinboard to ensure you never lose a good article, and more. »

SPONSORED BY



Learn Ulysses

Brand New Course from The Sweet Setup

This is no small decision. 5–6 years ago, productivity and GTD apps were an almost non-existent category of software. Today, solid options abound — from simple list-keeping to complex project management, GTD apps cover a wide spectrum of styles, workflows, and processes.

Stepping into this arena to research and choose the overall best GTD app is a daunting task.

GET BACK HOURS PER WEEK

Discover how to improve your workflows and get more focus with this free, in-depth guide to productivity.

DOWNLOAD NOW »



What is GTD?

For the uninitiated, GTD stands for Getting Things Done. It's a [personal productivity system](#) designed and [written about](#) by David Allen.


“MIND LIKE WATER.”

Armed with the above mantra, David Allen, with no small help from folks like [Merlin Mann](#), set the geek world on fire with a love for obsessing over how to get things done in



CREATIVE FOCUS ONLINE SUMMIT


[GET INSTANT ACCESS](#)



Nothing works better than
consistently writing and publishing....



Building a Writing Habit



Know Your
Time, Place, and Topic



Editorial Calendar



Publish Weekly = Relevant

Publish Daily = Top of Mind



Monday: Interview

Tuesday: Deep Dive Review

Wednesday: Workflow Guide

Thursday: Quick Tips for Apps

Friday: Link Roundups



Teach

Show your process

Share lessons learned

Case Study

Curate resources

Tell a Story

Interview leaders

Chronicle your growth


Share experience

Cover news

Review products

Review services

Answer questions



Making Money

- Affiliate Sales (Amazon)
- Membership / Patronage
- Advertising & Sponsorship
- Joint Venture Partnerships
- Ebooks
- Courses
- Coaching
- Freelancing

- Affiliate Sales (Amazon)
- Membership / Patronage
- Advertising & Sponsorship
- Joint Venture Partnerships
- Ebooks
- Courses
- Coaching
- Freelancing



You get better at what you practice doing.

Practice making money.

Recap...

- Publish Regularly
- Capture Emails
- Start with one type of monetization
- Iterate, test, try new things

Know Your Why

Why do you want to grow an audience and monetize?



Q&A

Post your questions in the chat.