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Email 1 (Day 1) - Case study video: How Arie built an income-producing blog

Alt Subject: [Video] Home inspector turned blogger share his story

From: Shane Dutka

Hi ~Contact.FirstName~,

Yesterday I sent you a video about all the different ways you can make money with a blog.

And today I want to [share a video interview](#) I did with someone who followed my system to build an income producing blog.

His name is Arie Van Tujle and he's a home inspector in Washington DC.

After hearing me speak about how I was making about \$50,000 to \$60,000 a month from blogging, he was intrigued.

He asked for help and I showed him the exact same process I used.

And here's a breakdown of the monthly income growth in his first year...

- Month 1 - Feb (published 1st article)
- Month 2 - Mar - \$0
- Month 3 - Apr - \$0
- Month 4 - May - \$0
- Month 5 - July - \$82
- Month 6 - August - \$211
- Month 7 - Sept - \$226
- Month 8 - Oct - \$650
- **Month 9 - Nov - \$1,700**
- Month 10 - Dec - \$2,046
- Month 11 - Jan ~\$3,000 (estimated)

I interviewed Arie about his experience, [which you can watch here now](#).

If you're serious about making money with a blog I urge you to take 15 minutes to watch this video because you'll hear how someone, with no blogging experience, went from \$0 to \$2,000+ a month in just 10 months.

Plus, we also talk about:

- **Exactly how many articles you should publish in your first year of blogging if you want to hit your income goals.**
- How he built his blog on the side while working full-time as a home inspector (and how many hours he spends on it today).
- **How Arie was able to hit those income numbers listed above without even doing much link building.**
- Why he thinks blogging is 100x's better than real estate for people who want to generate passive income.

[CLICK HERE to watch the interview now.](#)

And by the way, I'm going to be opening enrollment for my next **Blogging Bootcamp** course soon!

So if you want access to the same step-by-step formula Arie got then keep an eye out for tomorrow's email and I'll tell you more about that.

Meanwhile, go watch Arie's interview so you can get a better idea of what's possible if you take this seriously!

- Shane Dutka

Email 2 (Day 2) - Why I created the Blogging Bootcamp

Alt Subject: I don't need more money but I want to do this

From: Shane Dutka

Hi ~Contact.FirstName~,

Yesterday I mentioned how I'm getting ready to open enrollment in the ***Blogging Bootcamp*** course.

And so today I'm going to share more details on that...

But before we talk about the specifics of the course I want to take a step back and tell you WHY I created it in the first place.

Because if you're anything like me you're naturally skeptical of people who sell courses on "how to make money online."

For example, one of my initial questions is, "If it works so well why not just do it yourself vs teaching it to others?"

It's a good question.

Because so many people only make money teaching people how to make money.

And I never wanted to be like that.

So I made a point to personally make money doing what I'm teaching BEFORE teaching it to others.

I've already figured out how to make \$50,000+ a month from blogging.

And I've already sold three of my blogs (one for \$1.2 million) and still have 7 blogs actively making me monthly income right now.

Hopefully this doesn't sound like I'm bragging. If you knew me you'd know I'm not like that.

I just share this to let you know I don't **need** to make more money than I'm making now.

I really just **want** to help people who were in the same boat I was not too long ago...

People who are tired of trading time for money... people who would rather work for themselves than someone else... and people who don't want to be stuck in the rat race forever.

No, money doesn't fix everything.

But it does give you a lot more options. And it's really nice to know you don't have to stress about bills, debt or making big purchases.

I can tell you from firsthand experience that my relationship with my wife is better -- not because of money -- but because of the additional time we get to spend together and the vacations we get to go on.



And it makes sense because they say “finances” are one of the main causes for divorce. So yes, money may not buy you happiness...

But it can certainly remove a lot of stress from your relationships and give you time to pursue things that do make you happy.

So anyway, I just wanted to share that before we got into the details of the ***Blogging Bootcamp*** so you know why I’m doing this...

Course Overview

Enrollment will open tomorrow for this. I’ll be sending out an email tomorrow morning with a link to the course signup page which will have a video of me walking you through it.

So you’ll get all the details tomorrow.

You’ll have 5 days to enroll before I close down enrollment. So if you’re interested then you’ll want to prioritize this decision.

I’m also throwing in some really cool bonuses for this next enrollment.

I've shown everything I'm including to some fellow online business owners who said they think I should be charging twice as much.

But again, money isn't my primary motivator for doing this so I'm ok offering such a good deal.

I may increase the price in the future as more and more people join and it requires more of my time but for now I'm leaving it where it's at.

So anyway, keep an eye out tomorrow for the email with the link.

I'm excited for you to see it!

- Shane Dutka

Email 3 (Day 3) - Enrollment is open for the Blogging Bootcamp!

Alt Subject: Doors are open for the Blogging Bootcamp!

From: Shane Dutka

Hi ~Contact.FirstName~,

Good news!

I opened enrollment for the ***Blogging Bootcamp!***

[CLICK HERE to learn more.](#)

This is a 9-week online training program where I walk you through everything you need to know to build a \$10,000/month blog from scratch.

I literally show you the exact same process I used to build a blog to over \$50,000/month and then sold for \$1.2 million in just two years...

I did an initial test run of this bootcamp last year with a group of people and the feedback I got was pretty encouraging...

"I've taken probably three blogging courses and Shane's is hands down the best one I've ever taken... You cannot beat the value you get. The videos, the tactics, the templates, everything that he provides is just second to none."

-- Jed Lehman

"There's so much BS and information out there and so to be able to have someone who cuts through all that and shows me exactly what to do, is priceless. And the fact I can just reach out to you directly with questions has been so helpful."

-- Anthony Tilhuan

"I've been really happy with the results. I started to pull in revenue from this blogging business, which I'm really happy about. So I'm really thankful and I can't recommend Shane's course enough."

-- Heather Yan

To watch Jed, Anthony and Heather's full story -- along with several other Bootcamp students -- [simply click here and scroll about ¾ down the page.](#)

Enrollment will be open for the next 5 days. So if you feel like this is for you then now is the time to act.

After that I'll be shutting the doors and I'm not sure exactly when I'll be opening it up again.

You can watch a video from me on the top of that page that walks you through everything.

You'll also see what's included in all the 9 modules and details on the 6 awesome bonuses you get when you enroll today.

Plus, there's a 30-day money-back guarantee. I doubt you'll need that but just in case you're unhappy for any reason you can rest assured knowing the risk is 100% on me, not you.

[So click here to go check it out now!](#)

- Shane Dutka

Email 4 (Day 4) - Who the Blogging Bootcamp IS NOT for

Alt Subject: I make no apologies, this is what we're doing here...

From: Shane Dutka

Hi ~Contact.FirstName~,

Yesterday I opened up enrollment for my [**Blogging Bootcamp**](#).

And I want to be really clear about who this is for and not for.

Because there's a lot of great courses and programs out there about blogging. They teach you how to blog about your passion and hobbies and how to connect with other like minded people.

And that's all great. But that's definitely not what this program is about!

The **Blogging Bootcamp** is for entrepreneurial-minded people who want to have a blog that will generate over \$10,000/month in income...

And who want to do it in a very specific, step-by-step way that doesn't leave anything up to chance.

I mention this up front because I know some people don't like this.

They feel like it's too analytical of a process and that all we're doing is hacking the system to make money from blogging.

These people want more freedom to create, innovate and experiment with different forms of blogging. Sure they'd like to make money from it but it's not their main reason for blogging.

And that's great but this probably isn't the program for you.

Remember, my background is in accounting. So everything I do is very data-driven, including the system I use for blogging.

And I don't use the word "system" lightly.

What you'll be given in the [Blogging Bootcamp](#) is very much a systematic approach to building an income-producing blog.

At no point will I say, "Well just try this and then let me know how it works!"

However you will hear me say, "Do this exactly how I've prescribed it and do not deviate from it."

Again, some people won't like this "paint by numbers" approach to blogging because they feel it's too formulaic. Too boring.

However, for those who would rather have a boring but lucrative blog then this is for you.

And beside, once you have an extra \$1,000... \$5,000... and eventually \$10,000 in monthly income you can do a lot of exciting things!

So I don't know about you but I'd rather have a boring blog that pays me income each month than a cool and exciting blog that pays nothing!

There was nothing really exciting about pest control. But selling it for \$1.2 million allowed me and my wife to do some pretty exciting things.

So anyway, I just want to be clear about what we're doing here so the expectations are clear up front.

I'm not saying you can't have fun with this. :)

I'm just saying our ONE main focus is helping you build a blog that will generate \$10,000 in monthly income.

Let's get you to that point first and then you can tell me if it's fun or boring.

[CLICK HERE to access the enrollment page](#) (only 4 days left before I close it down).

- Shane Dutka

P.S. When I talk about following a formula for building a \$10,000 a month blog I'm dead serious. There literally is a formula which is:

L.N. (O.S. + Q.L.) + S.C. = \$10k/Month. [You can click here to read more](#) about how this formula works. I've used this same formula to sell 3 blogs (one for \$1.2 million) and to have 7 other blogs currently generating monthly income for me. It's the same formula I've taught to others who used it to make over \$10,000/month from their blog. So yes, there really is a formula for this.

Email 5 (Day 5) - What I did after I sold my blog for \$1.2 million (pics)

Alt Subject: After I sold my blog for \$1.2 million at age 28 I did this (pics)

From: Shane Dutka

Hi ~Contact.FirstName~,

A lot of people ask me what I did after [I sold one of my blogs for \\$1.2 million](#).

I was only 28 years old so a lot of people assumed I went out and bought some really nice sports car or something.

And yes, I was tempted to. I actually considered a BMW [Insert model]. It was [insert price] and I knew I could walk into the dealership and pay cash.

However, the more I thought about it the more I realized I didn't have to.

I didn't need to drive some fancy car around to prove I had made it. It's just not my style.

Plus, my goal was never to go buy a bunch of nice stuff. I honestly just wanted to escape the rat race and be free to live life on my own terms.

So no BMW. But we did buy a house:



And I took my wife on some really cool exotic vacations...

Here's a pic of us in Thailand where we spent time learning about the Buddhist Monks and their temples.



Then we went off into the islands to snorkel in the turquoise waters and to see some really interesting fish!



The Mediterranean islands of Greece were also on our to-do list. The below photo was taken on the hiking path from the village of Fira to the village Oia on Santorini. The views were breathtaking.



All that cost roughly the same price as that BMW. But for us, experiences are worth way more than some fancy piece of metal.

But if cars are your thing that's cool too!

Once you have a blog that generates \$10,000/month you can of course decide what you do with your money.

I just know that there's way too many people living "lives of quiet desperation" as Thoreau would say.

And I honestly don't know any better way today to break out of that kind of life than to build income producing blogs using the [4-Step Formula I teach in my Blogging Bootcamp](#).

Remember, there's only 3 days left to enroll in this next program. And there is a 30-day money-back guarantee in case you find out I'm making all this stuff up! :)

So really, what have you got to lose?

I'm either telling you the truth, which means you're literally one decision away from beginning a journey that could completely transform your whole life...

Or I'm full of it, in which case you can simply request a refund and you're not out anything.

So think about it and [check out all the details on the enrollment page here](#).

And then make a list of places you're going to go once your blog hits that \$10k/month level!

Let me know if you have any questions.

- Shane Dutka

Email 6 (Day 6) - Secret to scaling your blog anyone can use

Alt Subject:

From: Shane Dutka

Hi ~Contact.FirstName~,

When you have a blog there's no rule that says YOU have to write all the content.

I think most people forget that.

They assume that in order to have a successful blog, one that brings in \$10k or more a month, that they'll have to create a lot of articles.

This assumption scares a lot of people away from blogging because they think, "This sounds great, but I know I just don't have the time to do it."

That's what Heather Yan was thinking when I met her. Heather is a really smart woman who has an MBA and has run her own business.

She told me she was initially turned off by the idea of blogging because she didn't think it was scaleable. In fact she told me:

"I've always been focused on how to create a scalable business model; and blogging sounded very labor intensive. But Shane debunked that misconception."

I told Heather that yes, the way most people approach blogging is not sustainable because they don't look at it like a real business.

Then I showed her the step-by-step process I use to build blogs, including how to hire and manage expert writers for about \$40-80/article.

Heather then went through the [Blogging Bootcamp](#) where she got access to all my templates and systems I use to scale multiple blogs (at the time of this writing I have 7 blogs that generate monthly income).

Afterward she said:

"I've found this to be really worth my time and money. It can just expedite the process, especially for someone who has never started a blog before. I've been really happy with the results. I started to pull in revenue from this blogging business, which I'm really happy about."

[CLICK HERE to watch the full interview](#) I did with Heather.

The reason I share Heather's story is so you know that you don't have to be some amazing writer for this to work.

And even if you can write well but don't have the time, there's smart ways to make this work by hiring writers, which is what [Bonus #2: Hiring Writers Toolkit](#) is all about.

I honestly don't know any other program out there that teaches you how to scale a blog like this.

So if this sounds like something you're interested in then make sure you enroll before we close the doors in 48 hours!

Remember, there's a 30-day money-back guarantee so there's no risk to you.

If you have any questions let me know!

- Shane Dutka

Email 7 (Day 7) - What we'll cover in next 9 weeks (24 hrs left to enroll)

Alt Subject: Only 24 hrs left to enroll in the Blogging Bootcamp

From: Shane Dutka

~Contact.FirstName~,

Tomorrow is the last day you can sign up for the [Blogging Bootcamp!](#)

Remember, this is a 9-week online training program where I walk you through everything you need to know to build a \$10,000/month blog from scratch.

You'll also get access to 6 powerful bonuses, valued at \$3,282, one of which is a Blogger Mastermind Group. [You can read more about the bonuses material here.](#)

And here's the itinerary of what we'll cover over the next 9 weeks...

Module 1 - Building Your \$10k/Month Money Machine Mindset

- The exact steps you need to follow to go from \$0 to your first \$1,000 per month in just 12 months or less.
- Don't have a lot of time to work on your website? No problem (I built my \$1.2 million blog, working 50-60 hour weeks...and I'll show you how).
- An exclusive look behind the scenes of how I took a brand new blog from \$0 to \$678/month after just 6 months.

Module 2 - Finding Your Hyper-Profitable Low-Competition Niche

- Follow these 7 simple steps to select your blog's niche (and why I love "unsexy" niches and how to pick them fast).
- 6 niches you need to avoid like the plague (unless you wanna get eaten alive by blogging sharks with more authority and way deeper pockets than you).
- My bulletproof, 7-step method to identify extremely lucrative niches in just 10-30 minutes.

Module 3 - Picking Low Hanging Fruit Content Topics For Quick Profits

- How to find thousands of sizzling-hot keywords for your niche in just minutes that will fill your content schedule for months to come.
- A 100% free way to do all of your keyword research in minutes (not hours).
- How to create a proper "silo structure" for your website (do this right once and everything else will fall into place).

Module 4 - Building Your Instant \$10k/Month Money Site

- How to effortlessly pick a domain name - and why you need to check if it has been "burnt" before (this would make it 100x harder for you to rank on Google).
- How to get your website 99% done in about 1 hour (most people get hung up on building their website for weeks, sometimes months - you won't).
- The 2 best places to find free stock images for your content.

Module 5 - Learn The Secrets of Ethically Taking Advantage of Google

- The difference between On-Page SEO and Off-Page SEO - and why they're both crucial to get you to \$10,000/month fast.
- My bulletproof 17-point checklist for On-Page SEO that almost guarantees a high rank (my most successful students use it everyday).
- How to use thumbnails in your content to skyrocket your Google rank (your competitors don't understand this).

Module 6 - How To Create More Content In Less Time Without Sacrificing Quality

- My most tightly kept secret for pumping out high-quality content using proven templates and formulas that are optimized for the hottest keywords.
- How to train your writers to create killer content that allows you to work full-time and still publish multiple articles each week (this will also make your editing process 100x easier).
- My hiring test for any new writer (do this to check if they're serious about working with you).

Module 7 - How To Get Complete Strangers To Promote Your Website For Free in 15 Minute Or Less

- How to use the "Skyscraper Method" properly to get complete strangers to promote your website for free (and see your traffic explode).
- My 80/20 approach to find almost 200 websites to connect to in about 30 minutes.
- How to make your email outreach 10x more effective (just copy-paste my templates to get fast results).

Module 8 - How To Get More Stuff Done In Less Time And Scale Your Moneysite To \$10k/Month

- The BIG differences between a \$100, \$1,000, and \$10,000/month blog - and how to reach each level as fast as possible.
- Use this free tool once a month to keep your Amazon links fresh and up to date (many bloggers lose out on a lot of cash because they don't use it).
- 3 tools and advanced tips for On-Page SEO to never experience "content failure."

Module 9 - Learn How To Extract Profitable Data From Each Visitor On Your Website

- Why tracking outbound clicks is crucial to observe your blog's conversions and revenue. and how to set it up in seconds.
- Optimize underperforming pages with this tool - so you don't leave any money on the table.
- The 2-second process to set up your blog on Google Webmaster Tools: start tracking your site's keywords and detect any problem immediately.

As you can see, this is a very comprehensive course. It's literally EVERYTHING you need to know to build a \$10,000/month blog from scratch.

Yes, it's work but it's "follow these steps" kind of work. Not guesswork where you just try untested ideas and hope for the best.

If you're ready to get serious about building an income-producing blog [then click here now.](#)

Remember, we're closing enrollment tomorrow.

- Shane Dutka

Email 8 (Day 8 am) - Blogging Bootcamp Enrollment ends tonight!

Alt Subject: You joining us for the Blogging Bootcamp? (need to know ASAP)

From: Shane Dutka

Hey ~Contact.FirstName~,

Just wanted to send you a quick reminder that I'm closing enrollment for the [Blogging Bootcamp](#) tonight at midnight (EST).

So if you've been on the fence about signing up now is the time to decide.

If you happen to get this email after today, I'm sorry but it's too late.

And when I do open enrollment again there's a good chance the price will be much higher than \$497 (or 3 x \$197) for two good reasons:

1) I've gotten a lot of feedback from people who have been through other courses like this tell me that I'm really undercharging for it.

2) I want to attract people serious about building a blogging business. And if I charge \$1,000-\$2,000 or more it'll weed out the non-serious types.

So just sharing all this in full disclosure in case you see this course offered again in the future (maybe next year?) with a higher price tag.

And honestly to get everything I'm offering in this program... the step-by-step training, templates, website themes, niche selection process and all the bonuses for just \$497 is kinda crazy.

Especially when you think about what you stand to gain...

I mean it would be hard to NOT be making at least \$1,000/month after 12 months using this program... That's \$12,000/year.

Think about that...

Where else can you turn a one-time payment of \$497 into something that generates \$1,000 in consistent monthly income?

As one of my past students, Arie, says:

"I think blogging is 100x's better than real estate. Just to get to \$1,000 a month in real estate would be VERY capital intensive."

And he's exactly right.

But with blogging there's very little startup costs. The biggest expense is usually your time trying to figure it all out.

However with the ***Blogging Bootcamp*** that's already been done for you. You simply follow the step-by-step instructions and use the same process that I used to build not one, not three... but seven income producing blogs!

[So click here now if you're ready to get started.](#)

- Shane Dutka

Email 9 (Day 8 pm) -Blogging Bootcamp - LAST CHANCE

Alt Subject: Blogging Bootcamp - FINAL NOTICE

From: Shane Dutka

~Contact.FirstName~,

Ok, last call for the Blogging Bootcamp.

It's now or never time.

I know some people say, "Oh yeah I'll do that later."

But how many times have you said that about important decisions?

Listen, I'm not going to pressure you to join if you don't want to.

But I will challenge you to step outside your comfort zone and enroll if you feel like this is something you should do.

Because there will always be that little voice that says, "Ah you can just do that later. You're too busy right now anyway!"

That voice will always be there to talk you out of doing things like this.

It's that same voice that kept me trapped at my old soul-sucking job. And I'd still be there today if I kept listening to it.

Instead I took a risk and started blogging on nights and weekends.

A few years later I made over a million dollars from that decision.

And I did it without having a roadmap like I'm giving you with the Blogging Bootcamp. I had to learn the hard way.

So the odds are tilted very much in your favor here...

You risk nothing because if you sign up and feel like it's not worth it you simply email me and I'll issue you a refund.

However, if it's even half as good as promised then you'll end up with a blog that pumps out \$5k each month. Not bad, right?

But again... it's decision time because I'm closing the doors in a few short hours (at midnight EST).

If you happen to be reading this on your phone and are unable to process your payment but you want to join then hit reply now and say "I'm in" and I'll send you a special payment link tomorrow.

So, no excuses! :)

I'll see you on the inside!

[CLICK HERE to enroll.](#)

- Shane Dutka