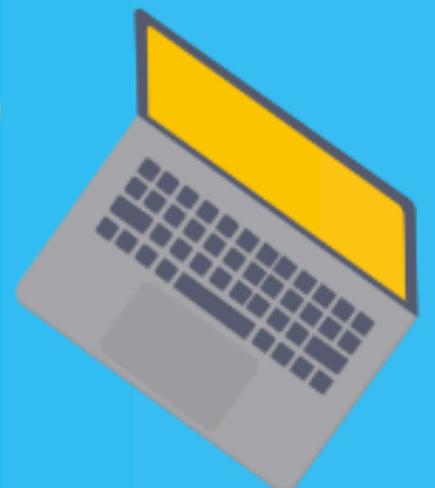
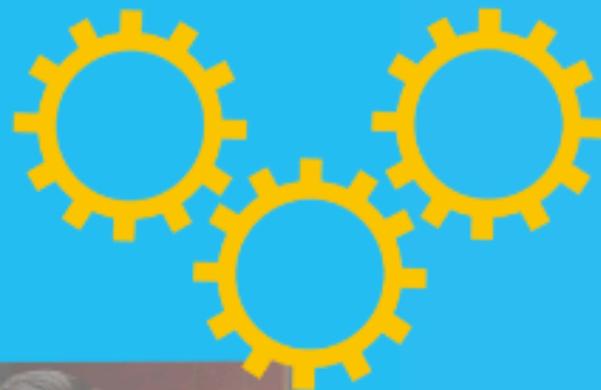
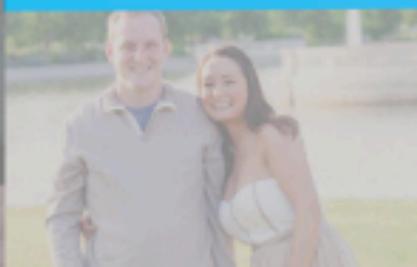
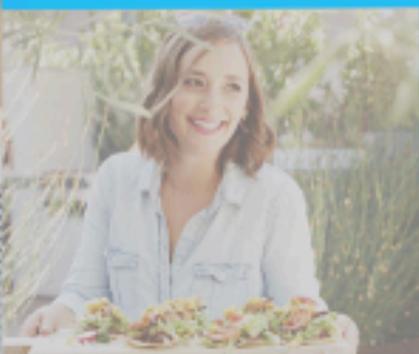


The Habits of Highly Successful Bloggers



Discover the Tactics, Tools, Routines and Habits You Need to Become a World-Class Blogger

By Ryan Robinson





#1 Google-Ranked Writer Presents...

The Habits of Highly Successful Bloggers

Discover the Tactics, Routines and Habits You Need to Build a Six-Figure Blog

By Ryan Robinson



👋 *Hey, I'm Ryan!*



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First Publication: 2019

Praise for Ryan's Work



— Jon Morrow, Award-Winning,
Seven-Figure Blogger at
SmartBlogger.com

“Ryan's a very smart dude, well-worth paying attention to and learning from. As a side note, **he's currently kicking my ass on Google.**”

I've been blogging since 2009, and while I've had some success with it, I never really had a handle on SEO or search traffic. A couple of months ago I decided to get trained by Ryan and I've completely revamped my approach to driving blog traffic. Because of the work Ryan and I have done together, **I've already seen a 53% increase in visibility on our articles and a 30% increase in search traffic alone.** It's been insane, this actually does work. Ryan is one of the smartest people I know.



— Preston Lee, Full-Time Blogger
and Founder at Millo.co

Praise for Ryan's Work



— **Steli Efti, Founder and CEO at Close, World-Renowned Speaker**

"Ryan is the **only person** who's been able to help us both rank for a number of hugely important keywords and also create great **content that's been shared tens of thousands of times by our readers.**"

"Going through Ryan's course has set me on a path to starting my own blogging business. In fact, in 3 months I have almost doubled my blogging income and it's still increasing! I wouldn't have started if I hadn't signed up for this course."



— **Katie Betts, Student in Ryan's Built to Blog Course**



— **Michael Sacca, Dribbble and Founder at Rocketship.fm**

"In the first month of working with Ryan on growing our blog traffic, our content drove 12,000 more views, over \$4,000 in additional revenue, and he landed us features on Business Insider, Lifehacker, Inc and The Observer."

Praise for Ryan's Work

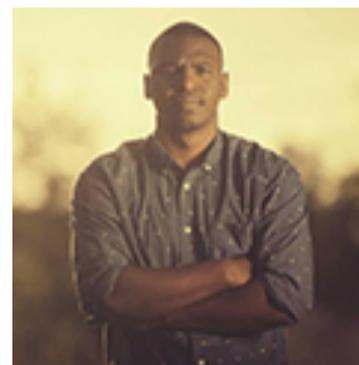


— **Alberto Nodale, Mr. Austria 2018, Fitness Influencer, Student in Ryan's Built to Blog Course**

"What's helped me most with Ryan and his Built to Blog course, is that it keeps me consistent, accountable and staying focused on the right things. The community is awesome too, and Ryan always chimes in with his tips, knowledge & advice that has been invaluable. If you really want to get your blog up (the right way), I highly recommend Ryan and his course."

"I've been following Ryan for several years and his consistent quality continues to impress. Built to Blog really breaks down how to promote and monetize your blog with very up-to-date strategies.

The monetization section in particular has helped me to see what I really need to focus on long-term in order to scale. Most of all, Ryan actually engages with his students to make sure we can apply what we're learning."



— **Kevin Payne, Blogger, Marketing Consultant, Student in Ryan's Built to Blog Course**

Dedication

I'm not a self-made man.

I owe any success I've ever had to my family, close friends, the over 100 podcast guests I've been honored to talk to, and most importantly, readers like you.

Without you, I would have never built a 6-figure blog, been able to reach 2 million readers a year or get featured in places like Forbes. And I'm eternally grateful for that.

I grew up without any promise of success. But with your support, I've learned that the person you are right now, is not your destiny.

This book is my best attempt to prove that to you.

With love,

— Ryan 🖐️

A handwritten signature in black ink, appearing to read "Ryan", with a long horizontal stroke extending to the right.

Introduction

When I sat down to write this book, this sentence nearly killed me.

I started and stopped writing it 106 times. (Yes, I counted).

Why spend so much time writing and rewriting one little sentence?

Because publishing experts say: “Your first sentence is most important one you’ll write.”

“It should be so shocking and seductive that readers come across it and say, ‘OMG! I have to keep reading.’”

But after writing and deleting 106 sentences like that, **I stopped trying.**

I realized “shocking” and “seductive” do not describe the book I wanted to write here.

And it’s definitely not the message you need to hear.

The reality is there are hundreds of books that begin just like that—with big, grand promises of how easy success comes once you know this “ONE” little secret.

If you’re like me, you’ve probably read many of these books (and been disappointed when the secrets didn’t exactly live up to all the hype).

But what I realized didn’t yet exist was a book that’s primary goal was in telling you the truth.

A book that couldn't care less about making it on some best-seller list.

A book that cut out the 200+ pages of fluff and backstory and got right to the core of the content that would help you.

A book that was designed from start to finish with one end in mind: **To help you *finally* start getting results online.**

That book didn’t exist. So it’s the one I wrote.

I hope you enjoy it!

The Big Idea in 48 Words

I've always hated books that take forever to get to the point.

To me, the worst feeling in the world is being 50+ pages in and realizing you don't really care about what the book has to say.

So rather than bury my book's big idea several chapters in, I'm putting the big idea right here on page 3.

That way you know what you're getting into, and whether you want to keep reading, right away.

The big idea: Today, right now—in the very seconds that you're reading this book—is the greatest time in the history of the Internet to do absolutely anything online and, yet, despite this fact, more people than ever before are stuck, struggling and failing to build the online businesses and blogs they're dreaming of and reading all about.

How's that possible?

Especially when you consider the fact that ...

... if you want to send an email to millions of people, just push a button and you're in millions of inboxes around the world.

... if you want build a sales funnel, there's software that makes it possible to create in just a few minutes.

... if you want to run ads in front of anybody on a social network of over a billion people, all you need is a credit card, a free Facebook account and you can be buying traffic in 5 minutes.

If all of these things have gotten so much easier, **why does it seem like success online actually gotten so much harder?**

My goal with this book is to show you that it hasn't. It's just gotten increasingly difficult in today's age to know what to focus on, how to structure successful habits and actually stick to them.

I'm not promising you get rich quick or experience overnight success.

Quite the opposite.

What I am promising, is that if you can build a few daily practices and habits—things that seem to make almost no difference in the beginning—in 6 months or a year's time from now, you can completely change your blogging business. I can say with confidence that you'll be getting more readers, subscribers, and sales if you implement what you learn in this book.

If you can hang in there. If you can trust the process. If you can delay gratification ever so slightly, you can live a life that few people ever get the chance to live.

How This Book is Broken Down

The first chapter of this book will give you a “quick and dirty” overview of systems (aka habits).

More importantly, it will show you why systems are so powerful and the key to becoming a world-class blogger.

Then, in Chapter 2, we’ll move into the 3 habits you need to become a world-class blogger in your niche.

These are the exact habits that helped me go from zero to over 2 million readers per year.

If all you do is read and, more importantly, implement up what’s covered in chapter two, you’ll have more than enough knowledge to build a wildly successful blog.

But ... I know I’ve got some overachievers reading this. If that’s you, you’re going to love Chapter 3.

It is dedicated to my most advanced tips and tricks for growing your blog to 6-figures and beyond.

I’ll share some of the secrets I used to really turn up the dial on my traffic, get featured in places like Forbes and land guest posting opportunities on huge blogs with millions of readers.

I’m laying it all out there for you. It’s an end-to-end guide on the habits that will take you to the top.

The only thing not covered here is the technical side of setting up your blog. For the purposes of this book, I’m going to assume you already went through—or at least have access to—my free course on setting up your blog. There you’ll find video tutorials, step-by-step training, and answers to most questions you have of a technical nature.

We’ll keep the discussion in this book on the habits you need for success with your blog.

Ready? Let’s get started!

Chapter 1: Forget Goals... Build Habits

Standing on the shoulders of giants: I'd be remiss if I didn't give a special shout-out to the man who's contributed most to my understanding of habits and behavior change, James Clear. I've been honored to have James as a guest on my podcast where we talked about his research on habits. But I want to pay special homage to the material inside his New York Times best-selling book, [*Atomic Habits*](#) (which I HIGHLY recommend for further reading). Without James' work on habits, much of this chapter of the book wouldn't be possible. But thanks to his contributions, we can all stand on the shoulders of the giant who came before us and see further. If you're reading this, thanks, James!

Let's talk about your bedroom.

Let's talk about what you might do if your bedroom was a mess.

If you're like most people, you set a goal to clean it. You might say something like, "My goal is to clean my room."

And so you clean it.

But did you spot problem here?

The problem is after you clean the mess, you might end up with a messy room all over again. So you're constantly having to set the goal again and again.

Why?

Because if you just think about the outcome you want (a clean room), you don't address the problem that led to the mess in the first place!

But ...

If you think about changing your habits—the little things you do each day—you can make permanent change.

You can address the problem at the core.

So maybe instead of taking your clothes off and tossing them by the bed every night, you walk them over to the hamper?

Chapter 1: Forget Goals... Build Habits

Maybe you make the bed right after you get out of the shower?

In this way, you don't just have a clean room once. It stays clean.

And that's the key.

This idea works for keeping your room clean and for making real progress with your blog.

The takeaway: In order to achieve important things, you need to think in terms of habits—not goals.

As James Clear puts it in *Atomic Habits*, "Goals are results, but habits are how you get there."

For example ...

Your **goal** might be to get 10,000 readers for your blog.

But your **habits** are the daily practices you have like coming up with content ideas, writing the articles and promoting them in front of the right audiences.

Your **goal** might be to reach 6-figures in passive income.

But your **habits** are coming up with and testing products your readers will love, and then actually working hard to sell them.

Your **goal** might be to get 100,000 email subscribers.

But your **habits** are the practices you use to get people to your blog, capture their email address and engage with them.

Now, here's the real shocker: With the right habits, you can ignore the goals entirely and still achieve everything you want (and more).

Let me say that again in another way in case it wasn't clear: **Your goals are irrelevant IF you have the right habits in place.**

The habits will lead you to the goal.

Chapter 1: Forget Goals... Build Habits

Think about it: Those who fail and those who succeed almost always have the same goals.

It's not like the team that came in last place didn't have the same goal as the winning team.

The only differentiator is the habits they use to get there.

Most of us put all our attention on goal setting. I've been guilty of doing this many times over the years, too.

We think we need to get clear on the outcome we want for our blog.

"I want 10,000 email subscribers!"

Or "I want to make a \$1,000,000 from my blog in the next 5 years!"

And we skip the ****CRITICAL**** part of thinking about the habits that will actually lead us there.

I could beat this point to death, but the key takeaway for you is this: If you've struggled to build a blog before, the problem isn't you.

The problem isn't even in the goals you set.

The problem is that your habits were leading you astray.

And when you fix your systems, you'll start to stack those tiny 1% gains. They won't lead to overnight success.

In fact, they will inevitably feel small in the beginning. But, with time, I promise that they'll lead to remarkable results.

3 Steps to Permanent Change

Now that you know habits are the foundation of real, lasting change, you might be thinking ...

"Okay, habits seem great and all, but how do I go about getting rid of the habits I don't want and starting creating the habits I do?"

The good news is there's a simple 3-step process that you can use to make any habit change you want.

Chapter 1: Forget Goals... Build Habits

Step 1: Take Your Habit Inventory

The first step in this process is simple. All you're going to do is take note of all the habits you currently have.

Grab a sheet of paper or **use the fillable worksheet on the next page of this book** and list out everything you do from the moment you wake up to the moment your head hits your pillow at the end of the day.

Here's a sample list of some habits you might write down:

- Wake up at 6 am
- Go to the bathroom
- Drink coffee
- Brush my teeth
- Check my email
- Get a shower
- Put on deodorant
- Get dressed for work
- Drive to the office
- Check email and Slack
- Work on critical projects
- Go to lunch
- Leave from work
- Drive home
- Eat dinner
- Workout, shower, Netflix

If you get stuck, just think about how you would finish these sentences with all the activities you do in a day.

- When I wake up I
- After I get a shower ...
- When I get a text message I ...
- On my commute I ...
- When I get to work I...
- When I get home I...

It may take some time, but you want to make this list as comprehensive (and brutally honest) as possible. There's no need to write down fake habits, or be ashamed of anything here.

[Worksheet]: Documenting Your Personal Habit Inventory

Take Down Your Habit Inventory

List out everything you do from the moment you wake up to the moment your head hits your pillow at the end of the average day (in as much detail as possible).

4:00 am
to
8:00 am

8:00 am
to
12:00 pm

12:00 pm
to
5:00 pm

5:00 pm
to
4:00 am

Chapter 1: Forget Goals... Build Habits

You're going to use the habits you currently have to get leverage on yourself in the next step which is ...

Step 2: Make The Switch

If the mountain of research on habits over the past century has taught us anything, it's that breaking bad habits is tough.

Just ask a smoker how easy it is to stop smoking cold turkey and you'll see it's nearly impossible.

But the research has also shown us a little "loophole" that actually has a lot of success for making changes.

Rather than changing a behavior overnight, we can link things we already do, to create new behaviors and form new, better habits.

So for example, if I wanted to start working out in the morning before work.

The worst way to do that is to simply say, "I'm going to go to the gym every day at 6 am."

Or to stick with our blogging example, "I'm going to write one post a week for my blog."

That might actually last for a little while. But once that initial surge of willpower and motivation fades, this behavior is doomed to fail.

The better way to achieve the habit you want is to link that new behavior with a behavior you already have, and to start with as small a habit as possible.

So you might say: "After I drink my morning coffee, I will go on a 5 minute walk on my apartment's treadmill."

Or "After I get home from work, I will spend 15 minutes working on a blog post."

The key is to link the new behavior you want with the existing habits you already have.

That way you're not creating an entirely new kind of habit from scratch. You're simply leveraging the things you already do, to create new patterns in your routine.

Chapter 1: Forget Goals... Build Habits

This is where your initial habits from Step 1 will come in handy.

You simply use this template:

After I do {X}, I will {Y}.

(Where X is your current habit and Y is the habit you want.)

We'll get to the habits you need in just a moment. But for now, just understand this is the formula that will help you start to make real progress with your blog.

And chances are, if you've failed in the past, one of the main reasons is because you tried to make big changes without using this "linking" strategy.

Step 3: Giving Yourself A Reward

Every habit you currently have follows the same feedback loop.

There's:

- A cue - some sort of signal that you should act
- A response - what you do next (this is the habit)
- And reward - the payoff for taking that course of action

For example:

- Cue: I'm tired
- Response: I drink coffee
- Reward: Warm fuzzy feelings in your brain when the caffeine kicks in

Here's another one:

- Cue: I'm hungry
- Response: I eat
- Reward: Hunger goes away

Chapter 1: Forget Goals... Build Habits

Every habit you have follows this same loop. And what you've learned so far with the identification of the cue (step one) and the response (step two) has been missing the last and most important part of behavioral change: **THE REWARD**.

The reward is how your brain learns to want—even crave—doing that behavior again and again.

We will need to use this idea for the habits we build in the next chapter. And even if they don't come with the endorphin rush that you get from doing something like eating a doughnut, you can still make your brain crave certain behaviors.

All you have to do is use this template:

After [CURRENT HABIT], I will [HABIT I NEED]

After [HABIT I NEED], I will [HABIT I WANT]

So that might look like:

After drinking my morning coffee, I will go on a 5 minute walk on my apartment's treadmill. (need)

After I go on a 5 minute walk on my apartment's treadmill., I will check ESPN. (want)

Do you see how we simply stack one extra step on to the last section to encode the behavior?

As you go through the next chapter where I give you the habits you need to succeed as a blogger, just be thinking about what habit you already have that you can use as a foundation to link a new behavior to. And then think of how you will reward yourself for that new behavior using the template above.

I'll give you examples from my own life and a few ideas. But don't be bound by what I do!

This is about fitting new habits into your current regimen, so you can make these practices a permanent part of your life and begin to experience the gains that come from day in and day out wins.

Chapter 2: Three Habits You Need to Build a Six-Figure Blog

HABIT 1: System for finding endless ideas

One of the most common questions I field from readers and course students is how to come up with ideas for blog posts people will actually want to click on and read.

That question is almost always quickly followed by an inquiry about I personally come up with a seemingly bottomless well of ideas for posts to write on the fairly narrow subjects I cover for my own blog.

So let's talk first about what works for me, then you can take this habit and adapt it to your own schedule and routine.

Looking at the [best posts on my blog](#) today, one has article been read by over 4.6 million people and shared on social media channels more than 105,000 times. Dozens of my posts have garnered hundreds of thousands of readers and well into the tens of thousands of shares.

And to the inexperienced observer, it can seem obvious that these post topics would attract so many shares, readers, subscribers and customers.

But at the time when I came up with these ideas, there were no guarantees of success—and my only readers were a handful of friends and family.

You can't publish just one or two articles on your blog and hope for the best.

That's like putting all of your eggs in one basket and hopping on the world's wildest roller coaster.

Successful blogging is about diversification. It takes publishing a volume of content to get enough out there on the Internet and see what sticks with the readers that discover you.

That's why it's so critically important to create a habit around constantly coming up with new ideas to write about—so that you're always testing, learning and improving.

How do you come up with an endless flow of ideas to write about?

In the early days of your blogging journey, this can take a little time. So first, you need to create the space in your schedule for this activity.

Chapter 2: Three Habits You Need to Build a Six-Figure Blog

Going back to your existing list of habits on the worksheet you did earlier ... where can you block off 30 to 60 minutes at least once a week to tack onto a habit you already have, to add in sitting down and focusing on coming up with blog post ideas?

Go take a look at your routine right now and find a gap that works.

Is it while you drink your morning coffee? Can it be sandwiched between working out and showering during your evenings? How about on your lunch break during the workday once a week?

Find the space to tack this habit onto an existing behavior and determine what your small reward will be for completing it each time (to close the loop and make this a successful new habit).

Now, let's get into the details of how to come up with your blog post ideas.

1. Look inward. The easiest posts you'll ever write are the ones that are borne from a deep personal interest. So, what do you personally want to write about most?

Are there enough other people out there who'd want to read and learn about what you could share on these topics? Check by doing some quick keyword research to check estimates of monthly search volume (how many people search for this topic online in a given month) using a free tool like [KWFinder](#).

What you like. If you're drawing a blank on ideas you're personally interested in writing about now, start by digging into your hobbies ... what do you like to do for fun? Play football? Go for a hike? Crossfit workouts? How about something you're particularly good at?

What you're good at. Is there a skill or ability your friends often look to you for advice around? Perhaps that general topic area is ripe for some content you could easily write.

There are no wrong answers here—and there's no such thing as a bad idea at this stage.

Probe your own interests and **fill out the worksheet on the next three pages** with potential topic ideas you can blog about.

[Worksheet]: How to Generate Endless Blog Ideas

Warm Up Questions

Approach these questions with an open mind. Give yourself as much time as you need to allow the right answers to come to the surface. If you get stuck on a particular question, just skip it. The answer may come to you later—don't force yourself into answering based on lofty expectations for yourself.

1. What is an interest or dream from your childhood that you still find exciting?

2. What's the absolute best part of your day? What feels most meaningful, enjoyable, fulfilling?

3. Do you have any hobbies? If so, what are they and would you do them every day if you could?

4. What's one achievement that would make you feel most proud of yourself?

5. What is a deeply held value of yours? Do you have any principles you choose to live by? Why?

6. If you had to choose just one thing you want to be remembered for after you die, what would it be? Why?

[Worksheet]: How to Generate Endless Blog Ideas

What Are 5 Things You Find Easy To Do?

We tend to be interested in the things we're already good at.

And because we're good at them, these activities often feel very easy for us to do. What comes easy to us may be much more difficult for others. These are the activities that rarely feel like "work," even if they're actively engaged within your day job.

These activities could be as simple as giving your friends relationship advice, making your own sushi, hiking intense mountains, or writing in-depth blog posts about your experiments in nutrition and fitness.

Don't limit yourself at all in this activity. If your answers are all over the map, that's ok.

For inspiration, here are a few things I find easy to do—keeping in mind that they weren't always easy for me:

- Writing and sharing my experiences through blog content with a friendly, authentic voice
- Long-distance running
- Waking up at 4:30am to get a head start on the day
- Starting conversations and making quick friends with new people I meet
- Talking good friends through difficult career decisions

Not coincidentally, I find that I regularly engage these activities in my life. Now, it's your turn.

Write down 5 things you find easy to do.

1.
2.
3.
4.
5.

[Worksheet]: How to Generate Endless Blog Ideas

What Takes Up Your Free Time?

This can be a tricky one. You need to first differentiate between the things you “need” to do and the things you “want” to do, as a component of the activities that take up the majority of your free time.

While it’s likely that some of your “must-do’s” and “want-to-do’s” are one and the same, the way you feel about them (and whether they feel like a responsibility or a desire), will tell you a lot about whether or not these are true areas of interest for you.

For me, I spend a huge amount of my free time writing content for my blog. I love doing it, so it’s a **want**, yet at the same time, it’s arguably become a **need** for me. New content helps me provide more value to my existing audience and gives me the opportunity to reach new people that can benefit from my experiences. Thus, writing is both a want and a need for me.

On the flip side, an example of a free time activity that’s purely a need for me, would be cooking dinner.

For you, these are likely completely different.

Now, share with me the 5 activities you do most frequently outside of work, and classify them as things you need to do, or things you want to do. If they qualify as both, that’s fine too.

	Need to Do	Want to Do
1. <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

Reflect.

Take a moment to look back at the last few pages. Are you starting to see any patterns emerge?

Chapter 2: Three Habits You Need to Build a Six-Figure Blog

2. Research to find your angle. Don't reinvent the wheel, take a look at what's already working well for others in your industry.

Once you have the general themes and broader topic areas you plan to blog about, it's time to take inspiration from the content you already see doing well out there on the Internet.

Before compiling what would become my highest trafficked blog post to-date, [101 Best Side Business Ideas to Start While Working Full-Time](#), I knew that I wanted to write something chronicling the many different types of businesses I'd both successfully and unsuccessfully tried my hand at over the years.

So, the first thing I did was to Google search the root keyword phrase at hand, business ideas.

That gave me over 2 billion search results (for articles talking about business ideas), and doing a quick check of the search volume for this broader topic using the free [KWFinder](#) tool, confirmed that there's definitely a lot of demand for this subject matter.

At this point, I'd established that business ideas is a solid keyword phrase to write about. Plus, it was coming from a place of genuine interest and personal experience for me to cover this.

Next, I knew I'd have to differentiate my article title in some way ... so that it'd somehow stand out from the literally billions of other blog posts out there (on much more established websites) talking about business ideas.

That's when I decided to lean hard into a broader theme I'd already been experimenting with on my blog—how to start and grow a profitable side business.

Plus, I'd just started seeing a huge upward trend in the amount of chatter and online searches happening around the side hustle movement, so I knew I was onto something big.

With this post, I took the angle of talking only about side business ideas—the types of projects you could spin up in the hours around holding a full-time job, like I still had at the time and I knew the vast majority of readers would as well.

I want to stress this... I didn't know if this angle would be a success at the time I chose it.

But it was deeply meaningful to me, and the content came from the right place. So the article, despite being well into the several thousands of words as a first draft, was surprisingly easy to write and publish in a weekend.

Chapter 2: Three Habits You Need to Build a Six-Figure Blog

Two other amazing tools for finding highly shareable blog ideas that will potentially go viral are sites like Quora and Reddit.

What you want to do is look for questions and answers that are highly uploaded. For example, with the post I wrote on business ideas, if you go to Quora, you'll see the thousands and thousands of people asking about coming up with business ideas.

"How do I do it?"

"What's your's?" Things like that.

Finding posts that are highly upvoted can give you a benchmark for success before you ever dive into writing.

And the same thing goes with sites like Reddit. If you can find an area where people are asking a lot of questions about something or they have highly uploaded answers about a topic, that can be a powerful indicator that's something you should write about on for your blog.

As I've said before, I always recommend keeping a list of these blog post these ideas and putting them into a spreadsheet. Because you never know when an idea will be valuable. The good news is I actually already made a spreadsheet you can use right here: Click here to use [this spreadsheet](#). First make a copy of it once you open it up.

And then you can use it to conduct your keyword research, gather inspiration from competitors, record search volumes and prioritize your content ideas.

Chapter 2: Three Habits You Need to Build a Six-Figure Blog

HABIT 2: System for writing

As with all successful systems, developing a writing practice that helps you produce your best work, will require a decent allotment of time within your schedule—more up front as you're just getting started with your blog and still working to build your writing muscle.

So let's first talk about how to free up time for writing, and how much time is ideal to set aside each week. Then we'll dig into what you should be doing when you actually sit down to write.

1. Creating the time to write.

How much time should I spend writing for my blog in a given week?

This is a question I've fielded countless times from readers.

To be perfectly honest with you, the answer is... **it depends.**

I wish I could tell you that the optimal amount of writing time is 8 hours and 37 minutes each week, but the reality is that there's no "perfect" amount of time to spend writing.

More writing time is usually going to yield words on the page.

So, with the assumption that the more you write, the faster you'll get more content out onto your blog and in front of potential readers, a better way to frame this question is...

How much time can I reliably carve out for writing each week?

What's the (safe) maximum amount of time you can take away from other activities you're currently spending time on throughout your week—and divert over to creating a new or more meaningful writing habit?

This answer will be different for everyone.

And it depends on variables like how much time you spend at your day job, on commuting, with your significant other, taking care of your children, traveling, and so on.

One of biggest reasons I wrote this book, is to show you that building successful blogging habits isn't as simple as just declaring a new habit "created" and seeing amazing results automatically start flowing in.

Chapter 2: Three Habits You Need to Build a Six-Figure Blog

This process of change will force you to take a self-critical, objective look at the importance of what you're currently spending your time on, and thoughtfully make adjustments that'll reposition yourself to achieve new goals.

Freeing up the time to write for your blog will likely take some sacrifices—but you should start first by trimming away the time commitments you're allocating toward the least-critical activities in your routine.

Think about the pockets of time you spend doing things like going to after work happy hours, networking events, watching Netflix, grabbing dinner out with friends, reading, household chores and activities that could be outsourced, relaxation time over the weekend and so on.

Where is there room for chipping away an hour here or there for writing?

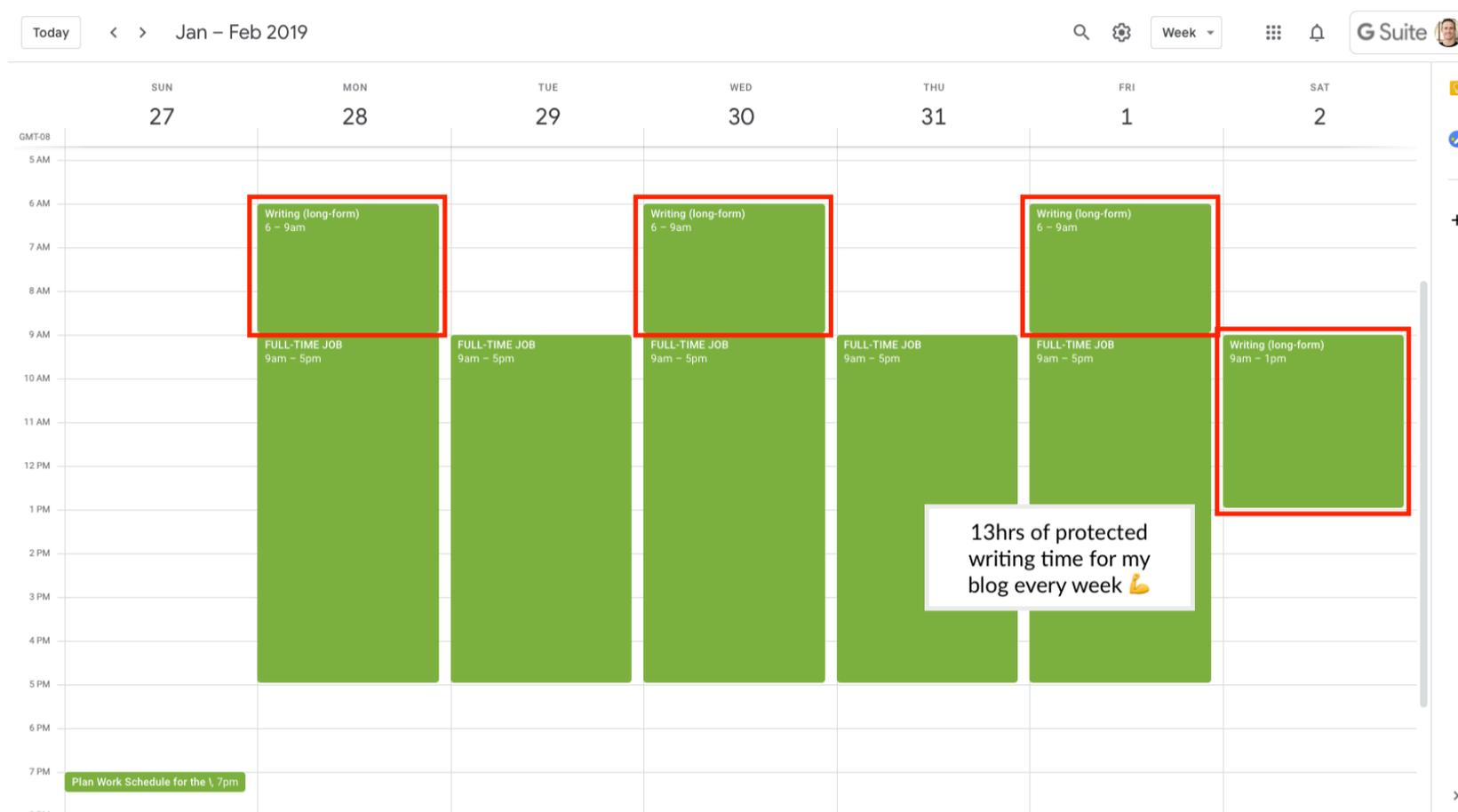
To help with this re-evaluation process, here are a few questions to ask yourself when considering the full equation of what it means to reallocate time away from one activity—in order to create more time for writing.

- Can you deal with the consequences of pressing pause on a particular responsibility for the foreseeable future while you reallocate time toward writing?
- What would it take to get back to where you are right now if you let go of this particular responsibility? Is that impact negative? Is it possible to recover from that effect?
- If you can't completely remove yourself, how much can you lessen your involvement? Really think about this, because your success at blogging will depend upon making these tough decisions.
- Can you afford to trade this time for money by outsourcing it? (Examples: Hiring house cleaners, ordering food delivery service on the nights you carve a couple hours out for writing, finding before or after school daycare for your kids.)
- Do you know the optimal amount of sleep your body needs each night? It tends to be a little different for everyone, but my target is 7 and a half hours. If you've never tried it, experiment with shaving 30 minutes to 1 hour off of your sleep schedule for a few days spaced out over the course of a week and see how that impacts your alertness. This can be an easy source of several extra hours each week if negative effects don't crop up.

In my ideal week (which if I'm being completely honest, I probably hit about 60-70% of the time), I'm able to get in about 13 hours of dedicated blog writing time in the hours outside of my full-time job.

Chapter 2: Three Habits You Need to Build a Six-Figure Blog

Here's what my writing schedule looks like for a given week:



Use your own Google Calendar or iCal to plan out the blocks of time you'll be using to write for your blog each week; keeping in mind that this'll be your ideal schedule and you may not always be able to follow it, factoring in the unpredictable nature of life.

That being said, your success with blogging will depend greatly upon how much time you're able to dedicate to writing (and promoting your work) each week, and your level of effectiveness in sticking to your writing habit.

Now, once you've unlocked a meaningful amount of time to write throughout the week—as fits with your schedule and pre-existing commitments—it's time to talk about what to do when you sit down to write (and how to get the most out of those minutes).

2. Getting the most out of your writing time.

I'm going to share my personal writing process with you so you can see how I make the most of every second I spend on a post.

The habit here is simply to follow this 4 step process every single time you sit down at your computer to write. This is how I'm able to save loads of time and finish many posts every single week, despite only working on my blog part-time.

If you have a full-time job when you're building your blog, this will be your secret to success.

Chapter 2: Three Habits You Need to Build a Six-Figure Blog

Step 1. Decide on a title and clarify your position.

Obsessing over the perfect title will take away from the greater purpose of creating your best possible answer to the subject at hand.

For now, choose a simple working title that captures the main goal of what your post is designed to teach, solve or explain.

Then once I have the title, I'll generally know what the article should cover—since I only write about topics I have personal experience with or a deep interest in.

At this stage (right below the title in the Google Doc), I'll write a quick paragraph describing my personal approach to the subject matter at hand and really clarifying my position on the topic. This is when I'll pull out as many of my original thoughts on the subject as I can. Think of it as a 15 minute mini-brainstorming session.

⚡ This is extremely important to incorporate into your writing process—otherwise it's easy to accidentally adopt the ideas and styles of other people who've written about this topic once you start doing your research in the next stage.

It's ok to research how competitive pieces attempt to tackle this problem/question, so that you're getting inspiration on potentially unique ways you can go about answering the question—just be careful not to fully run with someone else's core idea without citing credit.

Before I get started on the actual writing, I need to really clarify exactly what I'll be covering.

Step 2. Start outlining the article.

I'm very linear in my approach to writing. I love taking on articles that can be broken down into discrete sections, steps to accomplishing a particular goal, listicles of strategies or ideas.

For me, this stage often involves first breaking down my clarifying starter paragraph into subsections that naturally fit into what I covered in my general approach to the subject.

If my own original thoughts and ideas bring me up to say, 8 or 9 steps to accomplishing xyz, that's when I'll take to researching (via Google search) what others have also covered in this realm so that I can fill in the gaps and get the article up to a nice round number like 10.

Chapter 2: Three Habits You Need to Build a Six-Figure Blog

Step 3. Tackle sections one-by-one (yes you can jump around).

It's ok to jump around and keep filling in sections when a jolt of inspiration comes to you.

There are no strict rules for which order you need to write your article in—but most of the time I end up going pretty linearly from start to finish, largely because I tend to (subconsciously) place the sections I'm most excited about near the top and the ones closest to the bottom are often the last thoughts I have on the subject.

When I get hung up on a particular sub-section I don't have a great idea or much inspiration for, I'll do a little research to try and track down a compelling study or find an expert who's written extensively about the topic to pull some inspiration from.

Always cite your sources!

Even better, link to them too. They'll often become the first people you reach out to when your article published (and share).

Step 4. Write your introduction last.

If you have a super compelling hook already in mind, then feel free to dive straight into the introduction whenever you feel ready.

Personally though, I like writing my introductions after the rest of the article is complete so that I have more context around the direction the article will go in. Then I feel like I can craft an intro that very naturally leads into the article.

Takeaway tips.

Don't read someone else's full blog post on the same subject you're going to write about, you're more likely to accidentally adopt their ideas and write something that's too derivative of their work.

Commit to a regular publishing schedule: For example, every Wednesday at 9am you must hit publish on your weekly post no matter if it feels ready or not... and you can further break that goal down by aiming for writing just 100 words a day. Chances are, when you get to 100 words, you'll feel compelled to keep going.

Be fun and interesting. Find your voice. Use language and a tone that'll really connect with your readers—I often get emails from my readers saying it feels like I'm writing directly to them. Don't sound like an anonymous corporate entity on your blog.

You're a person, writing for real people. Act like it 😊

Chapter 2: Three Habits You Need to Build a Six-Figure Blog

HABIT 3: System for promoting your content

In the previous sections, you learned how to set goals and build a system for writing. Now I want to show you how to drive traffic to your blog.

This is how you separate your blog from the ones that are only read by moms and a few spam bots. And if you want traffic to your blog, you need to know how to promote your posts. (I'm a strong believer that you should spend as much time promoting a post as writing it).

Enthusiasm for starting your blog is great, and that excitement can help you promote your content at first—you'll want to shout it from the rooftops. But it can also be your biggest pitfall.

Don't get me wrong, I'm not telling you to stifle that initial burst of excitement and drive ... but it needs to be harnessed and used in the right way.

After you get started, be prepared to ask yourself this: "After my first boost of motivation fades, have I established a real, consistent habit for promoting my content?"

There are several ways you can promote your content, but in the beginning, I'm challenging you to go back to your habit worksheet and see if you can choose just ONE of these habits to tack on to the end of the habit of publishing your content.

1. Post on social media: The obvious first place to turn to is social media. Facebook, Twitter, Pinterest, LinkedIn, Reddit, Instagram, Snapchat, whichever platform best suits your niche and your audience is the right one for you. And that's an important note.

There's no point in trying to promote your blog posts on every social media platform.

Doing that will not only add the amount of time you will spend on this task, but it will also decrease your motivation because not all channels will be right for you and your blog.

Instead, look for the ones that give you the best return ... which may require some experimentation.

For Michelle Schroeder of Making Sense of Cents, Pinterest has been [her #1 source of traffic](#) for years and it brings in more than 25% of her readers.

Try to create this habit: After you write your blog post, spend the next 15 minutes drafting content that promotes that post for one social media outlet that works best for your audience.

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Set a timer and see how many different posts you can come up with.

Or challenge yourself to come up with five posts during your morning or afternoon commute.

Once you've gotten in the swing of doing that, just creating the content, choose a block of time once a week—maybe during your lunch break, every Sunday night before you brush your teeth or immediately after hitting publish on your blog—and schedule those posts using whatever social media management tool you prefer.

For myself, I like to switch between using Buffer (their browser plug-in is also great for quickly adding interesting posts you find to your social promotion queue), Hootsuite and the Gain app, and I spend just an hour or two a week promoting all my posts.

2. Write guest posts: Guest posting on other relevant blogs is one of the best ways to connect with an already established audience.

One of my biggest early breaks came from [my very first guest post](#) on Buffer's blog.

Not only did I tap into their audience of 1 million+ readers per month through this guest post, but it also associated me with a brand that people in my niche look up to.

I'll be honest with you: Getting a guest post on a blog like Buffer isn't easy.

I was only able to make that happen because I cultivated a relationship with their blog editor over the course of weeks—by first featuring Buffer as a resource both on my blog and prominently in the content I wrote for my day job at the CreativeLive blog.

As you first start out, you can do something similar on a smaller scale and still see incredible results.

Start by building a simple habit of looking for other places with established audiences you can write for.

In fact, that's one of your quickest paths to building up a regular readership and getting your blog to credibility faster.

Chapter 2: Three Habits You Need to Build a Six-Figure Blog

Choose one of these simple habits to add on to what you're already doing—posting on your blog—immediately after you hit publish:

Habit 1: Repost your blog posts on Medium, a site that's free to use for readers and writers.

You can even look for a Medium Publication that's popular in your niche and submit your post to them, thus surfacing your content to thousands (in some cases millions) of readers.

Habit 2: Respond to questions on Quora, a question-and-answer site that lets anyone respond to user's queries.

This is a tactic I use.

I search for relevant topics in my niche and then answer questions I've already written about on my blog (like this Quora answer about [how to get blog traffic](#) that's received hundreds of upvotes and thousands of views).

This way I know I'm giving them good value and can even link back to the full post on my blog.

Whatever you decide works best for your skillset and time, remember that the key point to all of this is that you want to look for places where your audience is and be there.

Building a habit with this in mind will make all the difference.

As Laurence Bradford of Learn to Code With Me [told me in her podcast interview](#): "When I first started my blog, I started guest posting really early on. I'd make spreadsheets and reach out to editors and other bloggers. It definitely took a while to gain traction. I went through a lot of rejection, but over time it became easier because I'd built this portfolio of other things I published."

3. Network with other bloggers or mention their blogs: Early on, you want to get on other people's radars.

And one of the best ways to do that is to mention other relevant bloggers and blog posts on yours.

When you're editing your blog post, make sure you included any links to relevant blog posts you mentioned.

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Then, try working in this habit:

Spend the next 5 minutes emailing the blogger and to let them know you linked to their post. Ask them if they think it's worthy for them to share on their own channels, feel free.

When I publish a post, I aim to have between 10 and 20 links in the piece, from pull quotes to mentions. When I post, boom, I have 10 to 20 people to email to let them know I featured them. I'll ask them to share the piece with their followers on Facebook, Twitter, or LinkedIn.

Bonus: the relationship doesn't have to end there. I'll often go back and ask if they want to collaborate with me further, like doing a guest post.

For Austin Belack, founder of Cultivated Culture, this simple but sometimes easily overlooked habit drove the initial 50,000 to 60,000 readers to his blog.

4. Respond, respond, respond: It might seem too simple, but if your audience takes the time to respond to you, you should, too.

Set a time on your calendar, maybe it's while you're on the treadmill, during your lunch break or waiting for your coffee order, and respond to every comment that you receive on your blog.

If you haven't started getting comments yet, spend that time commenting on other blogs.

The reward?

Interacting with future readers or some of your most loyal fans!

In the next chapter, I'll walk you through a couple advanced tips. If you tack on just one or a few of these habits above after you publish a post, you'll start to see a difference between your blog merely existing and receiving actual, real traffic from people who want to hear from you. Keep these ideas in mind as you read Chapter 3.

Chapter 3: Two Advanced Habits for Scaling Your Blog to 1,000,000 Readers And Beyond

Fair warning ... This section is pretty advanced for most bloggers.

I only recommend you start focusing on these specific strategies, at this scale, once you've already gone through everything at the beginning of this book.

Because the reality is, these are the things that can really start to move the needle once you've got the ball rolling on your content, you've gotten your blog live, and you're getting readers.

But I do NOT recommend that you start focusing on these things first. Because they will distract you from the main goal of building habits that will lead to lead to your success over time.

It's kind like someone going to the gym and immediately trying to lift 400 pounds.

Sure, there are some people with that kind of natural strength, but for the vast majority of us, we need to work up to that level of skill.

But I do want to include them in this eBook so you have all the tools you need to succeed over time.

And these are two of the most powerful secrets that helped me scale my blog to 2 million+ readers and beyond.

This section is going to be the most brief. I just want to whet your appetite for the main course: [Built to Blog](#).

Built to Blog is the absolute best way to get trained by me on not only these two advanced habits but every secret I have for building a blog to millions of readers and six figures of passive income.

As an eBook customer and someone who's clearly willing to take action, you're always welcome to join ([use this secret link to save](#)).

Alright, now that we got that disclaimer out of the way, let's dive in ...

Chapter 3: Two Advanced Habits for Scaling Your Blog to 1,000,000 Readers And Beyond

Advanced Guest Blogging Secrets

In the previous chapter, I touched on guest blogging to give you an idea of how you can slowly work it in as a way to drive traffic to your blog ...

But I bring it up again because I can't stress enough just how important and life changing it can be once you land a couple. Guest blogging is my number 1 pick for everyone to choose first when they start thinking about ways to drive traffic to their blog.

There is one thing I want to be clear on as you think about incorporating this tactic. Your goal should **not** be getting a set number of guest blog posts published.

That's not something you can control.

And it's also not something that will change overnight, and I don't want you to get discouraged.

Instead, **keep your eye on the activity goal of sending X number of pitches each week.**

So how do you do this?

It's all about habits.

Start small. Decide when you're going to tack on the habit of sending at least 2 guest post pitches each week.

Find related bloggers in your field and reaching out to see if they'll accept a guest post from you – you'll have to do a lot of trial and error with this, because you'll get a lot of rejections, but reaching that new audience can really pay off.

If you're not sure where to start, [here's a link to a cold template for a guest post pitch](#).

Keep in mind that, in the beginning, more of your pitches will probably be rejected than accepted (and that's okay! Because, remember, your goal was just to hit send on the pitches, not necessary land a post yet).

And as you build your reputation and can point back to the other sites you've written for already, you'll land more articles.

Then, you'll slowly start to get accepted more often.

Chapter 3: Two Advanced Habits for Scaling Your Blog to 1,000,000 Readers And Beyond

Building this habit helped me land [my very first guest post](#) on Buffer’s blog. That meant tapping into an audience of more than 1 million readers a month, but it put my name (and blog) in front of people who had the same interests in me—and wanted to hear about it from me.

I don’t want to spend a lot of time talking about the nitty gritty details of how I landed that post, and how I continue to do so with quite a few different methods (you can check out my premium course for those details when you’re ready).

Because I want the focus of this section to be all about the pitch.

The habit you can absolutely control.

Just build the habit of writing it.

And then hitting send.

Traffic Hacking

Over the past four years, I’ve gone from fumbling around with [learning how to start a blog](#) to now bringing in over 2 Million readers to my blog in the past year alone.



I’ve been able to achieve this, all while working a full-time job, because I created a system for driving traffic to my blog.

Chapter 3: Two Advanced Habits for Scaling Your Blog to 1,000,000 Readers And Beyond

One major result of that work?

I rank #1 on Google search results for how to start a blog.

A lot of people ask me, “Ryan, how do you get so much organic traffic to your blog? Do you know some secret?”

Turns out it’s not magic, and it’s definitely not luck. There’s a process I follow.

You can develop a process that works for you, too, by starting with these four vitally important steps.

These strategies to drive traffic to your website are very foundational, and implementing these best practices are what will position you to actually experience a stronger return.

These are the steps you need to take in order to make sure you’re prepared (and deserving of) all that traffic you want to drive, in the first place.

While we’ve talked about ways to incorporate daily, weekly, or monthly habits, these steps should be considered “maintenance habits.”

These are the steps that you should always have in the back of your mind when you do any of the other habits.

Then, schedule time once or twice a month to check in that you’ve either 1) done them or 2) if you need to tweak (or amp up) your efforts.

1. Create Share-Worthy Content.

You ever hear that phrase, “It’s easier sell gold than it is to sell shit”? No website starts out as minted gold right off the bat, so make sure you’re not trying to peddle, well...you know. In the beginning, a lot of websites try to create useful content on their blog for their audience but end up churning out all the same 500-1,000-word articles offering the 10 quick steps to achieving xyz. Not only is there no shortage of that content, it’s the last thing that’s going to make you stand out from the crowd and make a lasting impression.

Chapter 3: Two Advanced Habits for Scaling Your Blog to 1,000,000 Readers And Beyond

If you go for depth in your content, instead of breadth, promotion will become so much easier. Look at what everyone in your arena is providing – show up to the 500-word advice post party with a 5,000-word step-by-step guide post that actually helps people, and your readers will notice. You'll not only have a much greater chance of selling people on the quality of your content, it'll be more likely to go viral AND Google will rank it higher in the organic search because it'll be longer and more in-depth.

2. Nail Your On-Page SEO.

Learning best practices of using target keywords and phrases should be your top priority. Not only should you be using your target keyword in the headline, throughout the article, and in your image file names, there are a lot of other best practices to get familiar with, like making your URL SEO-friendly and using keyword synonyms. There's a lot to learn.

If you want some help – because, wow, that can seem overwhelming at first – consider installing a plugin like Yoast SEO if you're using WordPress. Yoast is a tool that guides you through the steps of optimizing your page with a wizard that tests your page and asks you questions about your keyword.

3. Optimize Your Content for Long-Tail Keywords.

If your site already has a high domain authority (DA), you don't have to worry about this step. If you don't know what I'm talking about, domain authority is a search engine ranking score that ranges from 1 to 100, and it predicts how well the site will rank in result pages -- it's based on age, popularity, and size. Your brand-new blog will have a ranking around 1 (sorry), while Facebook has a ranking of 99. As you get bigger and better, your DA score will get higher.

Because your site likely has a really low score, you'll want to start targeting relevant keywords and phrases – but don't go for the big shit like “business ideas” because you'll never get anywhere. Instead, aim for long-tail keyword phrases, like “best side business ideas” – fun fact: that's a real example of a long-tail keyword I use for my blog.

4. Start Building an Email List. Like, Yesterday.

You aren't going to get very far if you don't know who your readers are and you're not making an effort to communicate with them on a more personal level. Setting up a sign-up in your posts and on your site for a newsletter is one of the most powerful ways to keep your readers excited about the work you're doing. Consider using a tool to manage your lists as well, like [ConvertKit](#).

Chapter 3: Two Advanced Habits for Scaling Your Blog to 1,000,000 Readers And Beyond

Keep in mind, the strategies I outlined above are advanced. You won't get all of these right immediately, and you won't see millions of readers pouring in within seconds. The key here is jumping in and doing it. Learning, testing, and doing.

Building the habits to make sure you stay on track and succeed no matter what.

Investing the time and effort into creating content that's valuable for other people.

I've been there. I've experimented. I've tested. I've failed. I've learned.

Now it's your turn!

Congratulations You've Made it To The End!

You just learned the habits, routines, and daily practices you need to become a world-class blogger.

These habits helped me build a blog with 2 million yearly readers and thousands of dollars per month in passive income.

It's also directly responsible for me landing consulting deals with the world's top brands (where I charge a minimum of \$5,000 per month).



I can't wait for you to get started.

But before you close this window and get to work, I've have something special for you. It's a rare opportunity reserved exclusively for anyone who makes it all the way to the end (Shockingly 90% of people never make it past the first chapter in a book! But you are the exception!).

Get 85% Off My Advanced Step-By-Step Video Training on Building A 6-Figure Blog On The Side, Built to Blog...

Because you finished, I'm giving you the chance to get my most advanced video training course to date on how to build a 6-figure blog: [Built to Blog](#).

With this course, you get access to private material I haven't shared anywhere else.

It includes 54 lessons, 8+ hours of step-by-step video lectures, more than 15,000 words in private written content, and 5 hours of exclusive video interviews with 10 of the world's most influential bloggers. Here's just a small taste of what we cover:

- **How To Guarantee The Niche You Choose Can Turn Into Passive Income Using My Famous "Niche Market Demand Checker."** It's a simple tool anyone can use to KNOW their blog can turn into a profitable income stream.
- **How To Choose & Install Must-Have Plugins To Power Your 6-Figure Blog.** I'll even show you one plugin that helps you optimize your blog post titles, descriptions, content length and other elements across your entire blog so that you can be found easier by search engines.
- **How To Ethically Steal Your Competitors Best Content** (and generate high-traffic blog posts)
- Advanced Guest Posting Strategies (and **how you can get featured in Forbes, Entrepreneur, Inc., and more!**)
- The 8 Monetization Paths You Can Take To Begin Generating Real Revenue From Your Blog

PLUS! Interviews with the World's Top Bloggers, including Jon Morrow, Pat Flynn, Paul Jarvis, Darren Murph, Chris Guillebeau, Preston Lee, Nathan Barry, Lewis Howes, and more!

My blog earns well over \$100,000 a year on the side ...

And for the first time ever, I'm showing YOU exactly how I do it all in ONE, step-by-step video course

We cover the nitty gritty details of everything: the mechanics of getting your blog set up and optimized, developing a writing practice, creating content that's designed to attract readers, driving traffic, building an email list, monetizing your blog, and more. To say this is epic would be an understatement.

Come join me today.

Total value: **\$2,000**

[Get Started Now for Just](#)

\$149

[2 monthly installments](#)

[Or Pay in Full & Save 15%!](#)

I hope to see you inside.

But either way, I wanted to leave you with one final treat: An unsolicited testimonial and case study from my good friend Rob Allen, who's living proof that habits—just like the ones you just learned—can change your life.

Case Study: Rob's Switch From Trying (And Failing) To Get Rich Quick to Actually Getting Rich Slow

What follows is brief story from one of my good friends Rob Allen.

Some of you may recognize his name from the [\\$5,000 freelance writing challenge](#) he hosted on my blog.

But I don't want to talk about what Rob did during the challenge.

Today, I want to tell you the story of the first time we met.

A few years ago, I reached out to him to help me with some copywriting on my blog.

I knew he knew his stuff. He worked with Ramit Sethi and had already built a few 7 and 8-figure marketing funnels.

But given what he'd accomplished, I didn't expect him to be so young.

When we first talked, I told him, "It's crazy dude! It seems like this stuff comes so naturally to you!"

After I said that he stopped dead in tracks and said, "Funny you should say that. If you only knew, man. If you only knew..."

I paused, knowing there had to be more to the story. So asked, "What do you mean?"

"Dude, you wouldn't even believe it if I told you everything I had to go through just to get the moderate amount of success I've had online."

"Go on," I said, wanting him to finish.

Then he offered up the amazing story that I'm sharing here with his permission.

I'm sharing Rob's story because there's a lesson to be learned in his transformation. One that follows the arc of everything we covered in this book.

The shift help him go from someone who:

Chases opportunities → To someone who relentlessly executes on one business model

Is focused on value extraction → To someone who is focused on value creation first

Is a wannapreneur → To someone who is a true entrepreneur

Needs constant inspiration, extremely motivated by money → To someone who is driven by intention, purpose and meaning

Has a money first mentality, delivers value last → To someone who uses money as fuel for growth, but never as the destination or driving force

Avoids commitment → To someone who values commitment

Seeks magic bullets and is attracted to shiny objects like a moth to a flame → To someone who FOCUSES (Follows One Course Until Success)

Is product centric → To someone who is customer-centric

Builds short-term money makers → To someone who builds a long-term business

Always overwhelmed → To someone who has an execution plan of what to do now

Perpetually acquiring more information → To someone who learns by doing

So here's his story:

Flash back to December of 2014. It was finals week at my college.

And like most people, I'd been in the library all morning.

But unlike most people, I wasn't rushing to finish a paper or pouring over textbook terms...

... I was hiding at the back of the library with my headphones in, deciding whether or not I was going to pull out my credit card and buy yet another course.

I'd just sat through another hour-and-a-half-long webinar, where this guy talked about how much money you could make with a website.

"It's so easy even a caveman could do it," he said.

"I have a system," he promised.

He even had proof that it worked! His presentation was loaded with screenshots and testimonials from some of his best students, vouching that his stuff was legit.

I wanted to believe him. And every fiber inside me said it seemed possible.

The only thing causing me to hesitate at this moment was the price tag on his course.

"\$1,997?!"

I'd bought loads of other courses and books before, but this was the most expensive I'd ever seen.

Buying would mean cleaning out my savings—with one push of a button.

And for whatever reason, I just couldn't convince myself to pull the trigger.

Throughout college, I'd been hooked by the idea of making it as an online entrepreneur. I wanted to make it in this world in any way I could.

My problem was nothing I did ever caught on.

I was constantly chasing new opportunities and attempting new business models like a heroin addict chases a quick fix.

I'd give out my email to get any "freebie" or webinar under the sun.

Part of me wants to write it off as being young and dumb and not knowing better.

But then again, I can't give myself a total pass because I wasn't learning from my mistakes.

I kept falling for the same bait time and again.

A course on advertising? Why not.

An ebook on list building? Sure.

A program on AdWords? Flipping websites? AdSense?

I tried it all.

Some things did work. But never the millions that were advertised.

The only constant was me bouncing from thing to thing.

And there I was about to clean out my savings account to buy another course, when the thoughts came rushing in:

"What's wrong with me? Why can't I stop?"

And in that moment, I had a realization. I realized if I kept doing things the same way, I was going to keep getting the same results.

I realized if I kept being impatient and chasing "Get Rich Quick" schemes, I was never going to build a real business.

And that's when it clicked for me.

I realized I needed to turn everything I'd been doing up to that point on its head.

Rather than chasing quick cash and bouncing from “thing” to “thing,” I needed to pick ONE path and stick to it.

I needed to learn from the people who were actually real businesses online (not just selling courses about how to sell courses).

I needed to start showing up each day, doing the hard work and building habits that would help me GROW—instead of constantly bouncing around.

And I needed to STOP compulsively going into my inbox to look for the next opportunity, some guru was pitching.

When I made these shifts in my thinking and behaving, **my eyes were opened to a whole new world.**

One where wins started to stack up and I started to change.

Not overnight, but slowly and surely, I started to make real progress toward my goals.

By the middle of 2015—just 6 months later—I'd started a blog with thousands of readers who were happy to pay me for the value I brought them.

I even caught the attention of one of my online mentors, Ramit Sethi, and got the honor of working with his company as a copywriter.

By sticking to one path and working on improving a couple key habits each day, I actually started to get real traction online. I eventually took on a senior role at DrAxe.com, where I was able to reach millions of readers and sell 10's of millions of dollars worth of product.

Now granted, during this time, I was building an audience for someone else.

But I was learning.

(Not to mention the fact, that I got to pocket well over 6-figures while I “paid my dues” and learned these lessons online)

And that brings me to where I am today. Where I am so glad I get to call Ryan a friend and be coached by him.

Ryan is the epitome of someone who's built a real business—not bouncing around from idea to idea.

He's FOCUSed (**F**ollowing **O**ne **C**ourse **U**ntil **S**uccess).

He's a humble guy so he'd never brag on himself.

But his habits have created extraordinary business for him with 2 million+ readers a year and 6-figures in income.

And get this: those numbers just keep growing and compounding—year after year.

That's what I admire about him so much.

His business—much like my story—is a testament to what can happen when you stop trying (and failing) to get rich quick and actually start getting rich slow.

It's a testament to what happens when you build the right habits for success.

At first the results seem to come in slow. But with consistent effort and focus on a couple key habits, 3 months from now you'll probably more progress than you ever have.

And 3 years from now, you've achieved every goal you've ever imagined.

You got this. Now go get 'em.

- Rob Allen

Thanks Rob, I couldn't have said it any better myself.

Now, YOU, yes YOU reading this. Go get 'em.

- Ryan