

Before you begin, here's what you will need:

- A domain name (e.g., www.yourblog.com)
- Select a blogging platform (e.g., WordPress)
- Word processor (e.g. Google Docs or Microsoft Word)
- Marketing plan
- Lead Gen Tools (e.g., LeadPages)
- Contact list
- Email marketing platform (e.g., MailChimp)
- Content calendar

Now, here's how to set up your blog in 6 steps:

01 Choose a blogging platform

02 Create an account & choose a plan

03 Choose a template or theme

04 Customize your site

- Header
- Footer
- Navigation
- Add web pages (i.e., Home, About, Contact)

05 Build out content

Build out each web page

06 Publish your blog