

# Blogging for Dollars like John Chow: Money While You Sleep (and Play!)

## 10 Point Checklist

### John Chow

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**

"The more you make your ads look like your native content, the higher the click rate."

**JOHN CHOW**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?  
Here are 10 steps that can move you closer to your goals – today.**

- What is something I enjoy writing about that I can turn into a blog?
- Take an inventory: Can I teach myself how to do it or should I buy a book or training course?
- Brainstorm ideas to blog about. Are people going to be more interested in what I ate for dinner or what they can learn from me?
- What affiliate programs are in my industry? Pick a few to advertise on my blog.
- What packages can I sell directly to my website visitors? Will I sell a product or a service? A good indicator of what resonates is checking to see what affiliate products they're purchasing.
- Find ways to push traffic to my affiliate sites to build strong partnerships with affiliates who advertise on my blog.
- Consider vlogging on YouTube. Be sure to include a call to action at the end of every video, such as an invitation to visit my site or download a free ebook.
- Rather than using Google AdSense for ad space, check into programs like OIOPublisher, a Wordpress plugin that allows me to sell my own ad space on my blog.
- Make my ad unit look like my blog. The more it looks like my native content, the higher the click through rate.
- Once I've started making money with ads, continue optimizing the page by focusing on colors and placement of ads.