

AFFILIATE LAUNCHES MADE SIMPLE with Matt McWilliams

How I Exploded My Blog Traffic With One Simple Change

Recently I got a question from a subscriber who was feeling directionless with their content. His question was, “What can I do to get more traffic to my site?” Today I’m going to share with you exactly what I shared with him - how I more than doubled my blog traffic in less than six months.



There are a lot of tips, tricks and tactics you can find about how to increase traffic to your blog, however, there is ONE thing that I did that made all the difference.

FREE TRAINING: Get my friend Jonathan Milligan's training on how to make your first \$1,000 with affiliate marketing on your blog FREE for a limited time!

And here's the best part...it's 100% within your control.

If you will do this one simple thing, your traffic will increase.

I know, because that's what happened for me.

So what is that one thing?

I got clear about what I was writing about, and what I was NOT writing about.

And that made all the difference in the world.

I Learned The Hard Way

When I started my blog I decided I wanted my blog to be about personal growth, leadership, small business, entrepreneurship, marketing, personal fitness, personal finances and a dozen other topics.

No joke.

I was all over the place.

And sure, my blog was growing slowly. I got up to 20-25,000 visitors per month and a few thousand people on my email list, but it was hard work.

I'm not saying it was hard work in the sense that I had to sit down and write a post, it was just mentally taxing to try to come up with content.



Like I said, I was all over the place and I didn't know what to write about from week to week.

Was I a self-improvement blogger or a leadership blogger?

Was I a health blogger or a personal growth blogger?

Was I an entrepreneurship blogger or a small business blogger?

What was I? And who was I speaking to?

My audience was 27% entrepreneurs and 52% "wantrepreneurs" and 15% never-going-to-be-entrepreneurs (I'm making those numbers up...but you get the idea...)

My audience was all over the place (just like I was).

What I Realized

I realized when we try to speak to everyone, we end up speaking to no one.

The other thing that I realized was that I'm not an expert in ANY of subjects that I was writing about.

I have the passion, the experience, and the credentials that make me an "A" player in affiliate marketing.

I've worked in that area for over a dozen years.

I've been named Affiliate Manager of the Year multiple times by the leading affiliate publications.

I've worked with some of the biggest names in multiple industries, like Michael Hyatt, Brian Tracy, Lewis Howes, Ray Edwards, Zig Ziglar and Kevin Harrington.

And yet, while I was winning those awards and people were telling me that I was literally the best in the world at affiliate marketing, I wanted to write about personal growth, self-development, leadership and entrepreneurship.

I'm pretty knowledgeable about leadership. I like to think I'm a GOOD leader...but I'm not an amazing leader.

I'm pretty knowledgeable about entrepreneurship. I've been an entrepreneur most of my adult life, but I'm not an amazing entrepreneur.

What I'm saying is, in all of those areas I was just a "B" player. I was never going to be THE go-to guy to listen to in any of those areas.

RECOMMENDED PROGRAMS: See all of our recommended affiliate programs [here](#).

Be An "A" Player

Before, I was writing about topics in which I was not an "A" player. But I am an "A" player when it comes to affiliate launches and affiliate marketing.

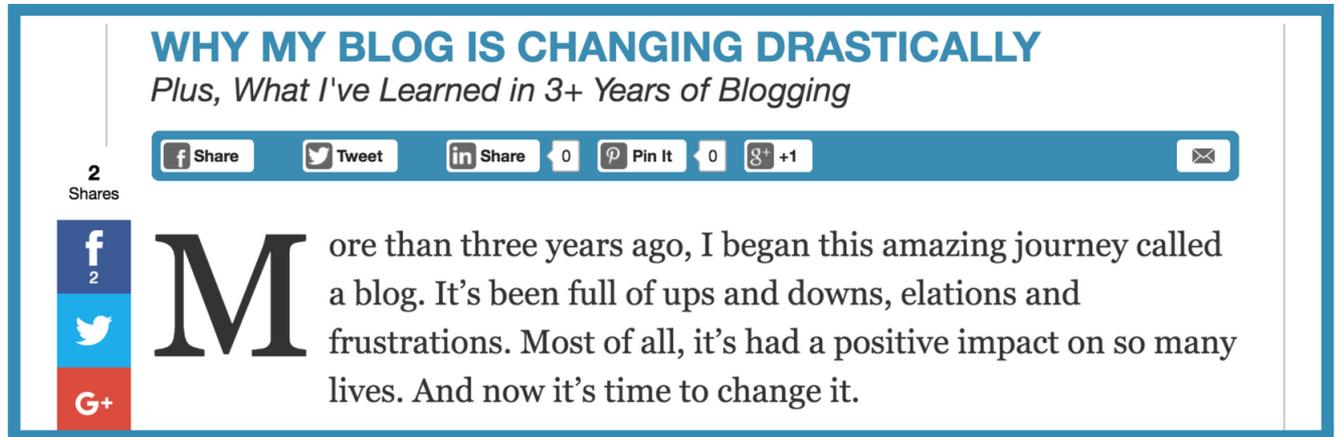
I've put my blood, sweat and tears into this industry. I study this industry daily. And every day, I get better and better at what I do.

With the other topics, it was hard for me to generate content. But, with affiliate marketing, I have SO MUCH content I don't know what to do with it all.

That's why every week I am putting out blog posts, videos and podcast episodes.

I have such a huge backlog of potential content that there is no chance that I would run out in the next decade. That's A LOT of content!

And it all happened because I got clear about what I wanted to talk about. And I also got clear about what I am NOT going to talk about.



WHY MY BLOG IS CHANGING DRASTICALLY
Plus, What I've Learned in 3+ Years of Blogging

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More than three years ago, I began this amazing journey called a blog. It's been full of ups and downs, elations and frustrations. Most of all, it's had a positive impact on so many lives. And now it's time to change it.

What Are You An "A" Player At?

That's my challenge to you.

What are YOU an A player at?

What are you an expert at?

Get crystal clear about what YOU are going to talk about – and what you are NOT going to talk about.

What is the theme of your platform?

RELATED VIDEO: Don't Let These Affiliate Excuses Hold You Back From Affiliate Marketing Success

If you will take the time to get crystal clear on that, your traffic will double (or even more).

It may not happen in six months, it might happen a lot faster or a little slower, but you WILL double your traffic if you get crystal clear on what you are an "A" player at.

And along with your traffic, your email list will double (or more) and your revenue may even triple or quadruple.

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**MAKE YOUR FIRST \$1K WITH
AFFILIATE MARKETING**

