

## Blog Mastermind Early Notification Launch Email Sequence

The following are the 35 emails used during the launch of **BlogMastermind.com** in 2007. This was the first time the program was made available to the public.

Email was the main tool used to communicate with prospects during this launch. The Early Notice email list was created by placing a “namesqueeze” style opt-in form at the URL [www.blogmastermind.com](http://www.blogmastermind.com) before the program went live. The copy on the page prompted people who wanted early notice of information related to the program to join the list.



The screenshot shows a white rectangular box with a thin black border. At the top, it says "BlogMastermind.com - by Yaro Starak" in bold black text. Below that, in a smaller italicized font, is "You Can Make A Full Time Income Blogging Part Time...". The main headline is in red: "Join My Step-by-Step, Everyone-Can-Do-It, Blog Mentoring Program". Below this, it says "Join the early notification email list so you don't miss the launch." in black. Then, "Enter Your First Name & Email" in bold black. There are two input fields: "First Name:" and "Email:". Below the "Email:" field is a "Sign Me Up!" button.

I linked to the opt-in page in blog posts at [Entrepreneurs-Journey.com](http://Entrepreneurs-Journey.com) and in email broadcasts sent to my existing traffic tips newsletter of about 5,000 people.

During the launch period the Early Notice list grew from a standing start to about 400 subscribers in a week, and by the time the doors opened to the program it had close to 1,000 subscribers. I continued to direct people to the opt-in page throughout the launch phase using every communication tool I had available to me at the time (email signatures, blog posts, Skype profile window, etc).

Every email included below was sent to the Early Notice list and some, but not all, were also broadcast to my general blog tips newsletter. These two email lists and my blog were used to send traffic to the order page when the program was released and were responsible for every sale made during launch, except sales made by affiliates.

I've included a short explanation of the strategy behind each email just before the email is presented to you below. Please use the following



emails and strategies as inspiration for ideas for your sequence of emails when launching your membership site.

I suggest you review **Module 5: The Launch Process** so you understand the context and purpose behind sending so many emails to your list.

Scroll on to begin the email launch sequence...



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## Email 1: Welcome Message

The first email is a confirmation email, reinforcing the message on the opt-in page and highlighting the need to whitelist my address. It's always good to prompt people to whitelist/safelist your address to make sure your emails get through (a launch can't work if your messages are blocked as SPAM).

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Blog Mastermind Mentoring Program by Yaro Starak

Welcome to the early notification email list.  
Here's what you can expect from the  
mentoring program...

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Hi {!firstname\_fix},

Thank you for joining my blog mentoring program  
early notification email list.

You are part of select group of individuals who  
have the first opportunity to join my elite  
mastermind group mentoring program to learn how  
you can earn a full-time income from blogging.

If you join the program each week I will reveal  
to you the techniques and strategies necessary to  
create a money earning blog and give you action  
steps to complete in order to help you realize  
your blog income goals quickly.

The program will be released later this month and  
it will be affordable for even those on a very  
tight budget.

Please pay close attention to emails coming from  
me (yaro@blogtrafficking.com) if you want to  
assure yourself a spot on the program.



Make sure you whitelist my email address so your spam filters do not eat my emails.

I'll be in touch again soon. In the meantime you should join my free blog traffic tips email list if you are not already a subscriber. You can sign-up here:

<http://www.blogtrafficking.com>

Here's to your blogging success,

Yaro Starak

<http://www.entrepreneurs-journey.com>

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## **Email 2: Revealing the name of the program**

This email begins a trend you will see repeated throughout this sequence – I use stories from my life to explain how the launch is going. This serves to engage the reader in the “story” of my product launch. In this instance I reveal the name of my program and provide an update on how it is coming together (creates anticipation).

Another feature that you will see me repeat again and again in these emails is reminder links to free resources I have already released. This is important because some people may not have finished reading/watching/listening to the media you release during your launch and a reminder to do so could trigger the act.

For a person to enjoy your free content they have to at least consume it, which can lead them to benefiting from your work and thus being more inclined to join your program when it launches.

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SUBJECT: Are You Ready To Be In My Blog Mastermind Program {!firstname\_fix}?

Blog Mastermind Mentoring Program by Yaro Starak



News about the new name of the blog mentoring program and an update on the launch process.

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Hello {!firstname\_fix},

I've just got back from a couple of days off for the Easter long weekend here in Australia and am back hard at work blogging and preparing my blog mentoring program.

The first bit of news that you may already know is that I chose a name and domain name for the program.

It's called 'Blog Mastermind' and the domain name is [www.BlogMastermind.com](http://www.BlogMastermind.com)

I'm a big fan of mastermind groups and I was very happy to see this domain still available. I plan to form a huge mastermind collective with all the students who join the mentoring program.

The expectation is all my students will become "masters" of blogging and meet the goal of a full time income from blogging part time, so I think the name is perfect.

So if you haven't done so already, add [BlogMastermind.com](http://BlogMastermind.com) to your bookmarks.

At the moment I have my tech guy and friend, Nick Schoonens, working on the membership site for the program and I'm hard at work creating an entry page that explains what the program is all about.

Once that is finished we will get all the preliminary things set up, do some testing to make sure the system works and then launch it.



I expect all that to happen before the end of this month, and of course since you are on this list you will get first crack at the program.

I'll have more updates for you soon.

In the meantime, if you haven't had a chance to watch my video presentation of how I make money from blogging I suggest you go check it out.

You can watch the video here:

<http://www.entrepreneurs-journey.com/tutorials/make-money-blogging/>

Note the video will start streaming once it reaches the 10% downloaded mark – you DO NOT have to wait for it to download to 100%.

I strongly recommend you watch the video if you have not done so already because I reveal every method I use to monetize my blog.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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### **Email 3: Knocking back objections and reaffirming the target audience**

This email introduces a key strategy I use in email a lot – prequalification. I like to clearly identify who is right for my program by explaining the people I have built the program for. In this case, I reaffirm it is good for beginners and people who already have a blog.





The other point of this email is to eliminate the justification that the program is too hard or too easy. My program is right for anyone who wants to blog – and I want to make sure everyone is clear on that point.

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SUBJECT: Helping Beginner Bloggers Catch Up

Blog Mastermind Mentoring Program by Yaro Starak

Helping beginners get blogging  
on WordPress...

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Hello {!firstname\_fix},

I had a meeting with my Blog Mastermind launch team yesterday.

We decided that we definitely want to get the mentoring program out to you by the end of April, which means I really need to work like crazy to prepare some introductory tutorials.

I've been thinking about the different types of people I would attract to this program.

1. There is a good chunk of people who I expect will join my mastermind program without even having a blog yet. That's definitely okay, and I encourage absolute beginners to jump on board the make money blogging gig because it's a A LOT of fun and very rewarding.

2. There is also good chunk of people who currently run blogger (blogspot), or wordpress.com or livejournal or myspace and other externally hosted blogs.

3. Then there is another group of people who already have made the smart choice to set up their



own domain, on their own server and install their own copy of WordPress (the .org version), however they still want mentoring to get their blog making money.

My problem is I want to help all three groups AND in order to do that I need to help groups one and two get up to speed with group three.

However, I don't want to have group three bored waiting for me to get groups one and two on to WordPress and owning their own blog with their own domain name.

In order to deal with this problem I've decided to put together some introductory tutorials for the beginners, which will be available from the launch of the program and separate from the e-classes, but for members only, designed to help get the beginners up to speed and owning their own blog.

I also expect there will be another group of people who can't handle any tech issues what so ever, and even with tutorials probably will get stuck. If you think this might be you, don't worry, I'll have a solution for you too.

It's coming in the next few weeks folks so stay tuned.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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#### **Email 4: Introducing multimedia**

I wanted to set people straight and make them excited about the media contained within my program. This is important because you don't want people



entering your program expecting nothing but videos and then giving them text content.

The prelaunch content should logically flow into the main membership content. If your prelaunch videos are great but your member videos are not, you will have a problem.

I use the prelaunch to demonstrate the different media used inside the program (in this email I talk about Camtasia video) and this sets the stage for what is to come if they decide to join.

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SUBJECT: Videos About Blogging

Blog Mastermind Mentoring Program by Yaro Starak

Do you enjoy learning by watching screen capture tutorial videos?

Camtasia videos are my new best friend...

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Hello {!firstname\_fix},

Some of you may know that I only recently returned to my home in Australia after spending six months in Canada.

I still haven't found a place to live and am on a continuous search to buy my first home in Brisbane, which so far has been a harrowing experience.

The Brisbane property market is NUTS at the moment so I might have to mortgage my first born child to get in (and I don't have any kids yet!).

I've been living at my mum's (or mom's) house



since I got back to Brisbane and have slowly set up an office there.

I knew as soon as I decided to launch the Blog Mastermind mentoring program that I would have to make extensive use of a program called Camtasia.

Camtasia is the software that lets me create video screen captures of what I do on my computer. You can see a couple of the previous videos I have made here:

<http://www.entrepreneurs-journey.com/tutorials/associate-programs-link-case-study>

<http://www.entrepreneurs-journey.com/tutorials/make-money-blogging/>

These video tutorials are great for teaching people how to do things on computers, and since blogging includes plenty of computer use, I intend to make extensive use of Camtasia videos to teach my mentoring program members.

To help me with the process of making the videos I bought a brand new computer full of all the latest speedy bits and pieces so I can pump out the videos quickly.

I also went all "Bill Gates" and bought two additional monitors so I could run three screens.

Here's a photo of my very temporary home office (yes, it is VERY temporary, which you can tell based on the computer stands I'm using and I apologize about the curtains – I did not choose them!).

<http://www.entrepreneurs-journey.com/images/yaro-computer.jpg>



This week I'm working on the first set of introductory videos for the beginners entering the Blog Mastermind program.

I'll have more details about the program coming to you throughout this week and as always, stay tuned to my blog, [www.Entrepreneurs-Journey.com](http://www.Entrepreneurs-Journey.com), as I will release more info there too.

Here's to your blogging success,

Yaro Starak

<http://www.blogmastermind.com>

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### **Email 5: Eliminating concerns about technology**

Following on from the previous email, some people may have concerns that they can't make use of the media I present, especially if the prelaunch media doesn't work due to technology limitations.

To help combat this problem it's important you demonstrate that you are working to cater for people no matter their technology situation. That may mean providing transcripts/mp3s of video content and ensuring videos are delivered on highspeed servers AND telling people that (this is critical).

This email is a good example of me "marketing on the fly" based on feedback I was getting from people during the launch process.

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SUBJECT: Can You Join Blog Mastermind If You Are On Dial-Up?

Blog Mastermind Mentoring Program by Yaro Starak

Concerns from dial-up users about watching videos online.

Here's my proposed solution...

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Hi {!firstname\_fix},

Some people, in particular the dial-up Internet users out there (you poor things!), have contacted me with concerns about being able to download the video tutorials.

I must apologize. The current host that I have the "Make Money Blogging" and other free videos I published is not good for serving video content. It's just not quick enough. I'll be moving them from that server VERY soon.

Blog Mastermind is already hosted on a much quicker server so I expect that will definitely improve the download performance. I will be able to test it with some videos and also provide you with a test so you can see whether joining the mentoring program will be feasible for your Internet speed.

I intend to make heavy use of video tutorials so please be prepared for them if you are going to join the program.

I've had a look through Camtasia and I can produce the videos in many formats. What I'm going to do is provide both high and low broadband versions in Flash and also a Quicktime version for any people who prefer Apple movies.

That will allow almost anyone to partake in the course, no matter what your download speed. There will always be an MP3 audio version too, which won't take as long to download.

I also plan to release the videos on CD-ROM and/or DVD once the course is established, which will be



an option for those who have slow net access.  
However they won't be available for a few months  
at least.

I'll have more Blog Mastermind news for you tomorrow.

Here's to your blogging success,

Yaro Starak

<http://www.blogmastermind.com>

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### **Email 6: Explaining the benefits of the program**

This email was written early in my launch when I was toying with the idea of offering an “elite” more expensive version of Blog Mastermind, which I later scrapped because I realized I could not handle the work load and deliver a high quality service. I decided to focus on the group coaching option only.

However this email serves as a great example of creating excitement and reviewing the benefits of a product, so I've included it for your review.

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SUBJECT: {!firstname\_fix}, Do You Want Private Coaching With Me?

Blog Mastermind Mentoring Program by Yaro Starak

How does one-on-one coaching answering  
your specific blogging questions sound?

Here's how you can get access to me...

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Hi {!firstname\_fix},

One of the best parts of a mentoring program is



the access you get to your mentor to ask YOUR specific questions.

Each person is in a different situation and it can be difficult to tailor group lessons that help everyone. The ability to deal with your unique situation by having access to an expert directly is one of the main appeals of joining a mentoring program.

When planning Blog Mastermind I have thought long and hard about how I can keep cost low and offer you access to me to ask your questions directly.

I'm in a business mentoring program right now and the coach of the program originally had an option, if you spent \$5000 upfront, to have personal time in half hour slots on the phone with him.

If you opted for the cheaper version of the program, \$397 a month, you don't get private time, but you can ask questions directly using a forum and live question and answer teleconferences.

I have no intention of charging \$5000 but I do want to be able to answer your specific questions personally. I also have to be careful not to drown myself in private coaching calls or I'll spend my entire life on the phone.

#### QUESTIONS ANSWERED

Here's what I came up with as the current plan for Blog Mastermind:

1. Members have the option to ask me direct questions by posting to the forums. I will record in audio my responses to your questions and release them in MP3 format only for members to download. I will answer more than one question in





each recording.

2. If there is enough demand I'll set up live question and answer teleconferences as well, where you can dial-in and ask your question on a group call. If you can't make the live call you can get them after in MP3 download.

By doing this I can respond to many of your questions without diverting hundreds of hours a week to private coaching calls and you can listen to the question and answer recordings whenever you want to.

This helps to keep costs low so you can expect the mentoring program to be under \$100 a month.

WHAT IF I WANT PRIVATE TIME WITH YOU?

I realize some people want private, one-on-one time, so they can focus on their specific blogging problems and have 100% of my attention.

To meet this need I'm going to offer an elite coaching package, however I am SEVERELY limiting the numbers I take into this group.

Initially I am only taking on FIVE elite mentoring students and I only want to work with the very serious people – people interested in working really hard to skyrocket their blog income.

Elite members receive private coaching calls with me and pay a one time upfront fee, which gives them access to the standard Blog Mastermind mentoring program too, including e-classes and group question and answer recordings, at no additional cost.

I'll release more info about the elite package in the near future.



I hope with this two tiered structure I can help people who have a limited budget and also the very serious bloggers who have more money to invest in training. Both groups get some time with me and have their specific questions answered, you just pay more if you want private time.

I can't wait to see what questions you have!

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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### **Email 7: Reinforcing the point of differentiation by demonstrating a key feature**

This email is a critical one. It appeals to the “lazy” side of every person and while you don’t want to lie about the amount of effort required, it is vital you explain there is no reason why the “average” person can’t benefit and get results.

This email also explains one of the core messages I was using to differentiate my program from other blog training – that my system was about working smarter, not working harder. Blog Mastermind was promoted using a tag line – make a full time income blogging just two hours per day – and this email was a continuation of this element.

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SUBJECT: Are You Too Lazy To Make Money Blogging?

Blog Mastermind Mentoring Program by Yaro Starak

A reader asks an important question  
about how hard you have to work to make  
money from blogging...

Hello {!firstname\_fix},

Here's an interesting question one of my readers asked –

"Is it possible to make money blogging without having to work really hard every day?"

I think this person has read my blog because I wrote a series of articles on building a business using blogs that you don't write yourself. You can read the series for yourself starting here:

Is Professional Blogging A Sustainable Business Model?  
<http://www.entrepreneurs-journey.com/616/professional-blogging-as-a-business-model/>

The general idea is to create a way to make money from blogs without actually writing articles every day yourself.

Now I think that's a great idea, however that's not necessarily the core focus of Blog Mastermind. I will cover building a blog network later in the course in the advanced materials, or before that privately with the elite members if that's what you want to work on.

The main premise of Blog Mastermind is to get an understanding of what goes into a successful blog, and not just a theoretical understanding – a practical one too – where you implement things on your own blog to see what happens.

You could have someone write your blog for you, but I think to truly grasp profitable blogging you need to at least create one successful blog yourself, including content production.



Of course I won't make that mandatory, it's up to you how you implement what I teach, but that's my suggestion.

You will also enjoy significant satisfaction if you build the blog on the back of your own creative output. Having people enjoy what you write is one of the most satisfying experiences in life and I really hope all my students get to experience it.

One question you really should ask yourself before joining my program upon it's release –

"Are you prepared to write regular articles to your blog on a consistent basis?"

If you consider writing hard and extremely painful work, then perhaps the blogging for an income option isn't for you.

Unless you have a sure-fire method of sourcing ORIGINAL content for your blog, then no matter how much training you receive, you will struggle to build a successful blog.

There really isn't a "lazy" solution around the issue of blog content creation. The key is to enjoy the process and in order to do that you need to enjoy what you write about.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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## **Email 8: A case study that demonstrates proof of experience**



Proof is critical with a launch, as you know, and this email offers a story that demonstrates a real result I experienced during the early days of my quest to make income from my blog. This shows I've walked the path already and creates rapport to show that I was a beginner at one stage too – just like my prospects are now.

Note that this email is mostly a reprint of an article I had already used for forum marketing purposes, but none of my email readers had read it, so I could reuse it. Don't be afraid to reuse relevant content in your launch email sequence to make your job easier.

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SUBJECT: How I Made My First Blog Affiliate Sale

Blog Mastermind Mentoring Program by Yaro Starak

Here's my story of how I first made money from affiliate programs on my blog.

It was the Australian summer of 2006...

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Hi {!firstname\_fix},

One of the biggest earners from blogging for me is affiliate income.

While that's not uncommon, it is unusual because most bloggers focus on Google AdSense or direct ad sales as their main "bread and butter" income source.

Affiliate marketing is my favorite way to make money and it works well for my type of blog. I'll definitely be talking A LOT about how I have success in affiliate marketing in BlogMastermind.com

My affiliate marketing success did not get off to



a good start. Today I was thinking back to a forum traffic technique I used where I posted an article to some forums about my first foray into affiliate marketing.

I went and found the article, which turns out was from way back in February 2006.

I want to share this article with you now because it relates my first experiences with affiliate marketing on blogs. It should serve as a great motivational tool for your own efforts at affiliate marketing on your blog.

As you will see, it pays to keep at it over the long term.

Here's that article...

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February 23rd 2006

About six months ago I attempted my first affiliate product sale on my blog. My audience are small business owners, entrepreneurs and internet marketers and while I suspected the product I was going to affiliate sell would be interesting to my audience I wasn't sure they were buyers. You never really know until you try.

I went to work writing a solid sales letter which was quite effortless since I had used the product myself so I knew how good it was. It's easy to write about something when you feel comfortable recommending it and know about it. My sales letter wasn't exactly a traditional sales letter – just a recommendation blog post with lots of sales-esque talk in it – a very natural conversational tone as you would expect in a blog.

My traffic was nearing 900 visitors per day at that time so I was hoping that even with a low



conversion rate of around 1% that I would make at least 10 sales, around \$100 in affiliate income (it's a start!), with the possibility of doing better.

I finished the sales letter, clicked publish, read it over once and then went to bed hoping to wake up in the morning to lots of sales.

I woke up the next morning, powered up my computer, scanned over my email headers and saw...

no sales

I was pretty bummed. There were some comments made to my post but no one was buying.

Over the next few days and following week no sales came through and I started to question why I was even bothering to blog, whether I should choose a different target market or refine my existing niche further. I was depressed at the time but it didn't last long.

About three weeks later the first sale came through. I was pretty happy to see that "You have made a sale" email in my inbox, but still quite disappointed with how badly I went given my traffic numbers, especially considering how many hours I had put into blogging during the previous months for no financial return at all.

I decided not to change anything about my blog and just went back to work as per normal. That was about four months ago.

Fast forward to two weeks ago I woke up to another "You have made a sale" email, which by this time I had gotten used to receiving.

Over the months I added more subtle sales pitches



in blog posts, I started promoting a few different products and very lightly "played" with affiliate selling techniques. I haven't had amazing results but thanks to my continuous efforts I have reached the point where I make around \$100 – \$300 in affiliate income per month.

My sales letter while performing dismally initially had created a trickle of sales over the months even though it was well archived within my blog. I may have been disappointed with the immediate results but the longer term results have made it worthwhile proving that not all sales happen immediately. Some people won't buy for many months but as long as you refer them you will eventually make a commission when they finally make that purchase.

Now, that email I received two weeks ago notifying me of the latest sale was a bit different. Generally one of those emails come in and it's anywhere from a \$13 – \$140 commission, that's what I had gotten used to receiving anyway (but I was pretty darn excited when I saw \$140 commissions for the first time).

This latest email was different. I opened it up, quickly scrolled to see what the person had purchased and it was something big, something very big...I kept scrolling and hit my commission payment...

**\$875 USD!!!**

I was pumped! That was the single biggest sale I had ever made at one point, was more than week's salary for most people and best of all, I didn't have to do anything – someone else had to provide the customer support, the services and the products – I just collected the affiliate payment.





Immediately the potential really started to hit home. Imagine doing this even just once a week. Just once a week would be more money than most of my friends earn for a full 40 hours of work in a week. Imagine doing it once a DAY!

The only thing stopping me from reaching goals like that were the numbers. If I had ten times as many readers would I have had ten times the sales? – \$8000+ in one month now seemed realistic. The more relevant traffic and audience I had access to, that trusted me and enjoyed my work, the more potential I had to earn. Best of all was all I needed to was keep doing what I loved – helping others run their own businesses.

Since then I've had another \$800+ sale and the usual trickle of smaller sales. February is going to certainly be my best month so far with over \$2000 in affiliate income. I don't expect to do this well every month since the big ticket product I've sold twice is a once off event, but the opportunity is clear and by continuing down this path \$2000 months may quickly become regular events.

I'm definitely sold on affiliate income!

Original with comments: <http://forums.digitalpoint.com/showthread.php?t=60286>

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Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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## Email 9: Help beginners take the first step by thinking about their blog topic

I really like this email because it stimulates thought. This message is targeted at beginners and actually engages them to the point that they begin taking the first steps of my program before even signing up – they begin to think about what topic they could blog about.

Topic choice is one of the greatest challenges so by helping to reduce the confusion about this issue it reduces resistance to joining my program. It's important you address the main concerns that might be running through the head of your prospects before they join so they feel you understand exactly where they are coming from. Sometimes you should appear like a mind reader ☺.

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SUBJECT: Hey {!firstname\_fix}, Do You Know Something About Something?

Blog Mastermind Mentoring Program by Yaro Starak

I bet you know something about a topic that other people would love to learn from you.

Create a blog based on your expertise...

-----

Hi {!firstname\_fix},

It's a sad truth, but many people suffer from poor self esteem. There's a good chance that EVERYONE reading this has gone through periods in their life where they suffered from lack of confidence. I know I have.

For most people the process of gaining experience and "living" builds self esteem. If you have lived at least a little I bet that you know something about something.



I'm here to tell all you bloggers or would-be bloggers that are struggling to come up with a topic because you think you don't know anything worth writing about to stop and take a good hard look at yourself and your life.

If you have a hobby, or have gone through certain experiences, or have traveled, or work in a job, or play sport, or drive cars, or cook, or have a passion about anything – then you have a topic for your blog.

Take a few moments today and consider what you know, what you enjoy and what you have done and make a list of potential topics that you personally could blog about.

One of the best things about choosing to make blogging the tool to make money online with is that you can usually indulge in a passion or hobby and get paid for it. That's what I do with Entrepreneurs-Journey.com.

Not every niche topic is going to be something you can make money from online using a blog, however I'm inclined to tell people to focus on the passion topics instead of the pure profit topics simply because you will enjoy the process a lot more.

If you go and choose a topic just because it appears potentially more lucrative chances are you won't work at it consistently enough to ever realize a profit.

It's better to enjoy moderate financial success from a topic you love rather than waste energy struggling to produce content on a topic that you think might make you a lot of money.

I'll have a lot more to say about choosing a blog



topic and balancing passion with profits in Blog Mastermind.

Topic choice is one of the most important decisions from day one of your blogging career and it's something that deserves a little deep thought and research if you don't have clarity and purpose yet.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

\*\*\*\*\*

### **Email 10: Revealing more about the content in the program**

A staple technique during a launch is to drip feed what content is contained within your membership site/product to build anticipation.

This email talks about the bonus interviews I provided in Blog Mastermind and also updates the status of the launch by revealing what is going on behind the scenes.

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SUBJECT: Expert Bloggers Spill The Beans And Reveal Their Top Techniques

Blog Mastermind Mentoring Program by Yaro Starak

How would you like interviews with professional bloggers and leading online experts?

Here's a sample of what's inside Blog Mastermind...

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Hi {!firstname\_fix},

I had a meeting with the Blog Mastermind launch



team, Nick, Rob, West and myself, and I was talking about how I wanted to launch the program with some great content from day one.

The e-lessons are the bulk of the program, but I want to "surprise" my students with other media like special reports, videos, and my favorite – audio interviews.

A few months ago I completed some interviews with top bloggers for the pending launch of my blog search engine optimization book. Since I am releasing the book after the mentoring program I've decided to release, for the first time ever, some of the audio interviews, but only to Blog Mastermind members.

Here's a sample list of the top bloggers I interviewed. These are never been heard before interviews on topics like blog traffic, business blogging, content creation for blogs, social media marketing and buying and selling blogs.

If you join Blog Mastermind you will receive bonus interviews with:

- Darren Rowse on blog traffic
- Brian Clark on content creation
- David Krug on buying and selling blogs
- Andy Wibbels on small business blogging
- Tony Hung on blog marketing with social media sites like Digg.com

These are all ORIGINAL interviews. These guys are the top experts at what they do and are very successful bloggers.

As a VERY special bonus, just this morning I recorded a brand new interview with Collis Ta'eed. You may not know Collis because he's a relatively new blogger, but you will come to



appreciate his story after you listen to this audio.

Collis launched a blog just over three weeks ago. Using a combination of techniques, Collis managed to very quickly grow his blog to nearly 4000 DAILY readers. That's right – in just THREE weeks.

If you ever wanted to hear how someone fast-tracked the launch of a blog then this interview will provide all the secrets and strategies from someone who actually did it.

I learnt some great stuff from Collis and I know you will love this interview. I'm only releasing it to members of my mentoring program.

It's coming soon.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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### **Email 11: Practical advice to motivate prospects to take action**

I don't like launches that focus only on selling, so whenever possible I like to provide real content. In most cases it's your ability to teach or entertain that will lead to sales when you release your product, so never focus just on the product itself.

This email talks about a basic first step all bloggers must take, choosing a webhost. While it is not groundbreaking stuff, it does provide an introduction and, if the reader follows the advice, it takes them another step down the path. If they want to continue down the same path, they will see the value in buying your product.

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SUBJECT: How To Find A Suitable Web Host For Your Blog



## Blog Mastermind Mentoring Program by Yaro Starak

Finding a suitable web hosting provider for your blog can be a difficult thing.

Here's some advice you can follow...

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Hi {!firstname\_fix},

First up – some "bad" news. We've been working behind the scenes to get a suitable server for hosting of the mentoring program.

I chose a new host about a month ago and well...it's been a horrible experience so far. Push finally came to shove this morning and we are moving hosts AGAIN.

What this means is a delay to the launch of the program so I won't have it ready for you by the end of April. I apologize for that, but I'd rather launch knowing that my web server can deliver the content to you with reasonable speed.

Assuming you join Blog Mastermind you will see that I request, in the first one to two weeks, that you work on getting your blog set up on your own domain with your own hosting.

Free hosted blogs like blogger.com (blogspot) are not good enough in my books, so you too will be looking for a web host provider if you do not have one already.

In the past when I went searching for web hosting providers I relied on the community recommendations of the people within the WebHostingTalk.com forum.

WebHostingTalk is a massive forum and if you read a few posts you can garner a good feel for the hosts people are happy with and the hosts people recommend you stay away from.

Nowadays I'm a bit more pressured for time so I ask my peers – my fellow bloggers and Internet business owners – which host they recommend. After doing this I narrowed things down to the following list:

Dreamhost.com  
Hostgator.com  
Midphase.com  
Mediatemple.net  
Kiosk.ws  
Knownhost.com

I've hosted with Dreamhost for a while now for many of my blogs. It's a good host, if not a great host. Considering the cost, it's good value and a solid place to start with for your first blog.

Dreamhost also have a quick installation wizard that can get you a WordPress blog installed with a click or two and avoid the usual installation process. Many other hosts, if they have a package called "Fantastico" also have a one click installation feature for WordPress, so it's worth asking if this is available before signing up.

Dreamhost can't deliver the speed I need for videos so I went looking for a more dedicated option for the launch of Blog Mastermind and eventually went with Midphase after several solid recommendations.

Unfortunately we had a bad run with Midphase over the past month and combined with the not always





brilliant support have decided to leave.

Hostgator I hear nothing but praise for and know a few of my fellow bloggers swear by them, but I have not personally sampled their service.

I also hear good things about Kiosk.ws, although I have to admit their homepage is not the most confidence inspiring and again I've yet to try them.

Mediatemple offers slightly more high-end hosting, but you pay for it. Each little upgrade you desire can add up to a hefty monthly bill, especially if you want something dedicated.

I ended up choosing Knownhost.com because I've had some other sites with them for six months and they have a good priced VPS service, which hopefully can deliver the performance we need for Blog Mastermind videos.

As you can see, choosing a host is not easy and I've only lightly touched on the topic here. I have a lot more to say about this area, however for some of you it may be a topic that is too technical and not something you should spend time on.

Ask other people to handle the technical aspects of your blog while you handle content creation. That's a winning formula.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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## Email 12: More action steps to push prospects towards their first step

This email, like the previous, is all about content and encouraging the prospect to take an action that brings them closer to becoming a customer.

Again, this is not highly strategic advice, however it does prompt a first step activity. Getting a result – any result – creates a sense of accomplishment and reduces confusion, which will make your prospects feel more confident that they can get results from joining your site.

\*\*\*\*\*

SUBJECT: If blogging is new try WordPress.com as a fast start option

Blog Mastermind Mentoring Program by Yaro Starak

If you are new to WordPress have a play with the free wordpress.com system to prepare for Blog Mastermind.

Plus some tips on how you can use free blogs to drive traffic to your main blog...

-----

Hello {!firstname\_fix},

Yesterday I sent an email regarding the different web hosts I researched when deciding where to host my blogs and my mentoring program.

As you know I recommend you get a domain name and install the WordPress blogging system on a server you rent space from.

If that is too technical at this point but you do plan to get there eventually, you can take some steps now to prepare you for life blogging with WordPress.



Go to [www.wordpress.com](http://www.wordpress.com) and sign up for one of the free externally hosted blogs and then spend some time getting used to the system.

By doing this you learn how WordPress works and when time comes to install your own copy of WordPress on your own server you will already know how to use it, so the transition won't be too difficult.

#### FREE BLOGS FOR LINKS AND TRAFFIC

For any experienced bloggers there is a traffic tip you can implement using free blog services like [wordpress.com](http://wordpress.com) and [blogger.com](http://blogger.com).

Go to one or both of these services and set up a free blog. Post a few articles to it and whenever appropriate link to your main blog that is on your own domain name.

Spend some time posting original articles to your free blog, maybe set it up so you have one going out per week, nothing too significant since it isn't your main blog, but enough to keep it going.

When you get a [wordpress.com](http://wordpress.com) blog you get an address like <http://username.wordpress.com> and on [blogger](http://blogger.com) you get <http://username.blogspot.com>

These are called subdomains and because they are located under the very popular [blogspot.com](http://blogspot.com) and [wordpress.com](http://wordpress.com) main domains your free accounts often have a high Pagerank and get listed in search engines quickly.

If you spend a bit of time working on your free blog you can use it to create valuable back links to your main blog.



For all you new bloggers remember this because if you create a free blog there's no reason you can't eventually leverage it to send traffic to your own hosted blog with your own domain name once you get it set up.

You can move the content from your free blog to your own blog too, so there is no reason not to take things seriously when blogging to a free service, as long as you have plans in place to move to your own domain name eventually.

Of course if you can, I recommend you start from day one with your own domain name hosted blog, but not everyone has the technical resources to launch one immediately.

Baby steps are necessary if you are just starting out to reduce that feeling of absolute confusion when you don't know how to do something.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

\*\*\*\*\*

### **Email 13: Give away sample content from the program**

Yet more content, and this time using a different media format (audio). Remember not every prospect will read every email you deliver. The key with this process is to use multimedia and hit prospects again and again with great ideas. As long as you make an impression with one or two ideas, you will help create engagement, which as you know from the video modules, is absolutely critical.

\*\*\*\*\*

SUBJECT: A Free Sample of My Best Audio Interview About Blogging So Far...



## Blog Mastermind Mentoring Program by Yaro Starak

Here's a free sample of one of the audios in Blog Mastermind. It features an interview with me about blogging with lots of great tips on blog design and plug-ins.

-----

Hello {!firstname\_fix},

David Bain is launching a new Internet marketing product soon and he asked if I would do an interview with him about blogging.

Of course I said yes – I love talking about blogging – and he then proceeded to drill me with lots of fantastic questions. I reveal some of my best tips in this interview.

There is a free ten minute sample of this interview available now, which you can get here:

<http://freeiq.com/davidbainyarointerview>

Best of all, I'm allowed to provide all the Blog Mastermind students with a copy of the full audio and written transcript, so there's yet another cool bonus for people who decide to join my mentoring program.

If you like what was in the sample interview please let me know – I'd love your feedback. Just hit reply to this email to send your comments.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>



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## Email 14: Offering the same media by continuing the story

If you are following this email sequence then you know earlier in the “story” there were some problems delivering the videos over my web server if people were on slow Internet connections.

This wasn’t a lie – people really did report problems watching the videos, so I responded on the fly and sourced some new special servers just for hosting video content. I then weaved this into the launch story to keep people engaged and also to prompt people to watch the videos.

Some people need to be told multiple times before they take action, so if you can find ways to justify bringing up the same resources without becoming annoying, you can foster greater engagement. Just one killer video or report is often enough to do it, but the challenge is actually getting people to consume the content, so don’t be afraid to repeat your “call to action” multiple times in multiple messages.

\*\*\*\*\*

SUBJECT: {!firstname\_fix}, can you test my new faster server for blog videos?

### Blog Mastermind Mentoring Program by Yaro Starak

A new dedicated video hosting service to deliver my blog training videos at high speed.

Please try the new server and tell me what you think. Details below...

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Hello {!firstname\_fix},

Jon from the Art of Money blog  
([www.artofmoney.org](http://www.artofmoney.org)) emailed me in response to a previous email I sent out about the web host for my blog training videos.



He suggested I try a dedicated video/media hosting company that is designed specifically for hosting and delivering video content over the web.

The company he recommended is [cachefly.com](http://cachefly.com), which I have signed up to and want to test now with your help.

I know many people had issues with my server when trying to watch the video I produced on how I currently make money from my blog. I've uploaded the video and also produced a smaller version.

You can access the videos at the links below and remember, you only have to wait for the first 10% to download and then the video will start.

Standard Screen Size

<http://blogtraining.cachefly.net/make-money-blogging/>

Smaller Screen Size

<http://blogtraining.cachefly.net/make-money-blogging-small/>

If you haven't seen this video before, especially if it was due to speed problems last time, can you take 20 minutes now to watch the video and tell me what you think of the download quality.

The video outlines exactly how I make money from my blog including details on how much I make from each monetization method.

To provide feedback just reply to this email.

Here's to your blogging success,

Yaro Starak

<http://www.blogmastermind.com>

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## Email 15: Affiliate marketing advice for more experienced bloggers

This email talks about a topic for more advanced professional bloggers. It explains – once again using my life as a story – how I have success with some affiliate programs and not with others.

It's not a terribly tactical lesson, it's really more about the mindset of taking action and testing to find out what works. The idea that actually doing something is the key to getting a result is also a subtle prompt to join my program, since only people who take action and actually try things give themselves the chance to succeed.

You should use this technique to reinforce that only people who actually take risks and try things have the potential to get a result. Therefore only people who dare to join your membership site have a chance to enjoy the rewards – so stop fence sitting and sign-up! (I think you get my point).

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SUBJECT: What affiliate program is right for your blog?

Blog Mastermind Mentoring Program by Yaro Starak

Choosing the right affiliate program for your blog is very important and can be the difference between pennies in sales or thousands of dollars in income.

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Hello {!firstname\_fix},

I hope you had a great weekend. I sure did and I want to tell you about it.

On Friday I inspected a three bedroom townhouse in my hometown of Brisbane and liked it enough that I made an offer to buy and the owner accepted!

The search for my first property is over, assuming I can get everything sorted – including my very first ever mortgage. Once the deal is done I'll



get some photos up on my blog so you can see it.

On Saturday I had lunch with a friend, then some drinks with other friends. On Sunday morning I played tennis then saw a movie and had dinner out at an indian restaurant.

Besides the house buying part I'm sure that sounds like a reasonably typical weekend for a lot of people. A nice way to spend a couple of days "off".

I have a blackberry. In case you don't know what that is it's basically a mobile phone that you can check your email with. Some call it a "crackberry" because of the way people become addicted to checking their email constantly wherever they are.

I'm not too addicted (yet!) but one of the reasons I love it is because of the "sugar rush" effect.

The sugar rush is that feeling you get when an email comes in telling you that you made money. It's a great feeling and it's even better when a money email pops into your inbox when you are out enjoying life doing other fun things like I was over the weekend.

I really hope, if you don't already, that sometime soon you get to enjoy the feeling of making money from blogging.

On Sunday while I was playing tennis I received an email that said \$1046.85 USD was just deposited into my paypal account. That was a pretty good moment – it may have even improved my tennis game a little!

That payment was my affiliate commission for sales

of a particular product from the previous month, so technically it wasn't passive income, but I certainly wasn't trading time for money and it was generated doing something I love – blogging!

## CHOOSING THE RIGHT AFFILIATE PROGRAMS

Shortly after receiving that \$1000+ commission email I received another email, this time from the Amazon.com affiliate program, telling me that once again my commissions earned from the Amazon program for the previous month were not high enough to warrant a payout.

I've never made any money from Amazon.com. That's not terribly surprising because I don't actively promote anything from Amazon anymore, but in the past I have linked through to books as an affiliate.

When I first tested affiliate programs as a means to make money online one of the first programs I implemented was Amazon.

I quickly realized that due to the very low commission payment and the low price of physical books, the Amazon program was not worth my time.

However, without testing it out I would have never really known and there are plenty of people that do earn good money from Amazon. I didn't, so I moved on to try other affiliate programs and eventually as you can see from the weekend, I found some programs that suit my blog and perform well.

The important point to learn is that you won't really know what works until you actually try something AND that if you do not get results that it is not the end of the world. Move on to the next monetization method and keep testing until



you find the systems that work best for you.

In Blog Mastermind I reveal each of the different monetization methods I have tested and why I continue to use the ones I do. If learning from my experience is something you think would help you then I hope to see you in the program when it launches.

In the meantime, start building a list of potential affiliate programs you think are well matched to your blog's audience. Even if you do not intend to promote anything yet there is no reason why you can't plan for the future.

If you need some help start by searching the Clickbank marketplace to see what products are available in your niche. You can find the marketplace here –

<http://www.clickbank.com/marketplace.htm>

Here's to your blogging success,

Yaro Starak

<http://www.blogmastermind.com>

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### **Email 16: More about affiliate marketing to help reinforce my core message**

The core message (or outcome) that my membership site promoted was the two-hour workday lifestyle. Work a little each day and earn a full time income.

That's a great idea and a good positioning statement to differentiate my membership site from other similar training programs, but it's all bunk if no one believes it is possible. To help provide credibility this email lifted the veil a little on how it could be possible – in this case using recursive affiliate programs.



This again is a higher-level strategic lesson for more advanced bloggers, but for those who “get it”, it creates excitement about the possibilities that my program represents.

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SUBJECT: Do you have recursive income coming from your blog?

Blog Mastermind Mentoring Program by Yaro Starak

Learn about the power of recursive income  
from affiliate programs.

Why this method to make money from blogs  
is the best...

-----

Hello {!firstname\_fix},

Yesterday I discussed how it is important to  
choose the right type of affiliate programs for  
your blog through testing.

When I look for affiliate programs I generally  
seek two main criteria:

1. I can actually use the product or service and  
thus write about it with some inside knowledge and  
experience, and...

2. There is a recursive payment

A recursive payment means you receive income on an  
ongoing basis for the duration of the period a  
person you referred remains a customer.

Right now I have about \$1000 a month coming in  
recursively from sales I made over the past two  
years. This money won't keep coming forever  
(although you never know, some of it might!), and



each month I sign up a couple more people to a recursive program, so it's a quite dependable income source.

It's through recursive affiliate income that you can get to the point where you can quit your day job and take professional blogging seriously because you can count on a certain amount of money coming in month after month. It takes a little of the ambiguity and financial fear out of the equation.

Here's an example to help clarify:

I have a business coach and I pay \$400 a month for his 12 month mentoring program.

I also sell his mentoring program as an affiliate and for each person I refer he pays me \$100 per month as long as that person stays on the program.

Currently there are five other people on the program referred by me so as long as they remain I have at least \$500 a month coming in from just this one income source.

In case you are curious, my coach is Rich Schefren and you can see his mentoring program details here, and yes, this is my affiliate link:

<http://schefren.infusionsoft.com/go/coach/X700GA49>

In your case once you get an audience to your blog you can start considering what recursive programs you can recommend to your readers. As I noted, it helps if you are also a member of the program so you review/recommend it in an authentic manner.

I'll have lots more tips and advice on affiliate marketing in Blog Mastermind, so if you like advice like this I hope to see you on the program.



Here's to your blogging success,

Yaro Starak

<http://www.blogmastermind.com>

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### **Email 17: An introduction to the “Giving Mindset”**

Not many other product launch sequences will include an email like the one below. This message is about mindset and changing thought patterns to help make blogging more enjoyable even when results are not where you want them to be.

This is a multi-faceted email. It provides advice and prepares the prospect for a journey that may not be fruitful immediately and even works to raise the consciousness of the reader.

However I think the most important aspect of this message is how it represents my personality. If this email resonated with the reader chances are they will like me, a very important ingredient if they are to join my membership site. If they are repelled by this style of content chances are they won't be compelled to join my site, which is probably a good thing – they probably wouldn't have liked it.

The important message here for you is to make sure you include your personality when doing your launch. Not everyone is going to like you, but if you are honest and present your messages true to your personality and even reveal personal aspects of your life (not too personal!), then some people will feel a connection with you. This connection is one of the most compelling elements that lead people to joining your membership site.

\*\*\*\*\*

**SUBJECT: Adopt this powerful mindset for successful blogging**

**Blog Mastermind Mentoring Program by Yaro Starak**

**Why you MUST adopt this mindset if you  
truly want to succeed at blogging.**



Learn how I changed my outlook for the better, which led to more personal satisfaction and income too...

-----

Hi {!firstname\_fix},

Today I did an interview about blogging and I was asked for my number one recommendation to give new bloggers.

I thought back to my early days blogging and the main sources of discouragement I faced.

The most frustrating aspect was watching other bloggers making good money online and making very little from my own blog at the time.

There were a particular few moments where I remember thinking I would throw in the towel because I felt I really wasn't getting anywhere.

I usually felt worst when another blogger talked about their success and I felt I was working just as hard as them and not getting nearly as good results, or just after attempting to make some money from my blog and earning absolutely zero.

What is interesting was when I felt BEST about blogging, and it's this point I want to really ram home to you today, especially if you are still in your first six months of blogging or about to start by joining Blog Mastermind.

#### GIVING MINDSET

During my first six months of blogging I did a lot of writing while working night shifts at a computer help-desk I was working at in my university

library.

It was a great job because nights were very quiet in terms of needing to help people, so I spent most of the time writing my first pillar articles, which you can still find in the early archives of my blog [Entrepreneurs-Journey.com](http://Entrepreneurs-Journey.com).

I made a conscious decision during the period to expect absolutely nothing in return for blogging, just the enjoyment of writing my ideas and interacting with the blogosphere. I didn't expect any money, or comments, or anything and focused on giving through the power of words.

I understood, even back then, that in order to earn rewards I had to give first. It was through helping others that I would eventually build a readership and then, at a later time, I could focus on how to make money.

What was amazing about this attitude was how much of a boost I got every time I did "earn" something.

If someone left a comment, or another blog trackbacked my post or linked to my article, or people downloaded my podcast and said they enjoyed it, or sent me an email, or my traffic increased, I just felt great.

There is something to be said for doing an activity for the purpose of giving with no expectations of anything in return – it's very hard to feel any sense of dissatisfaction with this attitude in place, which is why I recommend all new bloggers adopt it.

Remember this is just a conscious choice you can make. It's not a religion or a trick to fool yourself, it's simply a mindset you can apply to





make the early days of blogging pleasurable even when you make no money.

What's also great about this attitude is how it affects the quality of your writing. With no motivation for anything in return you can blog naturally without any bias or a need to write about things that might make you money.

Ironically, it's with this attitude that you build a foundation that will likely make you more money than if you focused all the time on content with income as your main motivation.

Stick to giving, slowly build a readership, enjoy expressing yourself and I guarantee in time your blog will realize your financial goals as well.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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### **Email 18: Launch progress report**

This email was delivered at a point when I felt my launch was dragging on too long. Because of some delays (buying my first home in this case) my launch was slowed down, so I wrote this email to state the facts about how much longer there was to go.

This email may not seem that important and in fact you might wonder why people would even care, but remember by this point engagement is high and by continuing to be transparent my prospects remain engaged with the launch process. It also serves to keep the excitement level high as the program comes closer to opening.

\*\*\*\*\*

**SUBJECT: Status on the launch of Blog Mastermind**



Blog Mastermind Mentoring Program by Yaro Starak

What's holding up the launch of Blog Mastermind?  
Here's some behind the scenes information.

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Hi {!firstname\_fix},

I'll keep this one short and sweet today.

The launch of Blog Mastermind is coming along smoothly, although I have to admit buying my first house did put a speed bump in my way.

In a nutshell here's what still needs to happen before I can accept the first group of students on to the mentoring program:

1. I have a bunch of audio interviews with top bloggers that need to be edited and transcribed for the members only area.
2. The software system I'm using, Butterfly Marketing, needs to be customized, tested and the content added. Nick and West are working on this one, with me providing the content. I can't have you sign up and the first thing you see is an empty page now can I!
3. The affiliate program, which is run as part of the Butterfly Marketing system, also needs to be tested and the tools for affiliates need to be added. The affiliate program is quite generous and I expect to offer a nice recursive income stream to many of my fellow bloggers who decide to promote Blog Mastermind. Look for news on the affiliate program soon.
4. I have to finish writing up the page that explains what the program is all about and also



the introductory materials you receive when you first join.

#### 5. Lots of testing!

There are many little things to test and set-up to get the system going, but it's not too much to do and with three guys helping me it shouldn't take very long.

Needless to say I'm very excited about all of this and I hope you are too. As each part comes together I get a little buzz and I can't wait to finally open the doors to the program.

In the meantime I'll keep the short tips coming in these week-day emails, which I hope you are enjoying in the lead-up to the program launch.

It's my goal with this early notification email list to give you an idea of what the program is all about and some insights into the lessons I've learnt that gives me the confidence to lead a mentoring program like Blog Mastermind.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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### **Email 19: The first mention of my free report and more content**

By this point I had not mentioned that I was going to give away a report called the Blog Profits Blueprint. This was the first email that mentioned the report (behind the scenes I was still writing it – I don't think I had even selected the name at this stage).

I had written a relevant post to my blog over the weekend as well, so rather than produce something new for this email list, I just directed the



traffic to the blog article. The article again demonstrated my depth of experience with the subject and of course provided actionable information that my prospects could benefit from immediately.

\*\*\*\*\*

SUBJECT: How was your weekend {!firstname\_fix}?

Blog Mastermind Mentoring Program by Yaro Starak

Have you read my last blog article detailing  
the top 7 ways I make money from blogging?

The link to the article is below...

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Hi {!firstname\_fix},

We just wrapped up a long weekend here in Australia. I spent my time off playing tennis, a game of pitch and putt golf and a BBQ at a friend's house. I hope you had a good weekend too.

On Sunday I did some writing. I'm two thirds of the way through a very special report on blogging.

I can't reveal too much about it yet, but I can tell you it's full of some of the major lessons I've learnt about blogging for profits and I will be releasing it in the coming weeks.

The report will be completely free but I expect some people will be telling me they were willing to pay for it because the information is that good.

But enough about that, I'm sure you want to learn something new today as all good students should.



I just published an article on my blog about the Top 7 Monetization Methods I have used to make money from my blog. This article lists in order of preference based on my experience, what techniques work best to make money blogging.

You can read the short article here –

<http://www.entrepreneurs-journey.com/714/my-top-7-blog-monetization-methods/>

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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### **Email 20: Dealing with information overload, defeating concerns about free information and forcing people to take action**

This is a pretty powerful email so I suggest you read it. There are three main objectives accomplished by this message, namely –

1. To reinforce the importance of taking action
2. To justify charging money for my information (because it forces action)
3. To explain why free information is actually more of a problem due to issues of information overload

All three of these ideas are carefully woven into this email to create one cohesive argument. Don't get me wrong – I believe everything I wrote in this email, which is why it was easy for me to write it. I was not simply applying “marketing tricks” to justify charging money for information that is quite possibly free elsewhere.

This email does a lot. It explains why it's smarter and cheaper not to waste your time hunting around for free information. It hits the reader between the eyes with a painful truth – that they are not enjoying success because they fail to take enough focused action. It also provides a



solution to the problem – start taking focused action by focusing on only one reliable source of information, in this case, my program.

You can apply the ideas in this email to almost any market. Feel free to borrow the email and edit it so it speaks to your audience.

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SUBJECT: Are you reading too many blogs about blogging?

Blog Mastermind Mentoring Program by Yaro Starak

Stop treading water and drowning in a sea of information overload.

Only study what you need to know about blogging, when you need to know it.

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Hello {!firstname\_fix},

There's something that really frustrates me. You want to know what it is?

It's you.

Well, not you exactly. What I mean is the majority of people who have ever purchased an educational product online.

I wasn't going to launch a blog mentoring program for one very good reason – there is so much free information already online about how to make money blogging, how to drive traffic to blogs and just general blogging tips, I thought what's the point?

Who will join my program when there is so much free content out there already?

Then I realized something.

If there's so much free information out there already, why aren't more people enjoying success with their blogs? Why aren't there more professional bloggers? Why isn't it NORMAL for people to earn a full time income from blogging?

It comes down to two issues:

1. Blogging for profit isn't easy. It can be simple, but you do have to work at it and do certain things well.
2. Most people read all the great free information about blogging and then don't do anything with it, or even if they do they don't do it consistently enough.

The fact is most people, for whatever reason (lack of self esteem, lazy, distractions), don't put enough effort into something to become good at it and enjoy the rewards. That's why those that do make a good living online are the exceptions, the people others idolize and follow hoping some of the "magic" will wear off on them.

Of course those who have the "magic" know there is no magic, they just did certain things often enough to get results and then did more things and are still doing things today.

All this thinking lead me to believe that despite all the free information out there, there is definitely room for a blog mentoring program because people need to be told what to do.

Just reading articles about great blogging will not turn you into a great blogger. That's why free information fails.

I hate to say it, but most of what we read online



from blogs is entertainment for people because they prefer to read and think rather than study and do.

I know that even when I tell people how I got a certain result by writing an article about it on my blog or newsletter, most people will read it and go –

"Yeah, Yaro has a great idea there, I should try it out once..."

Yet they don't.

There are a few highly motivated and successful (or soon to be successful) people who do take action after studying the work of other bloggers, but sadly most don't. Your goal is to become one of the people that do.

One of the best "antidotes" to this problem is pain.

Pain causes action. It motivates people to do something to stop the pain or take action to realize an outcome that made experiencing the pain worthwhile.

I don't mean physical pain – although that certainly motivates – I'm referring to other discomforts like parting with some of your hard earned money. This is often called "pain money", a price you pay to join or buy something.

The act of paying makes you more inclined to actually do something and take what you learn seriously. You need to feel satisfied that you recouped your investment cost and to do this you take action.

It's for this reason that I'm charging people if





they want to learn what I know about making money blogging.

I could put out every single piece of information I have prepared for Blog Mastermind as free content on my blog. No doubt it would increase my traffic, people would leave comments thanking me for the great information and I'd increase the money I make from my blog from advertising, etc.

The problem is this won't achieve my goal of actually forcing people to become better bloggers and to earn big money through blogging.

I want my students to focus on active learning, not passive. That means going out and doing what I suggest. Testing techniques for yourself, learning from your results and seeing what works for your blog and your personality.

By paying the price of admission you form a contract with yourself and with me to take action and focus only on the information you need to achieve your goals.

This is not about finding and consuming all the information about professional blogging, or even the best information, only the specific information you need right now to get an OUTCOME.

Consuming information should only take up a small part of your day. One or two lessons each day is all you need. The rest of the time should be spent actioning those ideas. That's it.

Working on your blog business is 30–60 minutes of study and 1–2 hours of implementation. If you do it right and focus on results you will be rewarded so much more than if you spend your entire day hunting around and consuming all the free information available online.



This is not about quantity or even quality of information – it's about focus and ACTION.

#### THE 80/20 RULE

I first formed the mentality discussed in this email after studying the 80/20 rule. If you want to read more about this rule, here's an article I wrote about it –

<http://www.entrepreneurs-journey.com/428/80-20-rule-pareto-principle/>

#### FOCUSED INFORMATION

If you are expecting a massive quantity of information from me in Blog Mastermind you will be disappointed. The program is not about providing you with everything I know about making money from blogs, but what you NEED to know to make it work in the least number of steps.

It's about focus, forming the right mentality and work habits, and aiming for a certain result at each stage of growth of your blogging business.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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#### **Email 21: Tips on audience targeting for making money and more about what the membership site contains**

This email is mostly a strategic discussion about audience selection and how it impacts monetization. Its purpose is mainly to inform and once again demonstrate my insight into the topic I claim to be an expert in.



At the end of the email I reveal another component of the membership site – question and answer audio sessions – since it's likely after reading this email the reader will have questions relating to their own blog they would like to ask me. The only way to get access to ask the question, is to join the membership site.

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SUBJECT: Ask me how to make more money from your blog

Blog Mastermind Mentoring Program by Yaro Starak

Every blog is unique and every blogger has a unique relationship with their readers.

Learn how to factor this in when deciding how to monetize your blog.

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Dear {!firstname\_fix},

Traffic is an integral part of making money from a blog, but often people focus on the wrong aspect of traffic – quantity.

QUALITY of traffic will always be more important than QUANTITY when it comes to making money.

Blogs with readers who are all avid consumers of a product are more likely to buy something or click an ad than if they are casual surfers with no money to spend.

I think most people understand this concept.

The first step is to understand what quality traffic is or at least have an understanding of what you can expect from your audience.

Ideally you should plan this from day one when choosing what topic to blog about, but not

everyone has this luxury and you may already have an audience built up.

That's what happened in my case. I wasn't sure what type of audience I would attract to my blog nor what I exactly I wanted to do with it. I just put content out there. If you build it, they will come.

Consequently I now have a certain type of reader, but if I started from scratch I'd do things differently and zero-in on a more focused type of person and write articles to attract that demographic. Hindsight is a wonderful thing, but no complaints, I love my readers and I'm happy with the relationship we have.

I run two forum sites related to pocket bikes – miniature motorcycles that are just like full sized motorcycles with an engine and real parts, they are just about half the size of a full bike.

The people that read these forums have a limited budget and can only spend so much on their hobby each year. Essentially my audience is made up of kids.

My bike sites have a good audience for displaying text and banner ads to because they are often cruising around the web killing time reading about their passion and have no hesitation clicking advertisements. They are not so good for selling affiliate products to because they don't have a lot of money and the margins on bike products are small.

In this case the best monetization method I have found so far is Google AdSense since we get paid per click.

On my blog AdSense is terrible, yet affiliate



products work well because the margins are quite high for the topic I write about.

The thing is, you don't really know what will work best on your blog until you test. You can assume things about your audience, which gives you insights on how to monetize your traffic, conduct surveys to find out more, but you REALLY don't know until you try.

As a general rule consider the likely demographics and spending habits of your potential audience when picking a topic area to blog about but don't let the potential size of an audience sway you.

You can make just as much money from a tightly focused niche readership you have a great relationship with as a general audience ten times larger.

If figuring out what sort of monetization methods you should test on your blog or determining whether your niche is a good one to make money from is something you want help with, then I suggest you join Blog Mastermind when the doors open in a few weeks.

I'll be doing regular question and answer audio recordings where I respond to questions you post in the forums so all my students will be able to ask me questions directly related to their situation.

I look forward to seeing what type of questions you come up with.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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## Email 22: Revealing a final launch timeline

This email is short and is used to prompt the audience for what is about to happen. Behind the scenes I had just about finished writing the Blog Profits Blueprint and my technological systems were up and running so I could take on affiliates. I was ready to go from pre-launch into launch mode.

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SUBJECT: Stay tuned for a special report on blogging for profit coming next week...

Blog Mastermind Mentoring Program by Yaro Starak

We are finally going to get this program out the door to you.

Details about the timeline for the launch are below...

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Dear {!firstname\_fix},

I've been promising this for a few weeks now and finally we are rounding the corner on the final bend to the launch of Blog Mastermind.

I'm pretty excited, but wow – it's a lot of work!

Once you set yourself a deadline it's amazing how busy things get.

Coming up this Friday I will be opening the doors on the AFFILIATE PROGRAM for Blog Mastermind, not the mentoring program itself.

That's this Friday, the 25th of May.

I'm not sure of the exact time but I will send



out an email to you and make an announcement on my blogs when the affiliate program opens.

The following Wednesday I am releasing a VERY special report. The report I expect will send some waves through the professional blogosphere and I hope it will shock and help many would-be professional bloggers and guide them closer to making a full time income from blogging.

The report is scheduled for release on Wednesday 30th of May and of course since you are on this list you will be first to know about it.

Shortly after the release of the report I will be opening the doors on the mentoring program.

Once I have a final date and time you will be the first to know.

In the meantime, if you are interested in promoting Blog Mastermind as an affiliate please stay tuned for a message from me this Friday.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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### **Email 23: Dealing with a delay**

Unfortunately I had some tech problems so I had to send an email to explain why there was a delay. To help soften the blow I revealed details about my free report and showed people what it looked like.

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SUBJECT: Sneak preview of the Blog Profits Blueprint

Blog Mastermind Mentoring Program by Yaro Starak



Here's a quick preview of the special report I'm releasing next week...

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Hello {!firstname\_fix},

Okay, first the bad news.

The release of the Blog Mastermind affiliate program has been delayed.

I was planning on opening the doors to affiliates today, but my tech guy Nick, is having difficulty with our membership system.

For some reason non-paying members (like affiliate partners) are getting access to resources that only my paying students should get when they join the mentoring program.

I expect to open the affiliate program on Monday next week assuming we can fix the problem by then. I'll email you as soon as I have an update on this.

#### THE BLOG PROFITS BLUEPRINT

Now on to the exciting news. My special report is almost ready to go live and I can now reveal the name of the report.

It's called the Blog Profits Blueprint and it's a 50-page document outlining the strategies and tactics I use to build a successful and PROFITABLE blog.

You can take a sneak peak now at this page –

<http://www.blogmastermind.com/blueprint/>





It's completely free and it's going live this coming Wednesday, 30th of May at 9AM Australian Eastern Time.

If you are in North America, that's 7PM Eastern Time on Tuesday the 29th of May. You can use this world time converter to check what time that is where you are –  
<http://www.timeanddate.com/worldclock/converter.html>

If you like the report then I know you will like Blog Mastermind.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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## **Email 24: The Affiliate program opens**

With the tech delay problems I had my affiliate program opened the day before my free report was scheduled to go live, much later than I had hoped, but at least before the release of the report.

Remember just because your early notice list is meant to promote your program doesn't mean you can't use it to also recruit affiliates or promote other things.

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SUBJECT: Blog Mastermind affiliate program now available

Blog Mastermind Mentoring Program by Yaro Starak

Get in fast and be the first to promote  
Blog Mastermind and earn recurring commissions  
as one of my premier partner affiliates.

Sign-up instructions below....

Hello {!firstname\_fix},

We have done as much testing as we can and it's ready to go. You can now sign-up as a Blog Mastermind Partner and begin generating income as an affiliate as soon as the program is released next week.

You can sign-up and view all the details here –

<http://www.blogmastermind.com/partners/>

Once you sign-up you will be given instructions and the tools needed to promote Blog Mastermind.

Note the mentoring program will not be released until next week – only the affiliate program is available today.

### ACT FAST

I am releasing the Blog Profits Blueprint tomorrow. I encourage all affiliates to promote the Blueprint as soon as it becomes available so you can be first to start tracking referrals.

The earlier you promote the better you will do because there won't be as many people promoting it from the start and less people will know about it.

I suggest you start preparing an email to send to your newsletter or an article to post to your blog and have it ready to go tomorrow as soon as I tell you the Blueprint is available.

If you don't have a blog or email list, there are still plenty of tools available, like a tell-a-friend form and custom signatures you can add to your email or forum accounts.



You can join right now and get access to affiliate resources here –

<http://www.blogmastermind.com/partners/>

#### MENTORING PROGRAM

For all of you eagerly awaiting the release of Blog Mastermind you don't have to wait much longer.

Over the next week I'm adding some introductory mindset audios to the members-only area and preparing your first e-lessons.

As soon as I have a firm date I will let you know.

Here's to your blogging success,

Yaro Starak

<http://www.blogmastermind.com>

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### **Email 25: The Blog Profits Blueprint Free Report goes live**

By this stage I was well and truly in launch mode following the textbook formula.

My free report was released exactly a week before the membership site launched. This is important because it kept the momentum moving forward. It's okay to have delays and as you can see from the pre-launch emails that came before this point, I had several in my launch, but the time between your main lead resource going out and your membership site opening is critical, you do not want major delays.

The email below is basically a mini sales page for the Blog Profits Blueprint. As I stated earlier, it's critical people engage with your lead free resource so just telling them where to get it is not enough – you have to



sell it. Tell the story behind the creation of the report, list the benefits of reading it and what subjects it covers.

I really did write the Blueprint at the same time as I was running my early notice email list, which was not easy. Every day I spent a couple of hours (usually at a coffee shop) adding another 1000 or so words to my free report and then I would go home and write an email to the early notice list or a new blog post.

If possible I recommend not following in my footsteps exactly, try and have your free report (or whatever lead resource you use) at least in a first draft format before starting your early notice list, unless, like me, you have the time and are prepared to do all these tasks at once (it is a lot of writing!).

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SUBJECT: The Blog Profits Blueprint is flying off the virtual shelves...

Blog Mastermind Mentoring Program by Yaro Starak

The Blog Profits Blueprint is finally here.  
Download your copy now...

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Hello {!firstname\_fix},

If you already know what the Blog Profits Blueprint is and you know you want it, don't let me stop you, go download it now –

<http://www.blogmastermind.com/blueprint/>

I spent most of this month writing down my top strategies and tactics for making money from blogs and compiled them into the Blog Profits Blueprint, a 55–page report (yes, it grew by 5 pages since I last talked about it).

When I first plan out the writing of a new report



or book I begin by coming up with topic headings. I then fill out the headings with content and add new sections to fill gaps and connect ideas.

One the common feedback responses I receive is that people find my writing clear. Beginners and technophobes alike consider my explanations easy to understand and as a result can actually take steps to implement what they learn from me.

With the Blog Profits Blueprint I aim to clarify the process of building a profitable blog for any person, including people completely new to blogging who don't have a blog yet, and provide experienced bloggers with a few "gold nugget" ideas that make taking the time to read the report worthwhile.

Here's what you will find inside the Blog Profits Blueprint:

- \* My explanation of how blogs make money and how you can leverage my successful formula in your blogging
- \* Techniques for writing blog content, including the most detailed discussion of my famous methodology – Pillar Content – that I have ever published
- \* My philosophy on building traffic using communication channels and how any blogger can tap into large traffic sources
- \* And my top monetization strategies, including how I build a STABLE income from blogging

Here's what the Blog Profits Blueprint does NOT contain:

- \* It's not simply rehashed articles I strung



together from my blog or other websites – it's 100% fresh and original content

\* There are NO AFFILIATE LINKS in the report

\* It doesn't contain absolutely everything I know about making money from blogs – but it does cover the CORE concepts

To get your copy, go here –

<http://www.blogmastermind.com/blueprint/>

### SPREAD THE WORD

Although I'm giving away the Blog Profits Blueprint, there is something you can do to repay me – help to spread the word.

After you read the report and assuming you find it valuable, please forward it to friends or colleagues.

I know from experience when people learn they can actually make money from blogs they tend to get very curious about how, and my report helps to answer some of the questions.

### BLOG MASTERMIND IS NEXT

Coming next week is the big day – the release of the Blog Mastermind mentoring program.

A select few highly motivated people will join my program and work with me to become true professional bloggers and earn real money online.

I can't wait to begin working with you and check out how your blogs are going.

For the time being, enjoy the Blog Profits Blueprint.



Here's that link one more time –

<http://www.blogmastermind.com/blueprint/>

Here's to your blogging success,

Yaro Starak

<http://www.blogmastermind.com>

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### **Email 26: Reinforcing the value of information**

This email tells a story, once again taken directly from my life at the time and translated into something relevant for the launch.

I explained how over the weekend when I went ice skating just one technique tip from a friend helped improve my skate skills and how in most cases it's just one piece of advice – a gold nugget – that can make the difference.

This obviously ties straight back into my membership site, inferring that if you can just get one or two really powerful nuggets from an information product it is worth it. A single idea can result in huge improvements.

Once again the tactic here is to tell a story to create engagement, then use that attention to link the story with a connection to why it is smart to join your membership site.

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SUBJECT: This one tip made it all worthwhile...

Blog Mastermind by Yaro Starak

A big thank you for all your great feedback  
and how a Saturday night spent ice skating  
reminded me of an important lesson...

Hello {!firstname\_fix},

Thank you to everyone who sent through feedback about the Blog Profits Blueprint.

It's all been glaringly positive and I must say just the warm and fuzzy feeling you get when you know you have helped people makes the weeks I spent writing the Blueprint worthwhile.

I've been using Technorati.com to monitor all the reviews of the Blueprint that have popped up on your blogs. I've also received many personal emails and had many fantastic comments left on my blog post about the Blueprint.

Thanks to all of you for making my weekend great with all your kind comments, and please, keep them coming!

In case you haven't done so yet, you can get the Blog Profits Blueprint here:

<http://www.blogmastermind.com/blueprint/download.php>

And leave me a comment after you finish reading it here on my blog:

<http://www.entrepreneurs-journey.com/730/blog-profits-blueprint/>

## ICE SKATING LESSONS

I just had Saturday off to take a break from working on the release of Blog Mastermind to spend some time with friends.

On Saturday evening I went ice skating. Since the temperature rarely drops below 15C in Brisbane,



and that's in winter, you can imagine ice skating is not the most common thing to do here. I love to rollerblade outdoors and maybe because of the Canadian in me, I enjoy time on the ice too.

I've been learning how to do "hockey stops" or "power slides", whatever you want to call them, those sharp sliding stops like hockey players do.

It's a ton of fun, but I've found it very challenging especially because I can do them fine outdoors on the wheels of my inline skates, but inside on the rink with ice blades it's a completely different skill.

I understand the principle of how a power slide works on ice and why it is different from skating on wheels. On a rollerblade you can pivot your wheel and slide at an angle, while if you do that on an ice skate blade you dig into the ice and come to a jarring stop. It's completely the opposite reaction.

Despite my understanding of the difference I still couldn't execute it properly on ice.

One of my friends who came on Saturday night, Brett, is a really good skater. He can stop on a dime and I was watching amazed at what he can do on the rink.

When I caught up with him I asked him how to do the power slide on ice skates vs how to do it on rollerblades and he proceeded to explain the differences to me, reaffirming my assumptions about why it is different, but he also offered one piece of advice that I had not heard before.

He said I should put my weight on my toes when I attempt to power slide on ice, which is opposite to rollerblading on wheels, where you put weight

on your heels.

Simple yes, but up to that point I had put my weight on my heels mimicking what I do outdoors on rollerblades. I made the adjustment on ice skates and bam! – Instant powerslide on my first go. It felt so much better and the outcome was a much smoother slide.

#### SEEK ADVICE

My experience ice skating reminded me how important it is to always seek advice from someone who can do what you want to do and to look for that little "gold nugget", that one tip that you have not heard of before that might make the difference between success and failure.

The Blog Profits Blueprint might be full of information you have read before, but I bet for any person – no matter how experienced a blogger you are – there is a little gold nugget somewhere within the pages that can make a huge difference to you.

It might be something that adds 10% to your revenue, or gives you an idea that leads to a significant boost in traffic or perhaps motivates you to start blogging in the first place, which years from now you end up looking at as a major turning point in your life.

That's exactly why I continue to spend money month after month on mentoring and coaching programs, to buy books and attend conferences.

Each time you find that gold nugget of advice you effectively "strike it rich" and very easily recoup your participation cost, whether that be money, or time spent reading or attending an event.



I hope you see the value in education and always take a way a few nuggets that you implement and benefit from in big ways.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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### **Email 27: Talking about alternative strategies – buying and selling blogs.**

One of the big concerns I had about Blog Mastermind was the length of commitment required from a person to build a popular blog. It's no easy task and I was always up front with that fact during the launch, however I also wanted to present alternative strategies and this email was all about that.

In this case I talked about buying blogs as an option, especially once you go through the training so you “get” how to really make a blog work. By purchasing a blog people can “fast track” or augment what they are doing with blogs and I wanted to present this idea during the launch and create some excitement again about yet another feature of the membership site.

Of course, as always I use a real case study from my experience to demonstrate that it is possible to buy blogs, create engagement and demonstrate my expertise in the subject.

If you have case studies you can talk about – even simple ones – including them in your launch email sequence is a good idea.

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SUBJECT: Have you considered buying a blog?

Blog Mastermind by Yaro Starak

How I bought a second blog and came up  
with a system so I do not have to write to



two blogs at once, yet still make income from the second blog.

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Hello {!firstname\_fix},

In the Internet marketing world there is a general rule that all the most successful people apply.

If something works once, do it again and again and again.

In our case with blogging, if you build a blog, it becomes popular and you start to make money, why not start another blog and do it all over again?

I'll tell you why – it takes a lot of hard work!

I figured out how to make money blogging and while I'd like to have two blogs and make twice as much, or three blogs for three times as much, and so on, this formula will not work because it leverages a finite resource – me!

There is only so much content Yaro can produce in a given day and I don't want to become a monkey at my keyboard writing a novel's worth of words each week, no matter how alluring the potential money is.

So what did I do?

I'd like to say I was smart and did things right first go, but I wasn't and over the past two years I have launched other blogs, most of which never got anywhere because I didn't write significant content for them.

BUYING A BLOG

One day I was speaking to a friend of mine, Michael Pollock, and he told me he was selling his flagship blog about small business, SmallBusinessBranding.com. I was immediately interested, and to cut a long story short, I ended up buying the blog.

This situation was different than before with my failed attempts at starting second blogs, because my new blog this time already had an audience. I couldn't waste this readership, nor the money I had just spent to buy the blog. I had to find a way to keep the content coming on my new second blog.

At first I decided to attempt to write for both my blog and my newly purchased blog and well, I learnt the lesson yet again. If I attempt to write to more than one blog on a consistent basis the quality of my writing drops, I feel pressured to keep the content coming and it's just not fun.

This realization was a blessing in disguise as it forced me to come up with a method to keep the new blog going without depending on me for content.

Over the next few months I invited other people to write for SmallBusinessBranding.com. In exchange for writing one article a week authors receive exposure and an opportunity to display their promotions in special sponsor areas on the blog.

Using this arrangement I was able to keep costs down, since the blog doesn't have cashflow to pay for writers, and authors receive value in return for their work, having access to the over 1500 daily readers the blog currently attracts.

There have been a few hiccups along the way, but today SmallBusinessBranding.com is a thriving blog



with multiple authors who are all helping each other gain exposure by building traffic to the blog.

This in turn helps me as I can maintain another blog income stream from my second blog, yet I do not have worry about producing content for two blogs.

If you have held back from starting a second blog or buying more blogs, consider my story as inspiration for a system you can use to make it work, without drastically increasing your labor.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

PS. In later lessons in Blog Mastermind I am teaching students about buying and selling blogs.

If this topic interests you and you want advice from someone who has bought and sold several websites, consider joining the Blog Mastermind mentoring program when I release it later this month.

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### **Email 28: Create new media to market the same resource**

By now you probably know the strategy behind this email. This email prompts the reader again to download my lead resource – the free report (remember you will need to direct people to take the action more than once) – and offers a new version of the same information, this time in audio format.

I sat down with my headset microphone and the Audacity program, spoke out my free report and converted the recording to an MP3. It took about two hours and yeah, it's not that much fun, but once it is done, it is done.



This was a **killer technique**. Many people who only scanned or just downloaded but not read my Blueprint downloaded the audio and listened to it driving to work or when exercising, this meant I had them as a captive audience and really amped up their engagement with my launch.

If you can, provide your lead resource in alternative media formats to foster maximum interest.

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SUBJECT: Now you can listen to the Blog Profits Blueprint on the run

Blog Mastermind by Yaro Starak

Two new versions of the Blog Profits Blueprint are now available, including an audio version you can listen to while on the move.

Download link is below...

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Hello {!firstname\_fix},

A big welcome to the people who came through from Brian Clark's post on his Copyblogger.com blog recommending the Blog Profits Blueprint.

With the extra boost from Brian I'm very happy to report that the Blog Profits Blueprint PDF version has now been downloaded more than 5,000 times in total, in under two weeks.

DON'T LET ROBOTS DO THE TALKING

I wanted to get an audio version of the Blueprint done and my friend West suggested I try a one of the text-to-voice conversion tools available.



We selected a nice female voice to do the audio and then submitted the Blueprint. The result was a nice sexy sounding...robot.

I wasn't too happy with a robot for the audio version of the Blueprint so instead I decided to record the audio myself.

I sat down and two hours later had read the Blueprint from start to finish and recorded an MP3 file.

It's not too bad if I do say so myself. It's 100% my voice and while I'd prefer a nice classy British female voice, I'm sure most of you can handle listening to me for just over an hour and half if you want to absorb all the great information in the Blog Profits Blueprint.

You can get the new audio version of the Blog Profits Blueprint from here –

<http://www.blogmastermind.com/blueprint/download.php>

#### INFORMATION ON THE RUN

One of the best times to consume information is while on the run. In my case I listen to a lot of audio while on trains, driving in my car or when going for walks. Using your idle and transport time to learn new things is a great way to leverage your most scarce resource – time.

I recommend you download the audio version of the Blueprint even if you have already read it and next time you head for a drive or catch public transport, listen to me talk all about making money from blogging.

Some of you have PDAs or other portable computer





devices, and thanks to Andrew Boyd from <http://facibusreviews.com/blog/> I can now offer a .mobi version of the Blog Profits Blueprint for reading on the run.

The audio and mobi versions are both available from the download page –

<http://www.blogmastermind.com/blueprint/download.php>

Tomorrow I'll finally announce the date of release of the mentoring program and you only have to wait just a little over one week before you can join.

I can't wait to start working with the first group of students and I hope that includes you.

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

You can read feedback comments about this email at my blog post here –  
<http://www.entrepreneurs-journey.com/736/now-you-can-listen-to-the-blog-profits-blueprint-on-the-run/>

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## **Email 29: A live case study blog review video**

This was another case of marketing on the fly. I had received requests from people after they read the Blueprint for me to look at their blog. It's always better if you can help more than one person, so I decided to respond to one request by doing a video recording case study.

I switched on Camtasia and went to this person's blog and spent a few minutes talking about their blog and then sent the video to the list.

This technique again used multimedia (video and audio) to provide helpful information and demonstrate my expertise, but what really blew



me away was the response. People loved this format and as a result I decided to include regular video case studies only for people who joined my program.

This is a classic example of the market telling you what they want. If it wasn't for doing this case study during the launch, I would not have realized how effective and how much people wanted this format of feedback. The video case study reviews became one of the most popular features of Blog Mastermind.

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SUBJECT: Watch over my shoulder in this blog review case study video

Blog Mastermind by Yaro Starak

Here's a short video case study  
I did reviewing the blog of one of my  
readers, including plenty of simple tips  
any blogger can apply immediately.

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Hello {!firstname\_fix},

After publishing the Blog Profits Blueprint I received a lot of requests from readers who asked me to review their blogs. Obviously I can't respond to everyone, but one person in particular, Mike Bonsall, has a blog that I think is typical of a lot of blogs online, one I thought was perfect for a case study.

I just sat down and recorded a 16 minute video run-through going over what I consider the major issues to address at Mike's blog.

Since the main recommendations I have for Mike are the same for a lot of other bloggers out there, I'm making this review case study public, with



Mike's permission of course.

I strongly recommend any people using the blogger (blogspot.com) system watch this video. I don't cover every single improvement I could think of, but I do focus on the major points.

This case study shows that it's not "simple" to build an effective blog, yet sometimes it only takes simple changes to turn a hobby site into a serious blog.

You can watch the video by clicking this link –

<http://www.blogmastermind.com/videos/mike-bonsall-case-study/>

If you like this video and would like to leave a comment or see what comments other people have, you can do so at this entry about the video on my blog –

<http://www.entrepreneurs-journey.com/739/blog-case-study-video/>

Here's to your blogging success,

Yaro Starak  
<http://www.blogmastermind.com>

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### **Email 30: Release the launch date and reiterate the free resources**

The program was ready and the launch time and date was set. This email served as a reminder of what was inside Blog Mastermind, when the program launched and again, linked to the free resources I had given away during the launch process.

It's important to note that throughout this launch cycle, whenever I released an important resource through the email list I was also writing a



blog post about it. That's why you will see in many of these emails I leave a link for people to make comments on the resources I gave away.

This is a key point because by leaving comments on your blog posts you create social proof – there really is more than one person reading these emails and your blog – and some of the comments are great testimonials for future use, maybe even for your sales page if you have not arranged testimonials beforehand.

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SUBJECT: Blog Mastermind doors open this Thursday

Blog Mastermind by Yaro Starak

I'm opening the doors on my new  
blog mentoring program, Blog Mastermind,  
this Thursday.

An early-bird discount will apply for those  
who join first. Details in this email.

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Hello {!firstname\_fix},

It's been a long time coming, but the wait has  
been well worth it and I'm sure you will agree  
with me.

This coming Thursday, 21st of June 2007 at 7AM  
eastern USA time and 9PM eastern Australian time,  
the doors will open on my mentoring program,  
Blog Mastermind.

(Fingers crossed anyway!)

You can check out the countdown timer now at  
[www.BlogMastermind.com](http://www.BlogMastermind.com).

For the two people who don't know what Blog



Mastermind is yet, here's a brief rundown –

## PROGRAM FEATURES

- \* It's a mentoring program to teach people how to use a blog to make a full time income working a couple of hours a day.
- \* It's based on what I have done for the past 2.5 years of blogging to grow my blogs to the point where I am making a stable \$4000–\$6000 per month on the back of a few hours of writing each day.
- \* The program includes audios (I've just finished off a 10-part, 5-hour, Master–The–Mindset audio series strictly for members only), videos, case studies and e-lessons. I'll add many more resources as the program continues.
- \* Members also get direct access to me, a personal blogging mentor, to ask questions, which I will respond to in audio recordings for all members to listen to.

If you don't have a blog yet then I'll make sure that you have one within the first two weeks of joining my program.

If you do have a blog already then you are in a perfect situation to start taking action immediately and really grow a successful and profitable blog.

I hope to see many of the familiar faces from my email newsletter readers in the mentoring program.

Remember, the release is this Thursday and there will be an incentive to join early, so please stay tuned.

## GET YOUR FREE GOODIES



In the meantime, if you have not already done so, here's some of the great resources I have made available in the lead-up to Blog Mastermind you can study now. If you found any of these resources valuable then I know you will love Blog Mastermind.

The Blog Profits Blueprint (in audio and text)

<http://www.blogmastermind.com/blueprint/download.php>

How I Make Money Blogging Video

<http://blogtraining.cachefly.net/make-money-blogging/>

The blogspot blog case study video

<http://www.blogmastermind.com/videos/mike-bonsall-case-study/>

Here's to your blogging success,

Yaro Starak

<http://www.blogmastermind.com>

P.S. – You can leave comments about the upcoming launch of Blog Mastermind at my blog post here:

<http://www.entrepreneurs-journey.com/743/blog-mastermind-doors-open-thursday/>

I read all the comments made to my blog and value your opinion, so don't be shy!

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### **Email 31: A rapport building behind the scenes email**

Another example of marketing on the fly – I woke up and looked at myself in the mirror and noticed I looked a little under done because of how hard I was working on the launch. I decided to make a little tongue-in-cheek video recording about my rather unkempt state.



Note while this video was intend to be humorous, there is an underlying marketing message here too. I could break it down for you, but for the sake of simplicity it really is just about coming across as a likeable person. People buy things from people they like.

The video also demonstrated how hard I was working to make a good program for my members and that, like everyone else, I am human. This is very powerful stuff in a world full of distrust. The more you come across as a genuine person, the more people trust you.

Don't be afraid to let your not-so-good side shine if it suits your market positioning.

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SUBJECT: Would you trust this guy as your blogging mentor?

Blog Mastermind by Yaro Starak

This is what happens when you attempt to create the best blog mentoring program ever. And yes, this is the guy who will be teaching you.

The link to the 43 second video is below...

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Hello {!firstname\_fix},

It's the day before releasing Blog Mastermind and I've been working pretty hard.

I woke up this morning, looked in the mirror and had this urge to record a video.

Maybe I shouldn't release this to the public, it might hurt my image as a serious blog trainer, but then again, we all look like this sometimes.

Would you trust this guy as your mentor?



<http://www.entrepreneurs-journey.com/745/dont-launch-a-product/>

Click the link to watch the 43 second video.

Here's to your blogging success,

Yaro Starak

<http://www.blogmastermind.com>

P.S. – Blog Mastermind opens tomorrow.  
First in gets a discount price.

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### **Email 32: The early bird discount**

Let's not forget the purpose of an early notice list is to give early notice of a launch, so this email did exactly that just when the program went live.

To create urgency I offered a first week early bird discount (\$47 a month instead of \$77 regular price). This email explained the offer and reinforced the urgency.

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SUBJECT: {!firstname\_fix} – Blog Mastermind is open and I have a discount for you if you act now

Blog Mastermind by Yaro Starak

As promised, here is early notification.

Blog Mastermind is now OPEN.

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Hello {!firstname\_fix},





There's not much else to say.

As promised here is your early notice about the release of Blog Mastermind, the mentoring program where you can learn how to make \$5,000+ per month, from blogging only 1-2 hours per day.

If you want to skip the sales page and go straight to the order button to sign-up, click here –

<http://www.blogmastermind.com/signup.php>

If you want to find out more about the program before joining, then you need to go here –

<http://www.blogmastermind.com>

NOTE: There is a limited-time special "Early Bird" discount of 39% off to reward people who act fast.

If you want to take advantage of the discount, join now –

<http://www.blogmastermind.com>

Here's to your blogging success,

Yaro Starak

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### **Email 33: General announcement of the doors opening**

This email was sent to the main list as well as the early notice list (the previous email only went to the early notice list).

Like the previous email this message calls to action people who want to join and spurs response by presenting the early bird discount urgency trigger.



100 people joined Blog Mastermind in the first 24 hours and another 200+ joined before the early bird discount week ended. After that new sign-ups trickled off dramatically, so you can see the difference an urgency trigger makes.

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SUBJECT: {!firstname\_fix} – Blog Mastermind is ready for you, act fast to claim your early bird discount

Blog Mastermind by Yaro Starak

The doors on the Blog Mastermind mentoring program are open.

Join now and get a 39% discount off the regular membership fee.

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Hello {!firstname\_fix},

It's time.

You can now join Blog Mastermind.

If you are ready, go here now –

<http://www.blogmastermind.com>

Simply put, this is the first online course to learn how to become a professional blogger.

Blog Mastermind is a step-by-step mentoring program to teach you how to make a full time income blogging part time.

If you can spare just \$1.57 per day to learn how to make \$1,000 – \$5,000 – or more! – per month, would you think that's a good deal?



To find out about the program and to sign up,  
click here –

<http://www.blogmastermind.com>

I'll see you on the inside.

Here's to your blogging success,

Yaro Starak

<http://www.blogmastermind.com>

PS. The early bird discount on this program will  
not last long, so if you want to save 39% off the  
regular membership fee, then you have to act fast.

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### **Email 34: Sneak peek video inside the program**

This email was sent half way through the early bird discount week. By now the first group of students had begun using the forums and studying the resources plus I had received plenty of email receipts showing payments going into my PayPal account.

I used all these elements to create video that was all about social proof. The video went inside the program, showed that people had joined and were making use of the resources and that I had indeed received money from them (I showed a picture of my inbox with the PayPal receipts).

This served to urge any people who were not sure and also give a visual representation of what is inside Blog Mastermind. I strongly recommend you do some kind of behind the scenes video during your launch week after the first members join.

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SUBJECT: Take a sneak peek inside Blog Mastermind

Blog Mastermind by Yaro Starak



In this video I show you behind the scenes inside the Blog Mastermind membership site.

Here's what my mentoring students are experiencing right now...

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Hello {!firstname\_fix},

It's not even 24 hours since I opened the doors on Blog Mastermind and already the first group of students are interacting and learning from the resources inside the members area.

I created this 16 minute video to give you a sneak peek look into what you get as a member of Blog Mastermind.

In this video you will see the members area, the first e-lesson, the private forums and all kinds of behind the scenes access.

You can watch the video here:

<http://www.blogmastermind.com/videos/sneak-peek-blogmastermind/>

At the end of the video I also reveal how many students have already signed up so you can see the great community of bloggers already in the program.

If you are still not sure about Blog Mastermind, watch the video and then make up your mind. The video should make things very clear and you will know exactly what to expect from the program.

Here's to your blogging success,



Yaro Starak  
<http://www.blogmastermind.com>

PS. – There's still plenty of time to take advantage of the early bird special discount price.

You can find out more at:  
<http://www.blogmastermind.com>

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### **Email 35: The final email prompting the last chance to join during the discount week**

This was not the final email I sent out, however I do consider it the last “launch” email since the early bird discount week ended 24 hours after sending this message.

You will receive a rush of members just before your urgency period ends because people always leave decisions until the last minute. Over 50 new members came in during the last few hours in this launch.

This email linked to the sneak peek video again, reminded people that the discount period was almost over and prompted another call to action to invite people to join.

Make sure when you send an email like this that you leave enough time for it to get through. Delays to email servers may result in your message taking several hours to arrive, so factor this in when sending your deadline notifications.

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SUBJECT: Your last chance to lock in the early bird discount is today

Blog Mastermind by Yaro Starak

I'm about to raise the Blog Mastermind membership price.



To take advantage of the "early bird" discount, you better act fast...

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Hello {!firstname\_fix},

Blog Mastermind has been open now for nearly a week.

I released the program to the world last Thursday, just a little under a week ago and so far 223 people have taken advantage of the early bird discount price and signed up.

If you also want to lock-in the early bird discount price (39% off) for the lifetime of your Blog Mastermind membership, then you must act fast.

I said the early bird discount would last only a week and I stick to my word, so tonight here in Australia, which is Thursday morning for you people in the northern hemisphere, I will raise the price at the conclusion of the one week early bird discount period.

To take advantage of the discount, click here to sign-up –

<http://www.blogmastermind.com/signup.php>

If you are still undecided about what exactly you get as a Blog Mastermind member, take a look at the behind the scenes video I released last week, which is available to watch from here –

<http://blogtraining2.cachefly.net/sneak-peek-blogmastermind/>

The sales page also details everything you ever



wanted to know about Blog Mastermind, which you can read here –

<http://www.blogmastermind.com>

If you are going on holiday or something goes wrong with the sign-up and you are concerned you may miss the early bird price, please contact me so I know who you are when you request the discount price after the early bird period ends.

If you decide Blog Mastermind is not for you, at least please take some steps to action what you learned in the Blog Profits Blueprint and start working towards earning as much as \$5,000 a month from only two hours a day blogging.

Here's to your blogging success,

Yaro Starak

<http://www.blogmastermind.com>

PS. – Remember, the early bird period will finish in about 12 hours from the time I sent this email, so get cracking if you want to the 39% discount price.

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## **End of the Launch**

That raps up the launch process for the first round of Blog Mastermind. The program remained open for several months, however the price increased to \$77 a month. New signups still came in at a rate of about one per day until I closed the program down for technical renovations at the end of 2007.

At this point my attention turned to serving the new members, however thanks to the affiliate marketing system in place, the traffic and sales did not stop despite my lack of new marketing. People continued to promote the Blog Profits Blueprint and my email list grew and sales came in as a result.



The launch email sequence was absolutely fundamental to the success of this launch. If I had only circulated one or two emails and blog posts that were not using launch techniques or delivering any content, I expect I would have had less than half the number of members join my site.

To be honest with you, before doing this launch I was skeptical about the formulaic launch process and I was also concerned about coming across with too much hype. As I learned through experience, it is possible to do a full launch process using your own unique style and voice and enjoy the rewards without damaging your credibility.

You should take this document and use it for ideas – like a swipe file – for writing emails and delivering resources during your membership site launch. You are welcome to copy anything in this document, but I recommend you take these concepts and apply your own unique voice and style for maximum results.

Good luck!

Yaro Starak  
MembershipSiteMastermind.com