



**Created and sold affiliate blog  
for \$5,5k in 10 months**

Blog Building Case Study

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## Introduction

Using Authority Hacker Pro and Incomeschool methodology, we will create an affiliate blog with keyword targeted articles to draw organic traffic and convert to clicks on affiliate links. Idea is to outsource as much of the work as possible.

## Analysis

- This blog will be a marketing exercise and proof of concept of AH and IS methods.
- This project will be a training exercise for hiring people and creating effective processes for content creation.
- This project will be sold after 50 published articles or one year passing.
- Aim for Amazon Affiliate commissions. Possibly others, should project succeed quickly.

## Goals

1. Niche research and validation according to AH.
2. Niche product availability on Amazon and profitability validation.
3. Domain + Wordpress setup.
4. Create unique brand image. Graphic design. Writing style and voice.
5. Special care to make blog voice and brand unique, so as to stand out and leave an impression immediately.
6. Using keywords, create 50 article topics. Review posts, comparison posts, informational/educational posts. Ratio informational to sales content should be 5:1, to be revised after 50 articles.
7. Set up WP for silos according to major and minor keywords.
8. Hire 3 writers using AH-methods.
9. Set up publishing process. Topic to writer, article from writer, revision, editing, graphic design, other graphics and elements, add to WP, publish.
10. Reach out to brands for sponsorships and affiliate deals.
11. Start looking for sales opportunities after 10 months.



## Results

Blog was sold after 11 months. Monthly profit at that point was 40-60USD. This project made a perfect foundation to grow an outdoor affiliate blog, and with custom graphics and branding, it sold for a decent price at \$5500.

Published 36 decent articles with custom graphics. 7 written by Jay, rest were outsourced.

Using ProBlogger to look for writers, received 300+ applications, of which 7 were somewhat decent. 3 applicants passed the test task, one barely, but due to his enthusiasm was hired anyway. The same writer was unable to follow instructions and kept making the same mistakes so he was let go.

Ultimately this project, while barely profitable, was a great learning experience. Will repeat in the future, but leaning more heavily on video content (as per Income School Project 24) and a niche more suitable for Jay.