

Hey blogger!

Congrats on making it this far in the course! You're almost done. But I have to be honest, this was the easy part. You've mastered the very basics of WordPress by completing this course, but there's so much more (as I'm sure you know). What comes next is going to take some time, patience and determination, as well as some hard work.

You're going to need to have the motivation to keep working on your blog. Even when it's not making you any money and your traffic seems to be at a standstill, you really need to keep at it. I'm not saying you have to work 8 - 12 hours per day on your laptop. In fact, I discourage working more than 25 hours per week. I don't want you to get burned out and I don't want you to quit.

We almost quit Goats On The Road only 5 months after starting it and I'm so glad we didn't. We were just discouraged by the fact that it wasn't earning any money and the traffic seemed to be exactly where it was when we started.

I can't count the number of times I've heard bloggers say: "I was just about to quit, and then some money started coming in". Many of those bloggers are rich today, but for every one blogger who kept at it and became a success, there are 10 more who quit and missed an amazing opportunity.

At first it will be like this. You will get discouraged and you may consider quitting. **DON'T QUIT!** Keep at it. Blogs have a magical way of growing all by themselves.

Like a flower, they just need some nourishment, but their natural tendency is to grow.

You need to give your blog that nourishment it needs by writing an excellent, useful and long-form post every single week. You need to also continuously add to the design and functionality of your WordPress blog. You need to treat it like your baby and watch as it grows.

The most important thing you need to do is MARKET your blog. If you don't really know what that means at this point, that's not a problem at all. In these downloads, you'll find plenty about marketing your blog. The biggest thing you'll see repeated time and time again is the idea of writing for as many blogs as possible and really getting your name out there.

That means that part of your job will be to email bloggers and ask them if you can write (a long and epic) post for their blog. You should also contact big travel publications like Lonely Planet and NatGeo Traveller and pitch them your unique story.

Get featured on some big sites and your traffic will grow, but also you can add to that "As Seen In" section of your home page that has so much value. You want people to know you're worth listening to.

Just know that there are many stages of blogging. The first year might go very slowly and you may not see much growth. Then maybe by the second year you

start to see some traffic and money coming in. This is okay. If you go ahead and continue this course and sign-up for our Amateur Blogger Course, you'll find out very quickly how to speed up this process and likely get paid within 6 months. We'll also show you advanced marketing tactics that will help you to grow your blog more quickly and teach you how to communicate with advertisers to start earning more revenue right away.

But whether you sign up for that course or not, you need to be patient with your business. Don't feel discouraged if it's not making as much money as you had hoped or getting enough traffic.

Soon you'll move to the next step where you start having the odd email from advertisers asking to advertise on your site. You'll get gear brands sending you free travel stuff in exchange for a mention on your site.

And finally, the last stage of travel blogging, the stage that I hope you make it to, is likely 1 - 3 years down the road (if you continue working hard), and it's where you have tourism boards and big brands like Expedia and G Adventures contacting you for massive paid press trips. You're earning \$5,000 - \$10,000 per month from affiliate sales on your blog, meaning you're getting rich in your sleep. You're having hotels allow you to stay for free and airlines fly you first class.

It sounds like some kind of dream, but it's more attainable than you may think. As a travel blogger, you'll have perks that you can't even dream of. Even if you're only making \$3000 - \$5000 per month from your blog, you may find that you're

living a lifestyle that's worth \$100,000 a year because you're getting so many free travel perks.

This is possible. You need to stick with it. Please don't be another travel blogger who quits saying: "There's no money in this business". I know dozens of people who are rich from blogging and Dariece and I feel quite comfortable ourselves. It IS possible. We are just a couple of high school grads from middle-class families with no prior online experience. If we can do it, so can you. Just don't give up.

I believe you can do it and you need to believe that too. I hope to see you in the blogosphere soon.

Sincerely,

A handwritten signature in cursive script that reads "Nick Wharton". The signature is written in a dark grey or black ink on a plain white background.