

How To Start A Thriving Weightloss and Fitness Blog

Create a New Stream of Income in a Hot Niche
in Time for the New Year



By Nicole Dean and Susanne Myers

www.EasyPLR.com and www.AffiliateNichePacks.com

Introduction

How would you like to have a thriving website about Weightloss and Fitness that's up, running and most importantly getting traffic by January 1st?

We're here to show you how to do just that and still have plenty of time to enjoy family and friends this holiday season.

We are Nicole Dean and Susanne Myers. We won't bore you with all the details of what we've done over the years and how much money we are currently earning. Let's just say we both make a very comfortable living with our content sites and are currently doing what we'll show you in this short report.

If you're interested you can learn more about us and what we do at our respective blogs.

Nicole's Blog – www.NicoleOnTheNet.com

Susanne's Blog – www.AffiliateTreasureChest.com

We put this report together to help you get a new website and a new stream of residual income up and running – and to do it quickly and without spending a fortune.

The weightloss industry is a perfect niche to get started in right now (we're writing this just a few days before Thanksgiving). It's a billion dollar industry with lot of smaller sub niches to get into (like weightloss and fitness for kids or expecting mothers for example). It's also ever green. People are trying to lose weight about 363 days out of the year (excluding Christmas and Thanksgiving Day) and are constantly searching for new ways to get slimmer, healthier and fitter.

Another reason why we like this particular niche quite a bit is the fact that there are 10s of thousands of long tail keywords you can create content around and get free search engine traffic from. In other words, it can be quite profitable to set up a weightloss and fitness affiliate site.

We're sure you're anxious to get started so let's jump right in.

To Your Success!



Nicole Dean & Susanne Myers

Getting Your Website Started

Here's a quick overview of what you need to do to get your website up and running in a couple of days.

Domain Name

Start by registering a domain name. It should be easy to read and remember and if you can, find one with a .com extension. We recommend using Godaddy to register your domain. Another option would be to register your domain with your hosting company.

If you're feeling overwhelmed by this, check out this guide: [WordPress Blogs Made Easy](#)

Hosting

Look for cpanel hosting that also offers mysql and php. It will make setting up and managing your site much easier if you do.

If you already have a website (or even a few), you may be able to add this new site to your current hosting package.

If not, and if this is your first blog, don't go out and buy the biggest package you can get. You don't need a big hosting package. Go with the most basic (cheapest) option offered by one of the three companies below. You can always upgrade later.

The hosting companies we recommend are:

- Hostgator
- Reliable Webs
- MomWebs

Once your hosting is set up, remember to update the name servers on your domain to point to the new hosting. Your hosting welcome email should include information on what those name servers are and how to update them.

Confused? This tutorial will show you how to do this step-by-step: [WordPress Blog Made Easy](#)

Set Up Your Website

One of the easiest and fastest ways to set up a website is to use the free WordPress software available for download from WordPress.org.

We like it because it makes managing your new content site in the weightloss and fitness industry easy to maintain and manage. It will also help you get your pages to rank in the search engines. More on that later.

It shouldn't take you more than a few minutes to install it using the "Fantasico" tool in your hosting control panel.

If you're not familiar with the process, I cover it in this guide:

[WordPress Blog Setup Made Easy](#)

Once you have the site up and running with wordpress it's time to find and install a pretty wordpress theme. There are quite a few options out there both free and paid. We took a good look around and found a few of them that are great for a site in this niche.

WP Templates Perfect For Weightloss and Fitness Sites

- [Thesis](#)
- [StudioPress](#) (we particularly like the Alure or Lifestyle theme for this type of site)
- [Flexibility](#)
- [Elegant Themes](#)

All of the above are paid themes. Another option would be to browse through the huge selection of free wordpress themes from [WordPress.org](#).

Install and tweak a theme you like. Next it's time for a little research.

Niche Research Shortcut

Your next step will be to do some research into the weightloss and fitness markets. You need to find some good affiliate products to promote. It's also a good idea to get a firm understanding of your target market. Last but not least you should also do some keyword research so you can base the categories and posts on your wordpress site on some good keyphrases.

All this is quite a bit of work, and to help you get your site up and running quickly we have a great shortcut for you.

Susanne has put together two niche packs that include all the research we just mentioned and then some. Take a look:

- [Weightloss and Diet Niche Pack](#)
- [Fitness and Exercise Niche Pack](#)

Grab one of them or both and move on to content creation.

**Like what you're reading?
YES! You may share this report with others.**

Content Creation Shortcuts

Start by writing one or two blog posts or articles yourself. You can use some of the topic suggestions included in each niche pack to make this simple.

I'm sure it doesn't take you long to notice that content creation can take up a good bit of your time. We have two shortcuts we like to use that will help you grow your site fast.

PLR (or Private Label Rights) Articles

PLR articles are written by professional writers and sold to multiple people. It's kind of like splitting the costs of having them written for you. You get great content at a very affordable price (usually around \$1/article).

The great thing about PLR is that you can edit the content, load it up with links to recommended products and services, translate it into multiple languages if you wish, and you can put your own name on the content to establish yourself as an expert. They're fantastic for busy bloggers who have things to do in their lives – other than sitting at their blogs all day.

I've been providing PLR content to Internet Marketers since 2006 and run one of the most respected PLR sites online. All of the PLR articles and reports are written by my staff. We create all of the content for our customers. It's all 100% ours and we limit the content so that we sell limited quantities of each pack.

- <http://www.easyplr.com/category/buy-plr-content/weight-loss-plr/>
- <http://www.easyplr.com/category/buy-plr-content/health-plr/>

You'll find quality PLR at these sites, too:

- <http://www.easyplr.com/r/plrme>
- <http://www.plussizeplr.com/special>

Reprint Articles

Another great option is to get free reprint articles from some of the better Article Directories out there. Here are some links where you'll find weight loss and fitness articles that you can use on your blog.

- <http://ezinearticles.com/?cat=Health-and-Fitness:Exercise>
- <http://ezinearticles.com/?cat=Health-and-Fitness:Weight-Loss>

There are other niche article directories that you might find offer better quality articles. One we both like and use is LadyPens.com (which Nicole happens to own). ☺

- <http://www.ladypens.com/category/health/fitness-exercise/>
- <http://www.ladypens.com/category/health/nutrition/>

Once you have an article that looks like a good fit for your site, it's time to add it. We have a process we use for this that will make sure your articles and blog posts rank well in the Search Engines.

Here's a blog post by Susanne that outlines that process:

<http://www.affiliatetreasurechest.com/864/publish-articles-and-get-paid/>

And speaking of keywords and search engine optimization, here are a couple of tips to help you get ranked.

SEO Tips

We both love getting plenty of free search engine traffic to our sites from Google, Bing, and Yahoo (as well as the smaller search engines). It's one of our main sources of traffic. Here are some of the things we do to make sure we get that traffic.

Use Wordpress

We already hinted at this. We both really like WordPress because it is so search engine friendly. All your internal linking is set up and the site is easily spidered by search engines.

If you need help getting your wordpress site set up and optimized, take a look at this guide

<http://www.affiliatenichepacks.com/wordpress>

Set up Permalinks

Make sure you change the permalink settings on your blog before you start posting. It's pretty easy to do. Log into your wordpress admin area. Go to Settings → Permalinks.

Change the permalink structure to "Custom" and add either `%postname%/` or `/%post_id%/ %postname%/` in the box next to it.

This will make sure you have keyword rich urls for your site.

Set Up A Good Ping List

It's also a good idea to set up a good ping list. For our current favorite and to learn more about pingging, read through this blog post

[How Do I Ping My Blog](#)

We recommend you set up the automatic pingging mentioned in the blog post. It's very easy to do with WordPress.

Do Your Keyword Research

Next it's time to find some good keywords for all that new content for your site. We like to use one of the more competitive keyphrases for the homepage, medium tail keywords for categories and long tail keywords with little competition for our posts and articles.

If you grabbed one of Susanne's [Affiliate Niche Packs](#) (or both) you will have a huge list of keywords to work with.

Otherwise, use one of these keyword tools to do your research:

- [Google Adwords Keyword Tool](#)
- [Free Wordtracker Tool](#)
- [Our Favorite – Paid Wordtracker](#) (it will do competitive analysis for you and help you choose the easiest keywords to rank for).

On Page SEO

There are a few things you can do directly on the new page or post you are creating to help you rank well in the search engines for the keyword you are optimizing for. They are:

- **Title**
Include your keyword in the title of your page or post. If possible use it at the very beginning.
- **URL and Anchor Text**
If you are using Wordpress to manage your site, you don't 'have to worry about this. The permalink settings we talked about a minute ago will take care of the url, and the wordpress software automatically uses your title for internal linking.
- **Content**
Use the keyword again in your content. We like to include it in the first 100 words of the post or article and then again somewhere in the content where it makes sense. It's important to remember not to overdo this or you'll be penalized for keyword stuffing.

Link Building

The next step that many people forget about is building links. Spend some time that same day to build at least a few links to your new post or web page. Some things you may want to do are:

- Use social bookmarking sites to bookmark the new page.
- Write an article, submit it to article directories and link in the resource box to your new post.
- Write a guest post and link from it.
- Post a few comments on popular blogs or forums and include a link to your new post or page.
- Invite others to link to it.

This is just a quick overview. Susanne would love to teach you a lot more about link building over the coming weeks. Take a look at her [beginning link building class](#) and advanced [link building program](#).

Each week of these courses she shares a new link building strategy with you and gives you some simple “homework” tasks. At the end of the course you will not only have a good understanding of effective link building, but also hundreds of quality links pointing to your site, resulting in an increase of traffic, subscribers and customers.

Build It Big

Our last SEO tip for you is to keep growing your site. The bigger it gets, the better it will start to rank. A good place to start is to add one new piece of content per day to the site. That can be a blog post you write yourself, a reprint article from one of the article directories, or some good PLR that just needs a little bit of tweaking to optimize it for one of your longtail keywords.

List Building Tips

The money really is in the list. Especially if you spend a little time sharing good quality content with the people on your list and build a relationship with them. You can then make product recommendations along the way and a good portion of your readers will take you up on one or more of your recommendations (we’ll talk more about monetization in just a minute).

Managing Your List

There are quite a few different mailing list programs out there. We recommend you use [Aweber](#). It’s pretty affordable and they have some of the best deliverability in the industry.

[Aweber](#) also makes creating and managing optin forms very simple. There’s even a wordpress plugin that allows you to create optin forms for your sidebar right in the wordpress interface.

How To Get Them On Your List

There are a few things you can do to grow your list. Start by adding a signup box to your navigation bar. You may also want to invite readers to sign up at the end of your blog posts.

Use some of the PLR we recommended earlier and turn a few of those articles into a short report that you can then offer them for signing up for your list.

As you start to do guest blogging and article marketing, invite readers to sign up for your list in your resource box as well.

Split Testing Your Optin Forms

Once you start getting some traffic to your site, it's a good idea to split test your optin forms. Use different designs, different headlines, different calls to action etc. and test one version against another.

[Aweber](#) makes this very simple. Keep testing and come up versions that convert better and better for you (thus growing your list faster).

Email Regularly

Our last tip is to make sure you email your list regularly. You can set up an autoresponder sequence that sends them to some of your best blog posts, or publish a weekly newsletter.

Another option you can take advantage off by setting up a wordpress site is the Aweber Blog Broadcast. You can read more about it here:

[Aweber Blog Broadcast Tutorial](#)

That's all there's to it. As your site grows, so will your list.

Avoid these Mistakes

Here's a great blog post where marketers share their biggest list building mistakes they've made so that you don't have to make them, too:

<http://www.nicoleonthenet.com/5664/>

Monetization Tips

There are quite a few different ways to monetize your new blog. After all, you want to make money or you wouldn't be reading this report, right? I'll list some of my favorites. Don't get overwhelmed, by this. Just start with one and work through the others as you have time.

Google Adsense and other Advertising Programs

Google offers a program that will pay you to show advertisements on your blog. You'll earn money based upon the amount of traffic that you send to their advertisers. They are basically the "middle men" and show advertisements for their customers. They pay you a portion of what they earn.

Learn more at:

- <https://www.google.com/adsense/> *Top Recommendation

Other programs you might check out later:

- <http://www.kontera.com/>
- <http://chitika.com/>

Some advertising programs require you to have traffic before you apply, but the Google AdSense program is very friendly to new bloggers and is where we'd recommend you start.

Amazon Associate Program

Amazon.com was one of the first websites to offer a referral program online. And, it keeps getting better.

If there is weight loss books, DVDs, or equipment that you'd like to recommend – you can do so and earn money from Amazon at the same time.

Learn more and sign up at:

- <https://affiliate-program.amazon.com/>

Clickbank

Clickbank.com sells more ebooks than any other website online. (Amazon's Kindle may be on their tails, though.)

Both of us earn money from Clickbank every week by promoting other people's products.

They have tutorials here:

- <http://www.clickbank.com/help/affiliate-help/>

RECOMMENDATION!

Our favorite affiliate program on Clickbank for a weight loss blog is run by our friend, Scott Tousignant and his wife Angie.

- <http://www.fatlossquickie.com/Affiliates.php>

They offer a bunch of free videos on YouTube that you can put on your blog, too, here:

- <http://www.youtube.com/user/FatLossQuickie>

HOT TIP!

Nicole posted a month-long challenge where she tracked her exercise with Scott's program in 2009 and with Angie's program in 2010. It's a great way to get people interested and involved in reading your blog – and it makes writing for your blog easy for that month. You just journal your thoughts along the way.

You can see how she did it here:

- <http://www.nicoleonthenet.com/2235/you-are-invited-to-get-healthy-with-me/> (2009)
- <http://www.nicoleonthenet.com/5856/computer-butt-challenge-join-me/> (2010)

Need more ideas? Here's where we'd recommend you start researching products to promote:

- <http://www.clickbank.com/marketplace.htm>

Take Action!

That's pretty much all there is to getting your new blog up and ready to earn money this January. Use this information to pay off Christmas debt – while helping others to get into shape and live healthier lives.

But, remember, it won't do you any good unless you take action. We've listed our recommended resources below one more time for your convenience.

Thank you for spending time with us.

Warmly,

Nicole Dean & Susanne Myers

Recommended Resources

EasyPLR: Top Quality Content for Bloggers Since 2006

Not a writer? No problem. You can still make money with a content website. Once your website is set up, all you need are some private label rights (PLR) articles. You simply purchase these PLR articles, and then edit them and publish them on your website or blog. There's no linking back to anyone. Just publish them and monetize them with ads and you're set.



Check it out here: [Show Me the Content!](#)

Affiliate Niche Packs

There's quite a bit of research you should do when you start a new niche website. You need some affiliate products to promote, get a feel for the niche and your target market, and then of course there's keyword research.

Affiliate Niche Packs have all that research for you and then some. You'll get keywords, domain name suggestions, article topics along with 2 different 30 day marketing plans and all the resources you need to quickly get our new site up and running.

Check it out here: [Affiliate Niche Packs](#)



Link Building for More Traffic

Once your site is up and running all you need is some links to get it ranking in the search engines. We recommend this 13 week link building program. Each week you will learn a new skill and then get a simple assignment that will have you building links in no time.

Some of the link-building strategies include:

- Internal Linking
- Social Media and Social Bookmarking
- Article Marketing
- Guest Blogging
- And more

Check it out here: [Link Building Program](#)



Hosting that We Use and Like:

Here are three different hosting companies we both like to work with. All of them will run WordPress sites and have cPanel hosting.

Here are our recommendations:

- [Hostgator](#)
- [Reliable Webs](#)
- [MomWebs](#)

Other Good Sources Of Weight Loss PLR

- <http://www.easyplr.com/r/plrme>
- <http://www.plussizeplr.com/special>

YES! You may share this report with others.