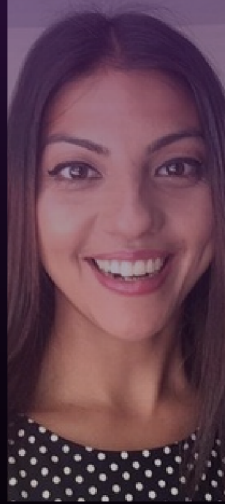
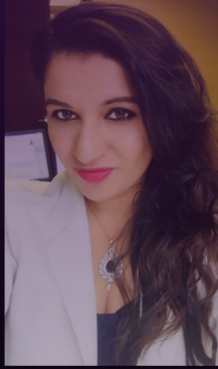


2023

# BLOGGER BREAKTHROUGH SUMMIT



# WELCOME!

I'm so excited to have you join me at the fourth annual Blogger Breakthrough Summit!

This workbook and the sessions that go with it will help you to keep track of your notes and action items.

Remember, if there is a session you want to see, you only have 24 hours once it airs to view the session (unless you've upgraded to the All Access Pass).

If you think you'll have questions from a session, try to attend at the time it airs, in most cases, the speaker will be live in the chat to answer questions.

You'll be able to [log in and view the session in HeySummit Here](#).

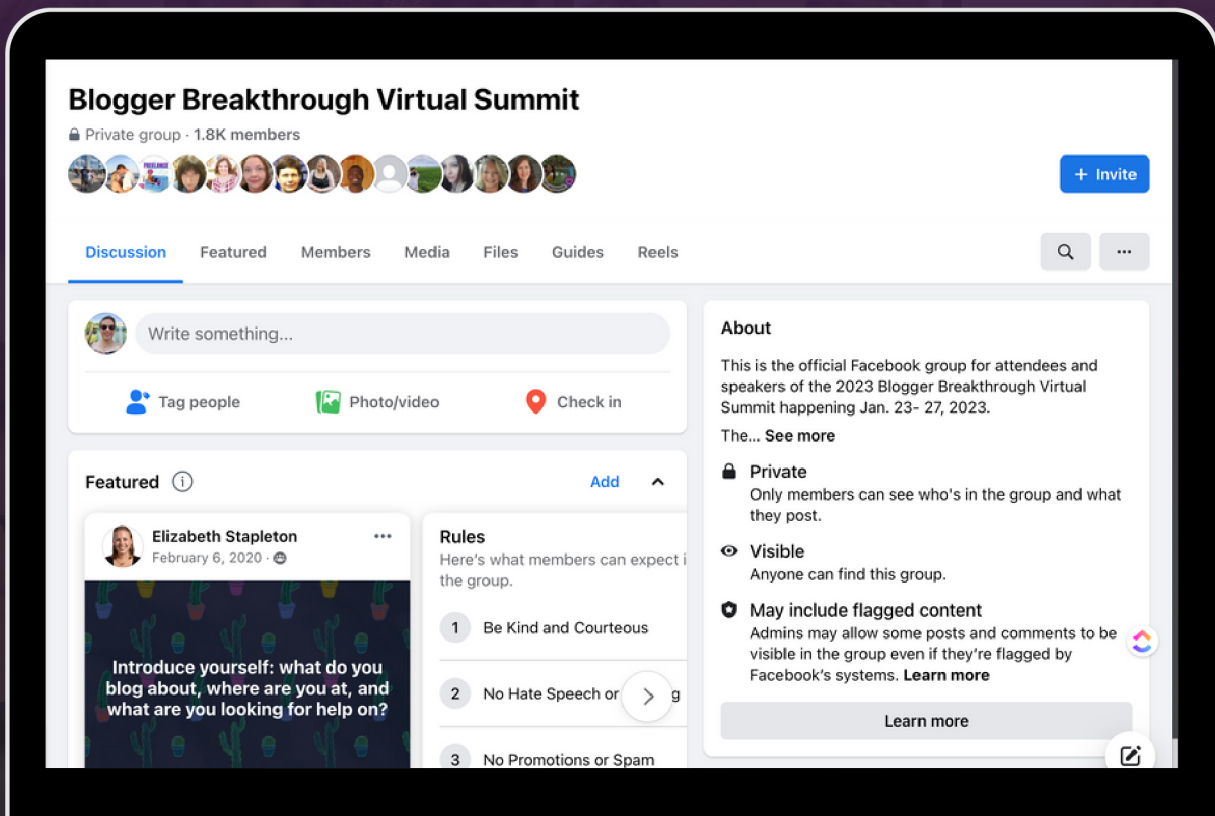
You can interact, ask questions, and maybe even win some prizes [inside the Facebook group](#) - you must answer all three questions in order to be admitted to the group.

Remember there is no magic wand when it comes to creating a successful blog, you can attend all the sessions and learn all the things, but if you don't take action on what you learn you won't get anywhere.

For this reason, I highly encourage you to snag the All Access Pass for additional resources that will help you take action faster including the live implementation session on Friday which will help you come up with an action plan on all your notes.

Ready to get started?!

# Connect with Other Attendees inside the Blogger Breakthrough Summit FACEBOOK GROUP



Join Now

# ABOUT LIZ STAPLETON

---

*Liz's mission is to help you run your blog more efficiently and profitably so that you can stop spinning your wheels and create your own life changing blog.*

---

**Hi! I'm your host,** Liz Stapleton and blogging has quite literally changed my life. It lead me to become self employed in 2017 and has supported me through multiple cross country moves and lots of life's ups and downs.

**I started my first blog** way back in 2014 and it's still around at [lessdebtmorewine.com](http://lessdebtmorewine.com).

**I'm an attorney** and use that background to help bloggers figure out the legal stuff over at [elizabethstapleton.com](http://elizabethstapleton.com).

**With the Blogger Breakthrough Summit** my goal is to help you run your blog more efficiently and profitably so that you can stop spinning your wheels and create your own life changing blog.

**Because I get it,** you've been stuck, not earning enough, your to-do list keeps getting longer, and you know it's time for you to start doing something different to get the results you want.

**This summit is here to** help you learn, systemize, and cut down on unnecessary tasks so you can reach your blogging goals in record time!

*To learn more about Liz, visit [bloggerbreakthrough.com/about](http://bloggerbreakthrough.com/about)*



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**6** **SWAG BAG**  
*Resources to help support you during the summit.*

**8** **DAY 1 SCHEDULE**  
*All the advanced sessions happening day 1 followed by the notes pages for each session.*

**10** **DAY 2 SCHEDULE**  
*All the advanced sessions happening day 2 followed by the notes pages for each session.*

**25** **DAY 3 SCHEDULE**  
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**39** **DAY 4 SCHEDULE**  
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**49** **DAY 5 SCHEDULE**  
*All the advanced sessions happening day 5 followed by the notes pages for each session.*

**24** **UPGRADE TO THE ALL ACCESS PASS**  
*Learn more about the All Access Pass*

**SHOP**



# Don't Forget!

## Take Advantage of the

# SWAG Bag & Speaker Freebies

Speaker Freebies & Offers

Digital SWAG Bag



# BINGO

[bloggerbreakthrough.com](http://bloggerbreakthrough.com)

## 2023 BLOGGER BREAKTHROUGH SUMMIT BINGO CARD

**B**

**I**

**N**

**G**

**O**

Watch a Presentation	Grab Your Free Ticket	Invite a Friend to Sign up for the Summit	Share the biggest way the Summit has transformed your blog	<u>Submit a Video Testimonial</u>
Attend the Kickoff Call Live	<u>Introduce yourself in the Facebook Group Introduction thread.</u>	Subscribe to our <u>YouTube Channel</u>	Watch a Different Presentation	Participate in at least 1 poll or question thread in the <u>Facebook Group</u>
<u>Subscribe to us on Youtube</u>	<u>Submit a Video Testimonial</u>	<b><u>Upgrade to an All Access Pass</u></b>	Complete + share the IG story Graphics (tag @lizstapletonesq )	<u>Join the Facebook Group</u>
Share Your Favorite Resource from the All Access Pass	Leave a comment on at least two presenter's Session chats	Watch a Different Presentation	Find an Accountability Partner	Attend the Closing Call Live
Share about the summit on social media	Watch a Different Presentation	Sign up for one of the Speaker's Free Resources	Leave a comment on at least two presenter's Session chats	<u>Subscribe to us on Youtube</u>

### INSTRUCTIONS....

Interact throughout the summit and have fun doing it! When you get BINGO, post a picture in the dedicated Facebook Group Thread to be entered for ongoing prize drawings.

**Don't forget** to tag @lizstapletonesq and use hashtag #bloggerbreakthrough

# SCHEDULE

DAY 1 - JANUARY 23 - MONDAY



**12:00 PM**

**ALL ACCESS PASS LUNCH NETWORKING**

*Information on how to attend is inside the AAP*





# Action Items

DAY 1 - JANUARY 23 - MONDAY

# SCHEDULE

DAY 2 - JANUARY 24 - TUESDAY



**11:00 AM**

## LIVE PANEL

*Ryan Robinson, Mariah Magazines, Rebekah Lara, Liz Theresa*



**12:00 PM**

## ALL ACCESS PASS LUNCH NETWORKING

*Information on how to attend is inside the AAP*

**3:00 PM**

## STRATEGIC CONTENT PLANNING FOR 2023

*Amanda Warfield **Advanced***

**3:30 PM**

## HOW TO TAKE BACK CONTROL OF YOUR EMAIL MARKETING IN 5 STEPS

*Allea Grummert **Advanced***

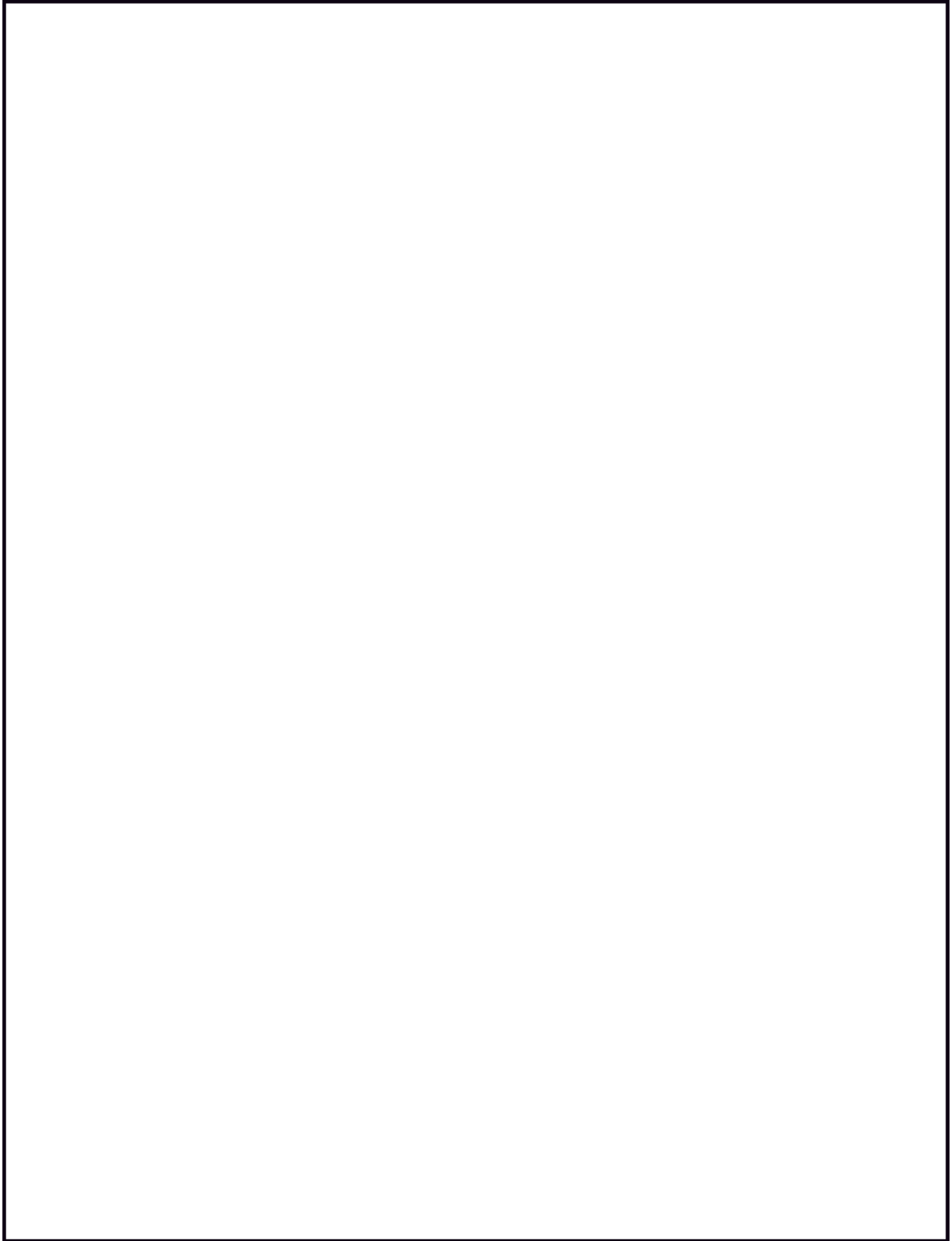


# Action Items

DAY 2 - JANUARY 24 - TUESDAY

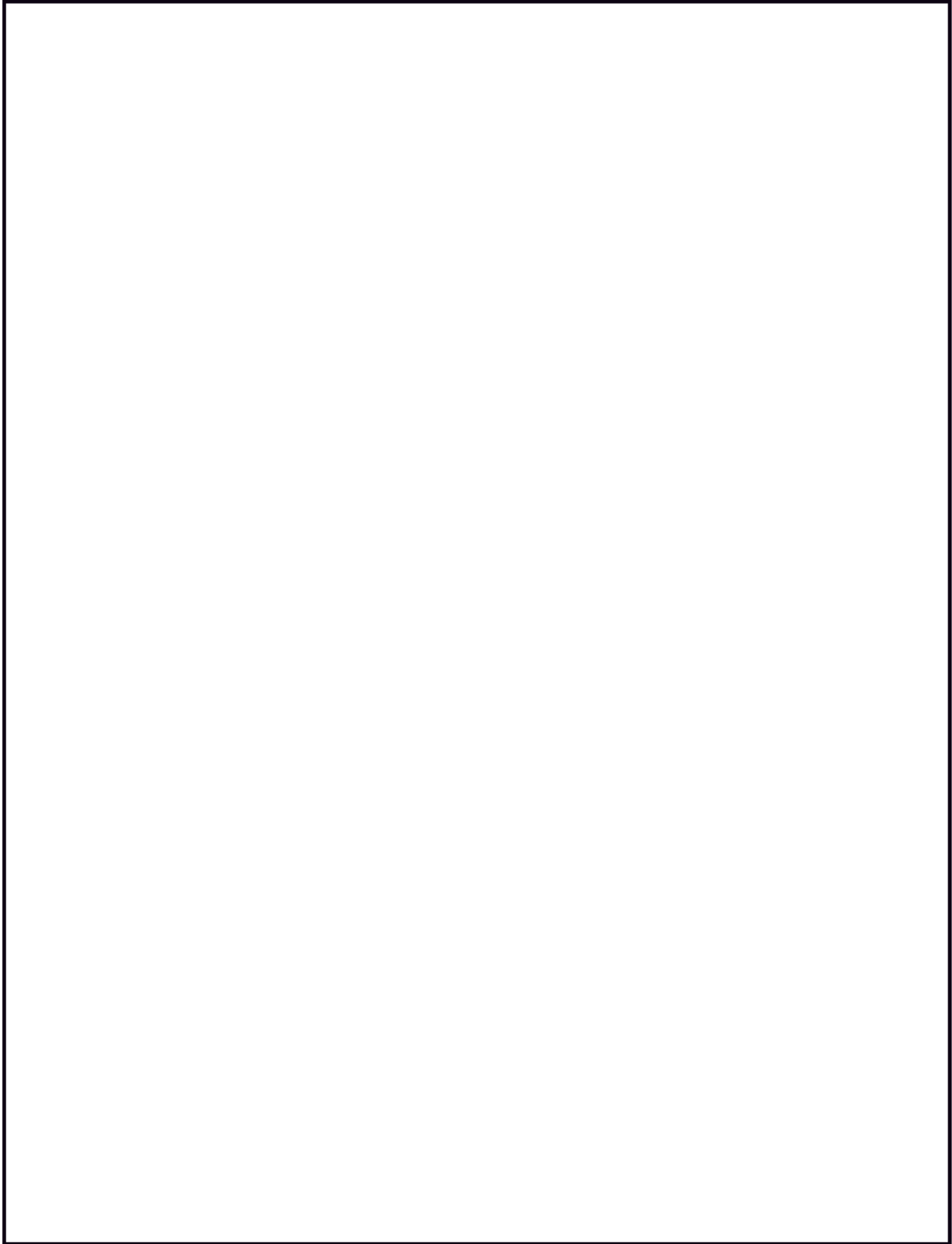
# Content Planning & Systems Panel

Ryan Robinson, Rebekah Lara, & Mariah Magazine



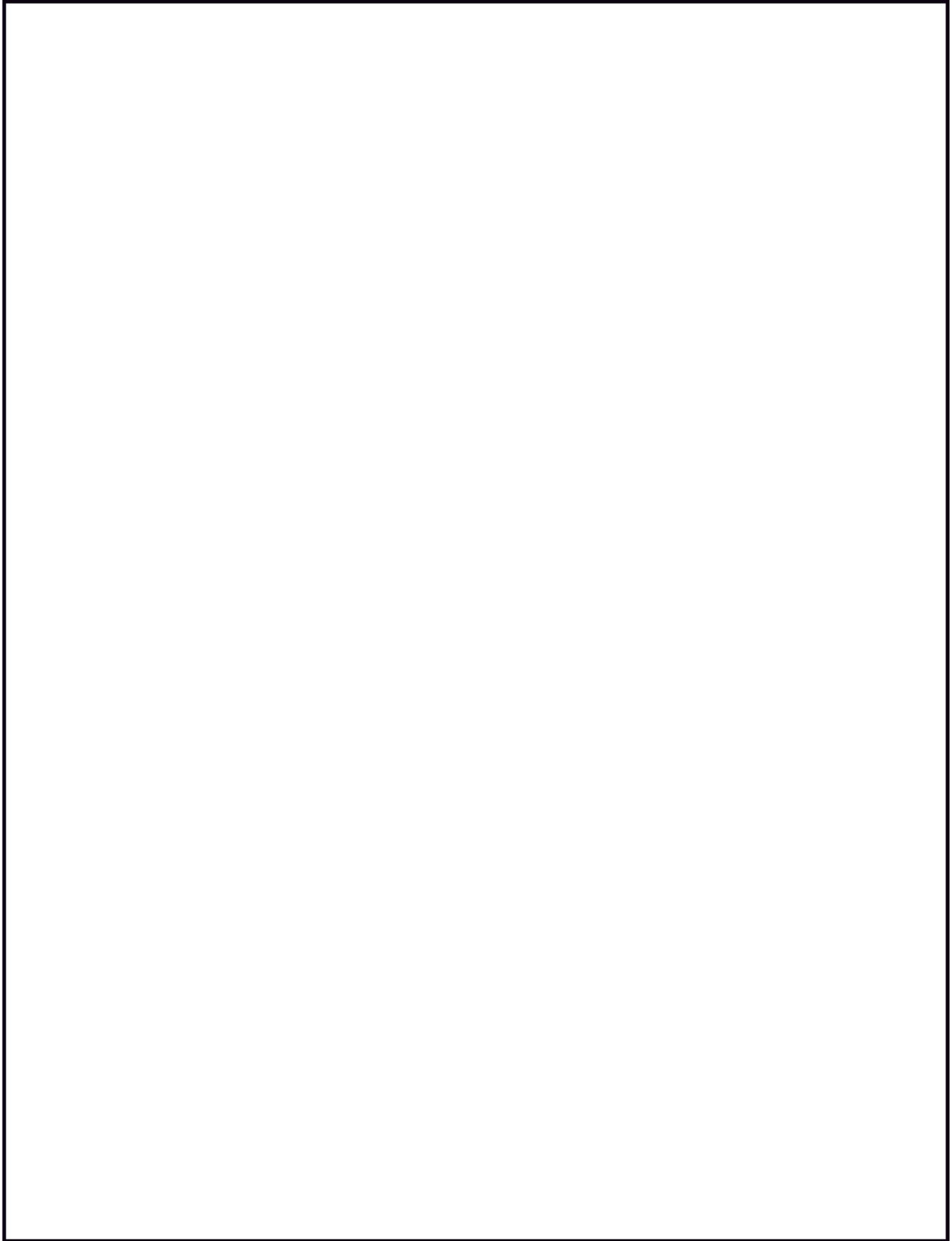
# Content Planning & Systems Panel

Ryan Robinson, Rebekah Lara, & Mariah Magazine



# Content Planning & Systems Panel

Ryan Robinson, Rebekah Lara, & Mariah Magazine



# Content Planning & Systems Panel

Ryan Robinson, Rebekah Lara, & Mariah Magazine



Ryan Robinson is a blogger, podcaster and (recovering) side project addict that teaches 500,000 monthly readers how to start a blog and grow a profitable side business at ryrob.com. He's also the Head of Content at Close.



Mariah is an SEO Visibility Strategist and Intuitive Marketing Expert for online business owners over at MariahMagazine.com. She's a firm believer that showing up on Google and marketing your business doesn't have to be as difficult & overwhelming as everyone makes it. Since 2015 she's been helping clients increase their visibility and land amazing clients, customers, and opportunities without stressing about social media or paid ads.



Rebekah Lara is a certified life coach and creator of the Time to Thrive program, where she helps mom entrepreneurs build their businesses while working less, so they can be a caregiver without giving up their own dreams. With two businesses and 3 young daughters with multiple needs, Rebekah has streamlined her own business systems, manages it all WITHOUT the overwhelm, and is passionate about helping other mom entrepreneurs calm the chaos too.

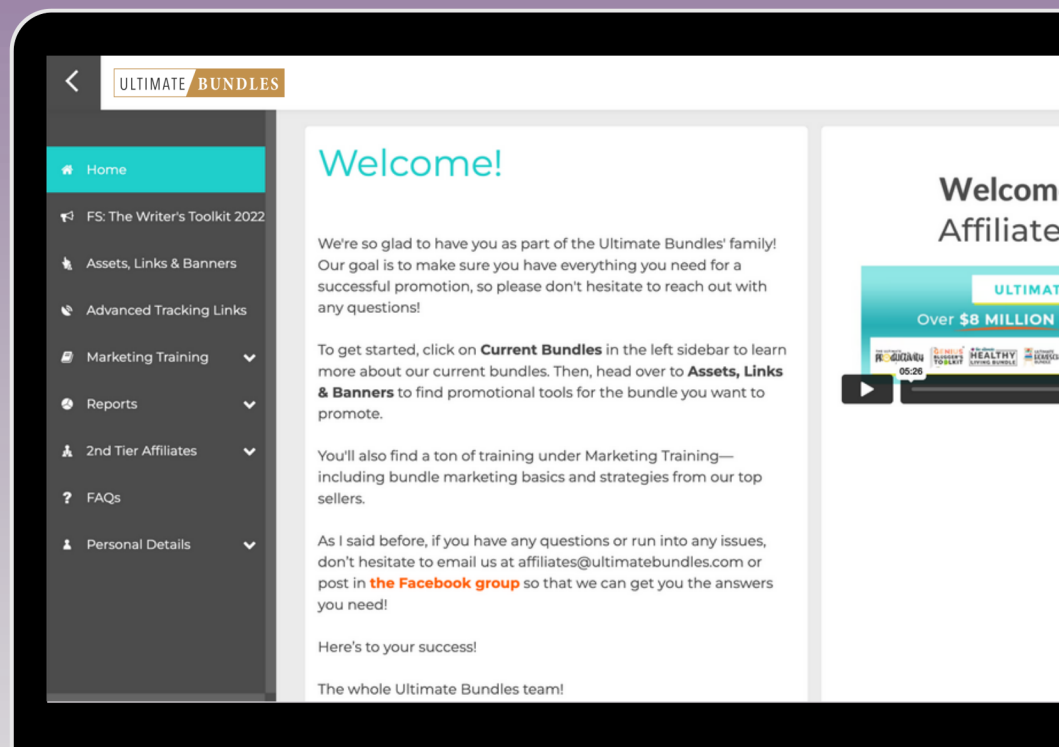


Liz Theresa helps entrepreneurs find clarity and market themselves online with confidence. She's been in business for more than a decade creating powerful, high-converting websites, memorable brands, and coaching business owners on how they can be more visible online. She wants every entrepreneur to rise and be the star of their own business because let's face it – a big break isn't something you wait for – it's something you make. Be sure to listen to Liz on Biz, her Forbes-acclaimed podcast every Monday for fresh, inspiring, and often hilarious stories of running a business.

# ULTIMATE BUNDLES

*Getting started with affiliate marketing is one of the easiest things to do when it comes to monetizing your blog.*

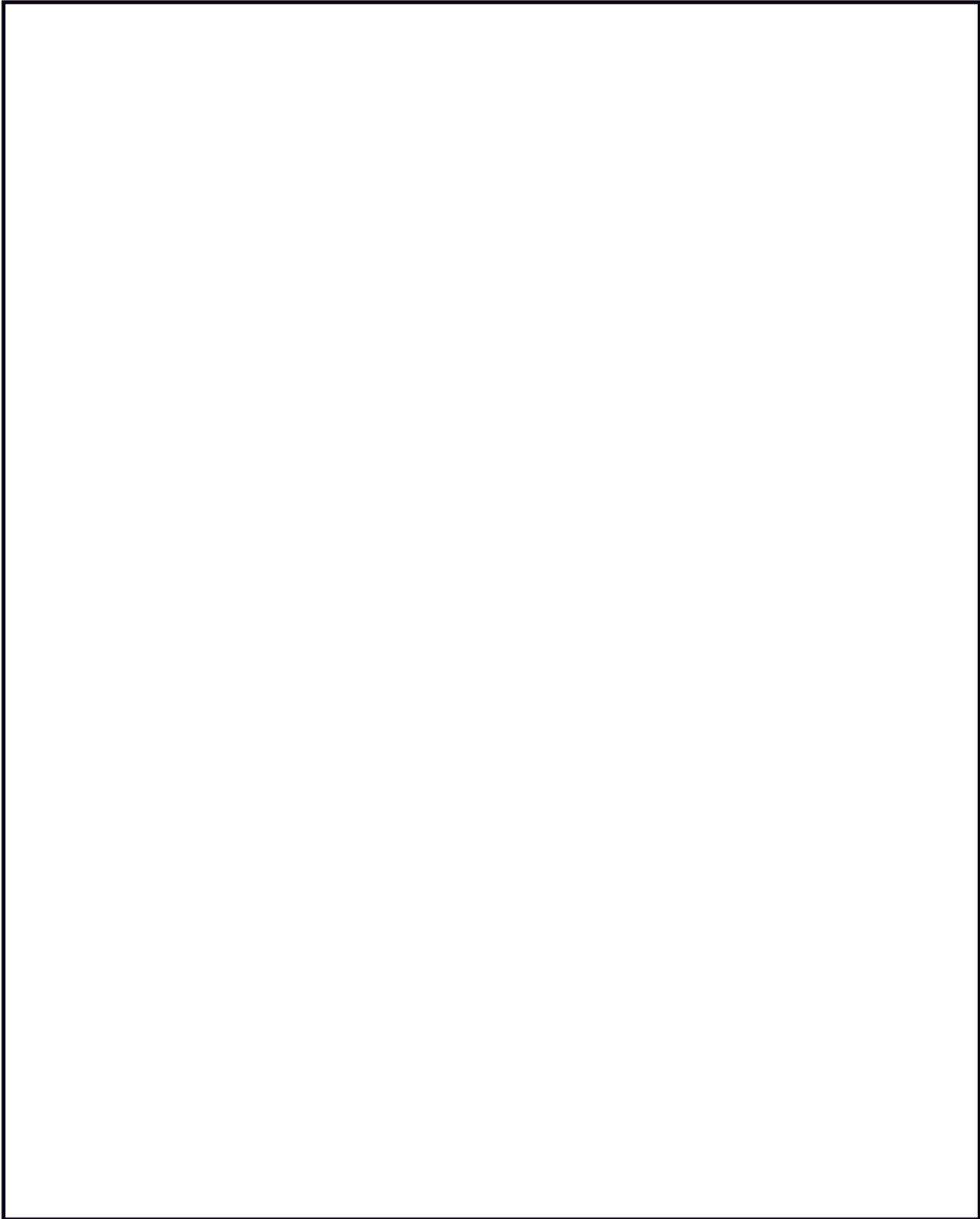
*-Jessica Evans, Owner and CEO of Ultimate Bundles*



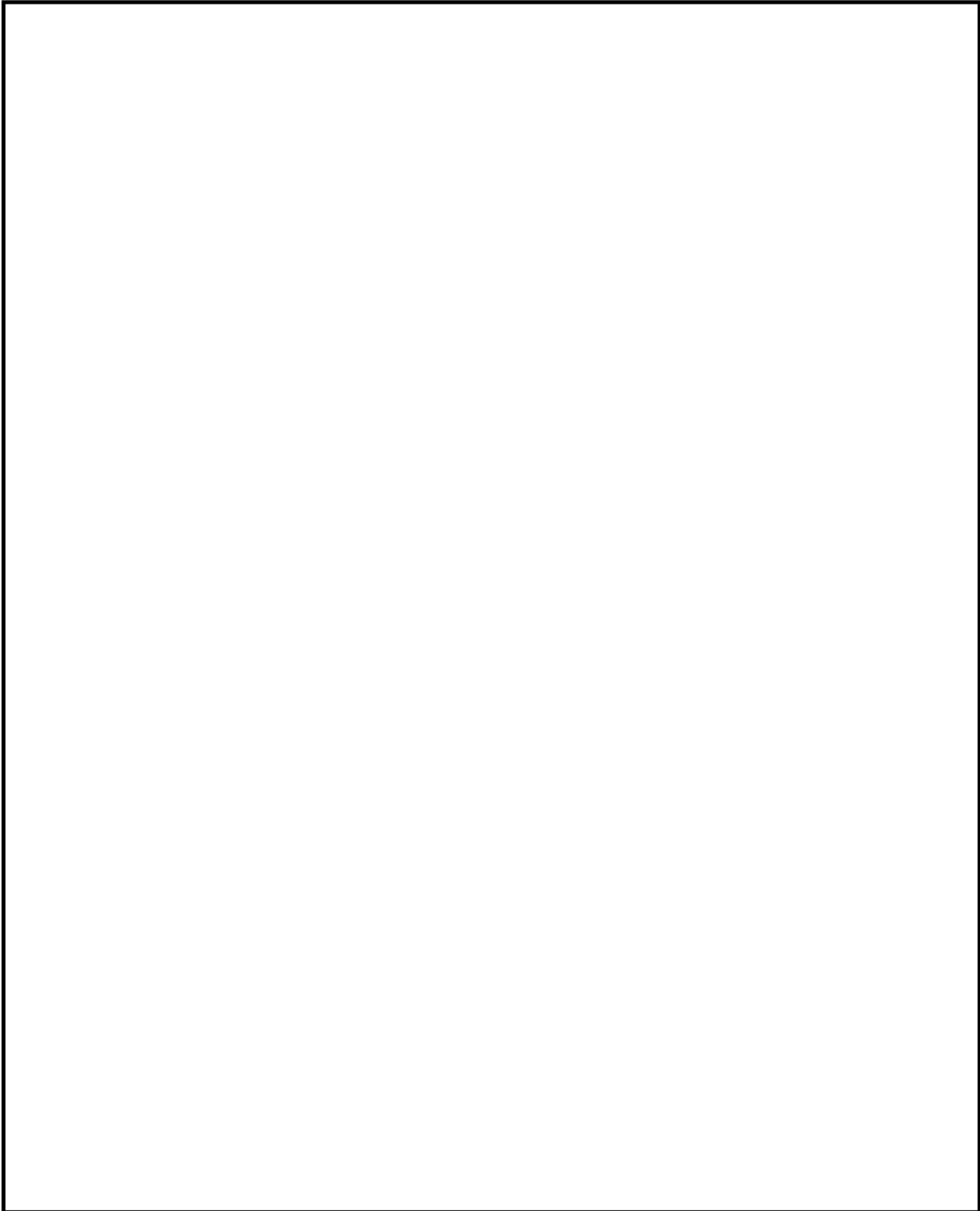
Grab my best tried and true tips so you can hit the ground running or continue to grow your business now.



**Amanda Warfield**



**Amanda Warfield**



## Amanda Warfield



may contain affiliate links meaning we earn a commission at no cost to you.



Amanda is a simplicity-focused content marketing strategist, and host of Chasing Simple - a podcast to help creative entrepreneurs uncomplicate their life and biz.

Now a two-time business owner, she spends her time helping 1:1 clients creating content marketing strategy and teaching her students to batch their content so that they have time to move the needle in their business.

Resources

ABOUT



# WEBSITE LEGAL TEMPLATES BUNDLE

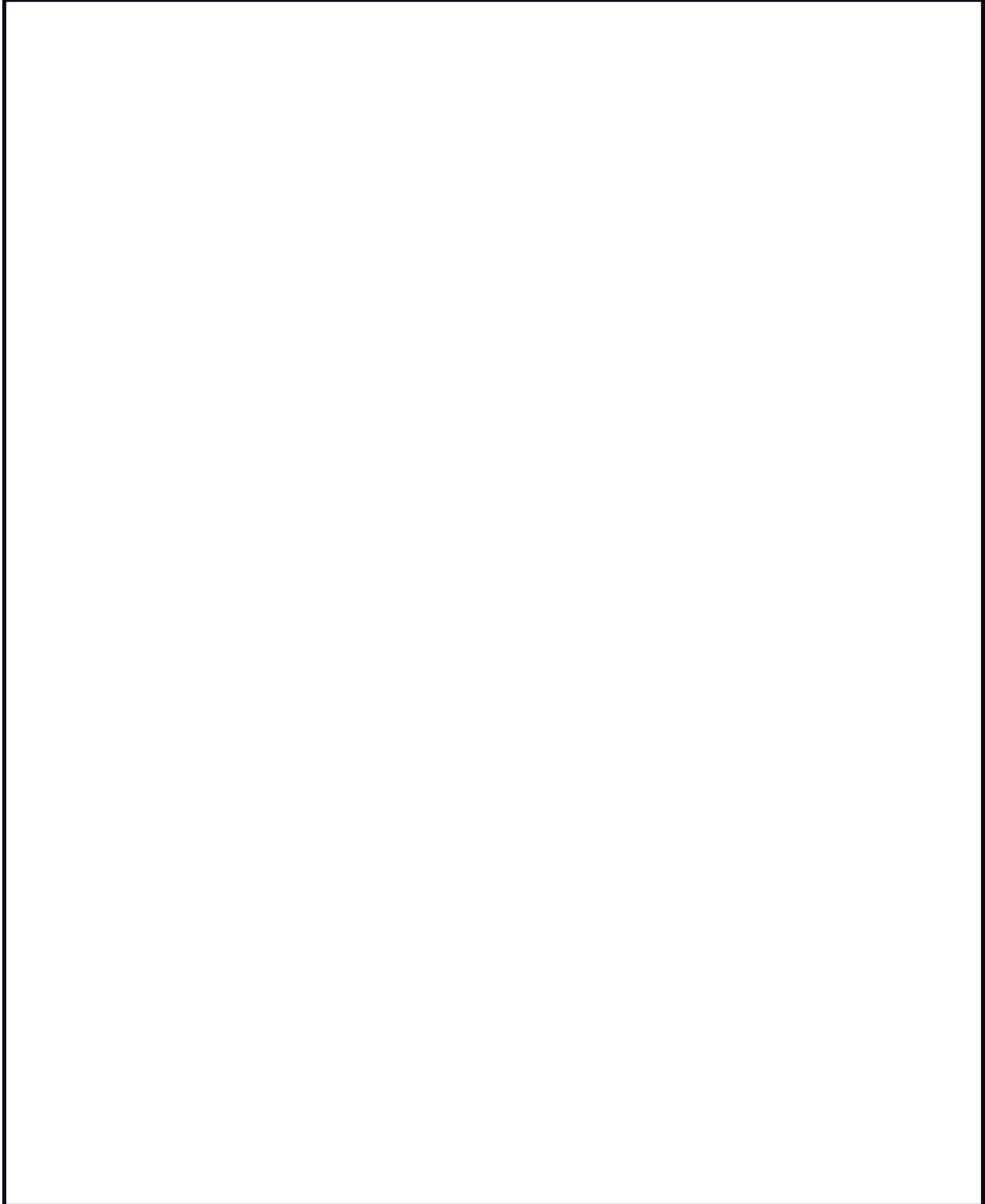
Save 20% Today!

code: 2023SUMMIT, only valid through Jan. 27, 2023



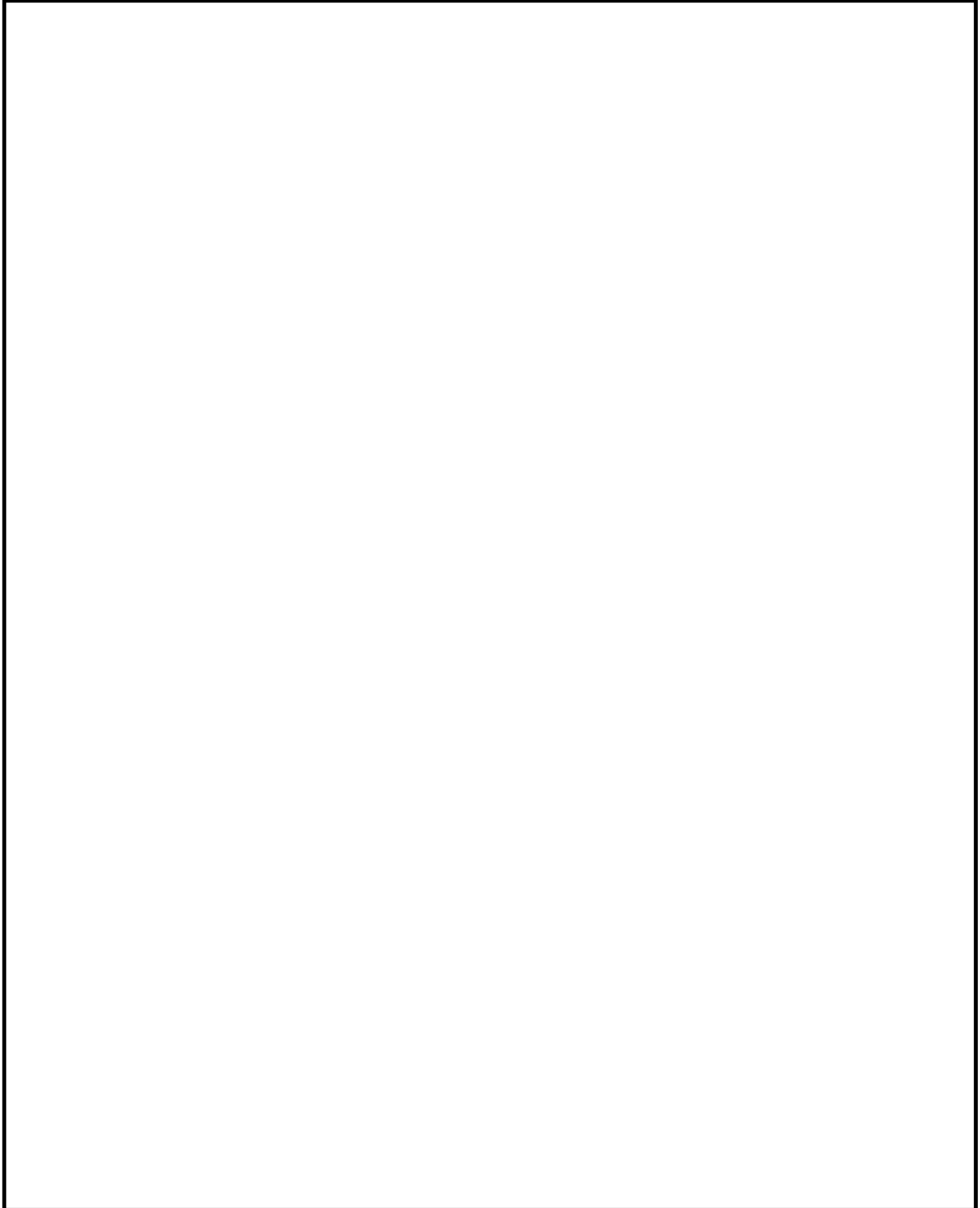
# How to Take Back Control of Your Email Marketing - in 5 Steps

**Allea Grummert**



# How to Take Back Control of Your Email Marketing - in 5 Steps

**Allea Grummert**



# How to Take Back Control of Your Email Marketing - in 5 Steps

## Allea Grummert



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[Convertkit](#)

[Allea Grummert, founder of Duett, is an email marketing strategist & conversion copywriter who helps bloggers make a lasting first impression through automated welcome & nurture sequences. She helps her clients create strategic email sequences that engage email subscribers, build brand loyalty and optimize conversions for sales and site traffic.](#)

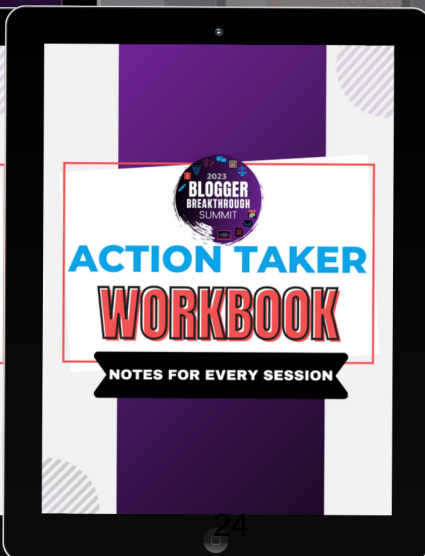
Resources

ABOUT

GRAB YOUR  
**All Access**  
**Pass!**

[BLOGGERBREAKTHROUGH.COM/GO/2023-UPGRADE](https://BLOGGERBREAKTHROUGH.COM/GO/2023-UPGRADE)

The  
**BLOGGER**  
**BREAKTHROUGH**  
Summit





# SCHEDULE

DAY 3 - JANUARY 25 - WEDNESDAY

**10:00 AM** HOW TO REACH YOUR EXACT TARGET MARKET IN 20 MINUTES PER DAY

*Dan R Morris* *Advanced*



**10:30 AM** FUNNEL COPYWRITING 101

*Sandra van der Lee* *Advanced*

**11:00 AM** LIVE PANEL

*Liz Wilcox, Stephanie Blake, Ann Marie O'Braskin*



**12:00 PM** ALL ACCESS PASS LUNCH NETWORKING

*Information on how to attend is inside the AAP*



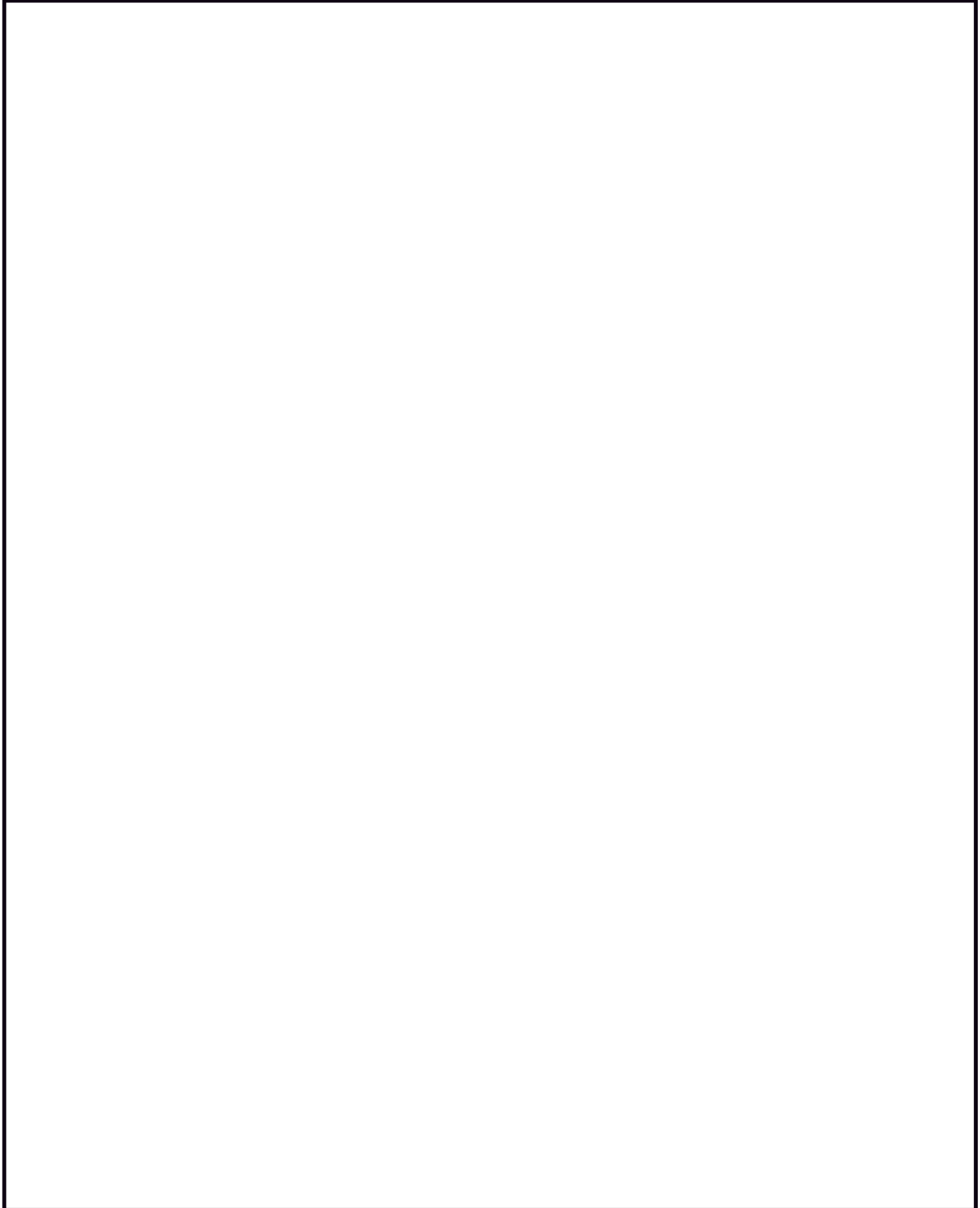
# Action Items

DAY 3 - JANUARY 25 - WEDNESDAY

# How to Reach Your Exact Target

Market in 20 Minutes Per Day

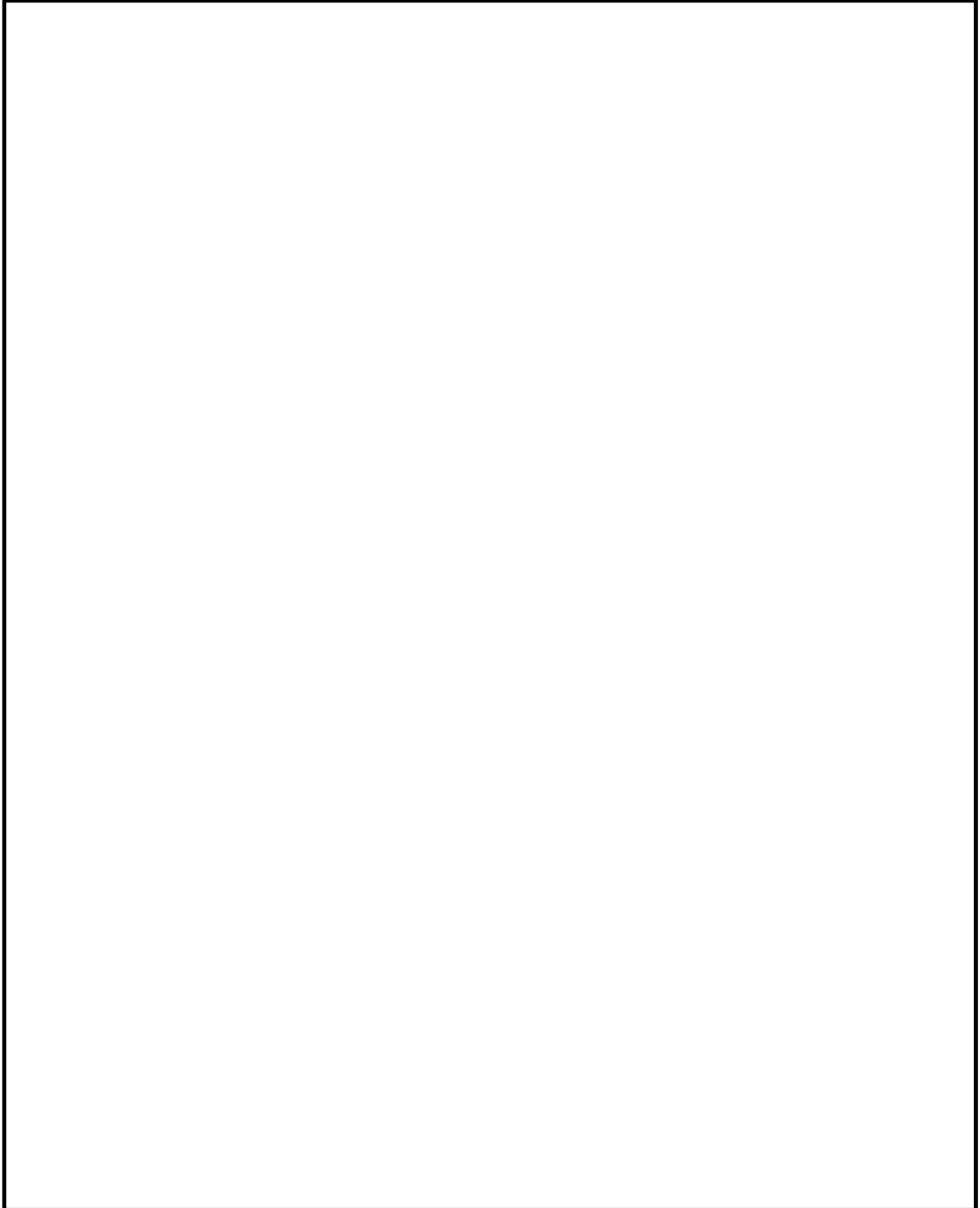
**Dan Morris**



# How to Reach Your Exact Target

Market in 20 Minutes Per Day

**Dan Morris**



# How to Reach Your Exact Target

Market in 20 Minutes Per Day

**Dan Morris**



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[Talkwalker](#)

Resources



[Dan R Morris is an audience builder. He and his wife run FindingJoy.net, a blog that has grown to 900,000 fans on Facebook, and two six-figure product launches per year. Dan is also a prolific podcaster and a Director at Podcast Magazine.](#)

ABOUT



**Grab \$300+ worth of blogging resources to help you grow your blog for FREE!**

[\*\*Click Here to Get the Free Gifts!\*\*](#)

Lucrezia and Marina of Blogging for New Bloggers have helped over 30,000 bloggers start and grow their blog and protect it legally with their courses and legal templates.

Whether you want to grow your blog, protect it legally or make money blogging, they will help you achieve your full potential. Claim your special gifts: grab \$300+ worth of blogging goodies for FREE!

**BLOGGING**  
FOR NEW BLOGGERS

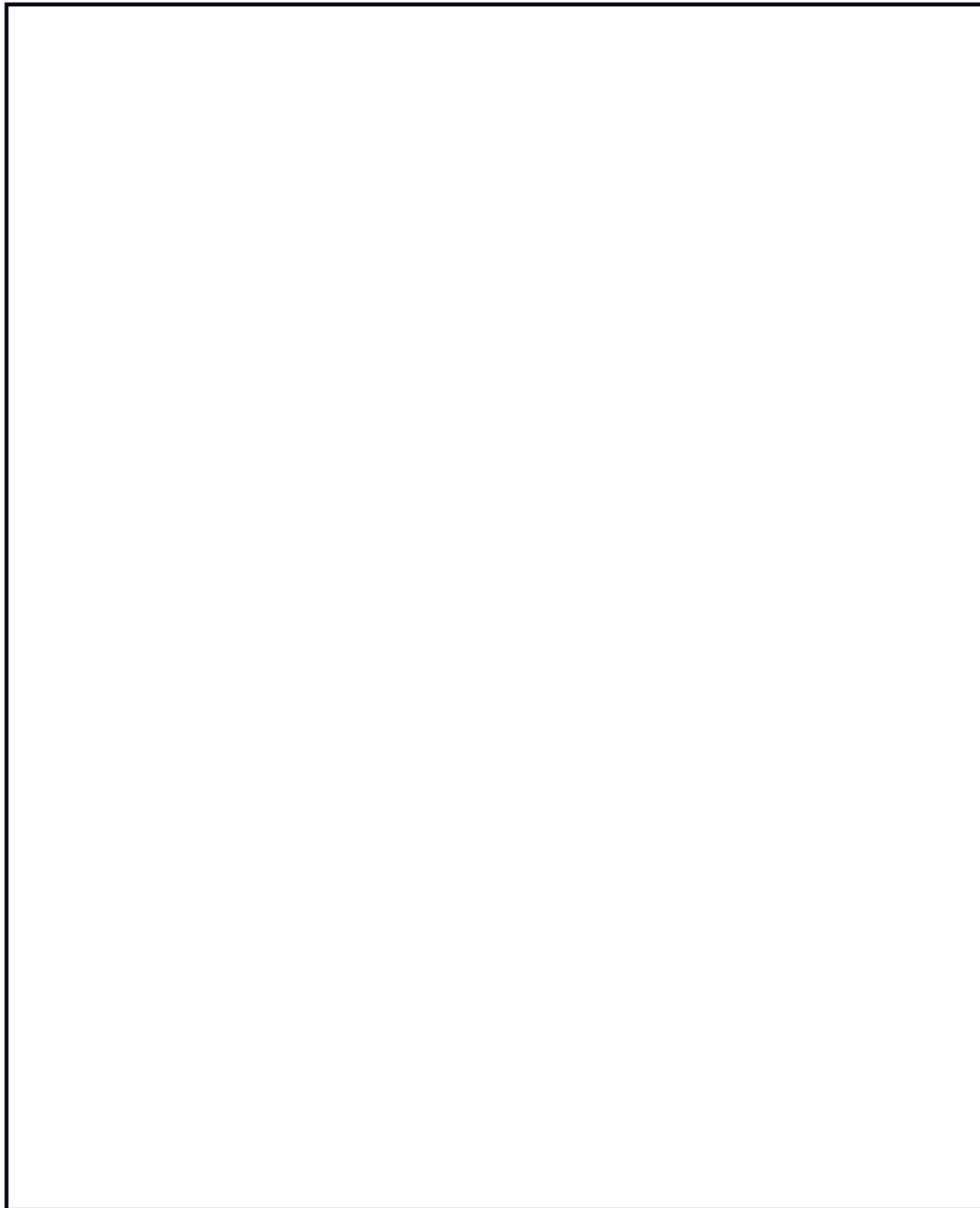
**BIGSCOOTS**



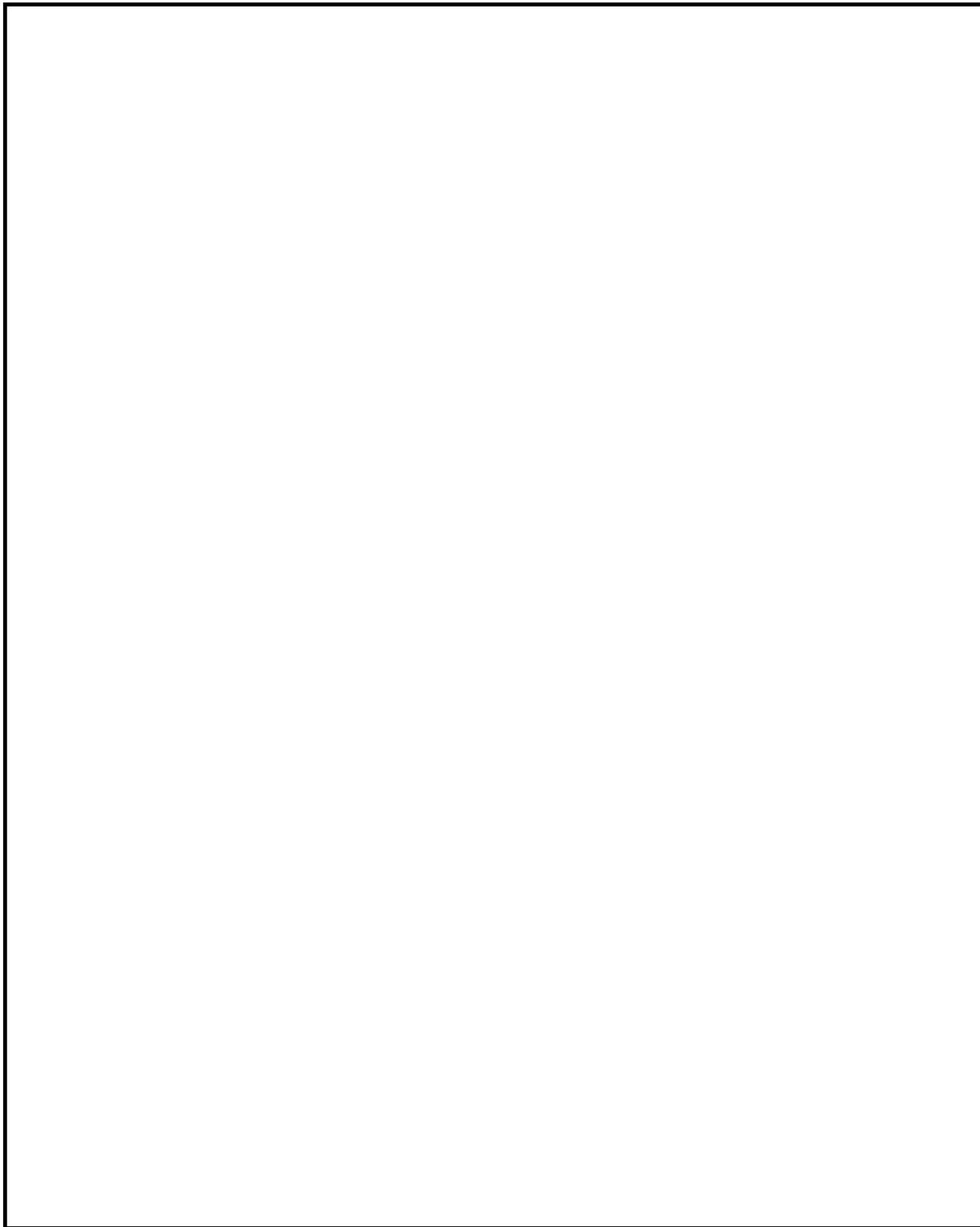
**COMPLETELY MANAGED  
WORDPRESS  
HOSTING!**

[\*\*Switch to BigScoots Today!\*\*](#)

**Sandra van der Lee**



**Sandra van der Lee**





## Sandra van der Lee



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[Deadline Funnel](#)

Resources



Sandra van der Lee is the brains and the badass behind Damn Copy, where she writes conversion copy for biz owners and sells templates so you can get great conversion copy without the custom price tag. She also teaches service providers how to be more profitable and sell without stress.

ABOUT

# HelloContent

Cut your content creation  
time in half with  
HelloContent

Attract customers like magic with authority-building  
template content that's easily customized for your unique  
business

Get started for free for 14 days

No contract. Cancel anytime.

**Start your 14-day free trial today**  
and enter coupon code  
**BLOGGERBREAKTHROUGH** for 20% off  
(expires 2/1/2023).



[Grab Your Planner](#)

EXCLUSIVE

**LIFETIME DEALS**

TO GROW YOUR BUSINESS



APPSUMO



[bloggerbreakthrough.com/go/appsumo](https://bloggerbreakthrough.com/go/appsumo)

# APPSUMO

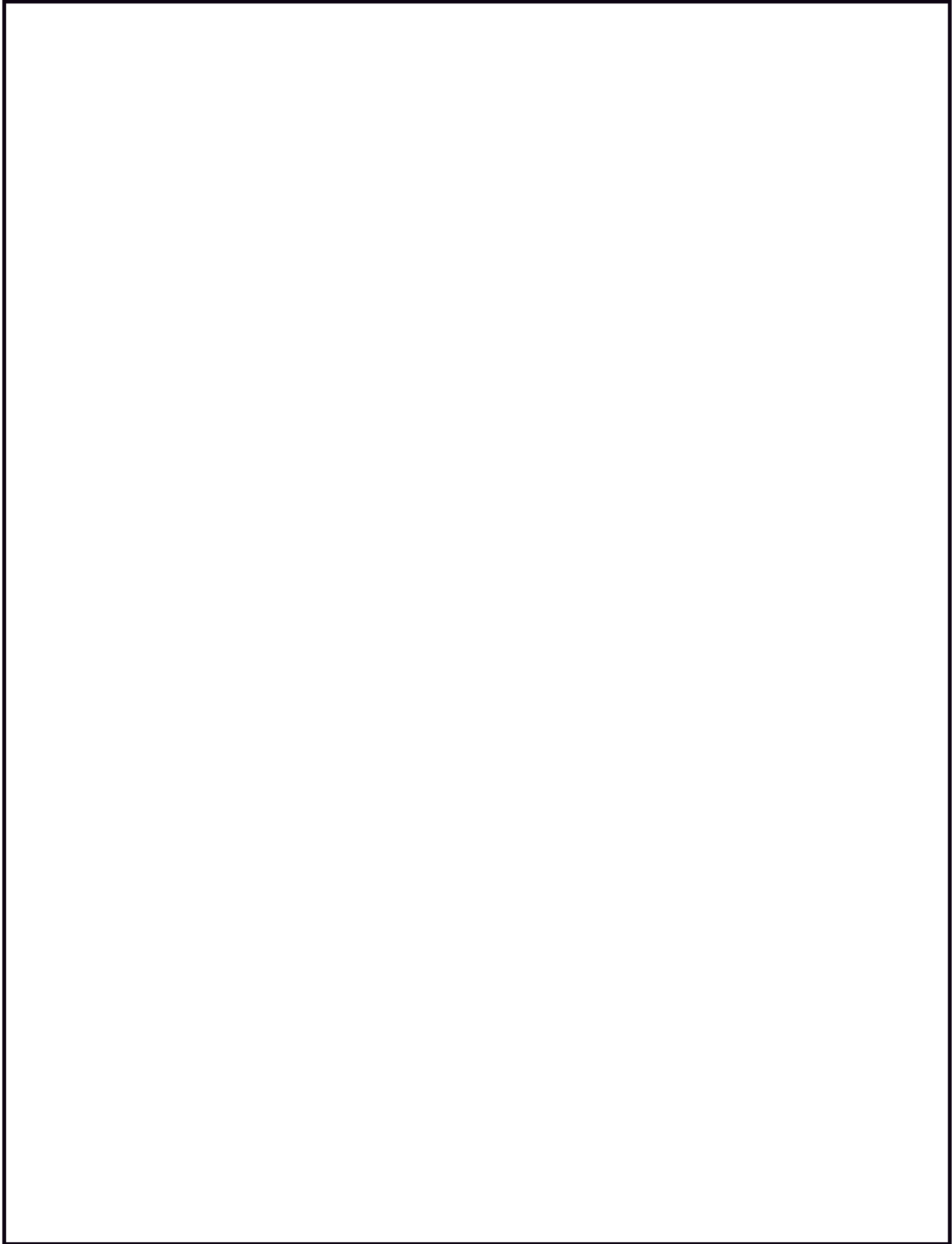
# 10% OFF

USE CODE: **BREAKTHROUGH10**  
JAN. 23-27, 2023

FOR NEW CUSTOMERS \$4 ONLY

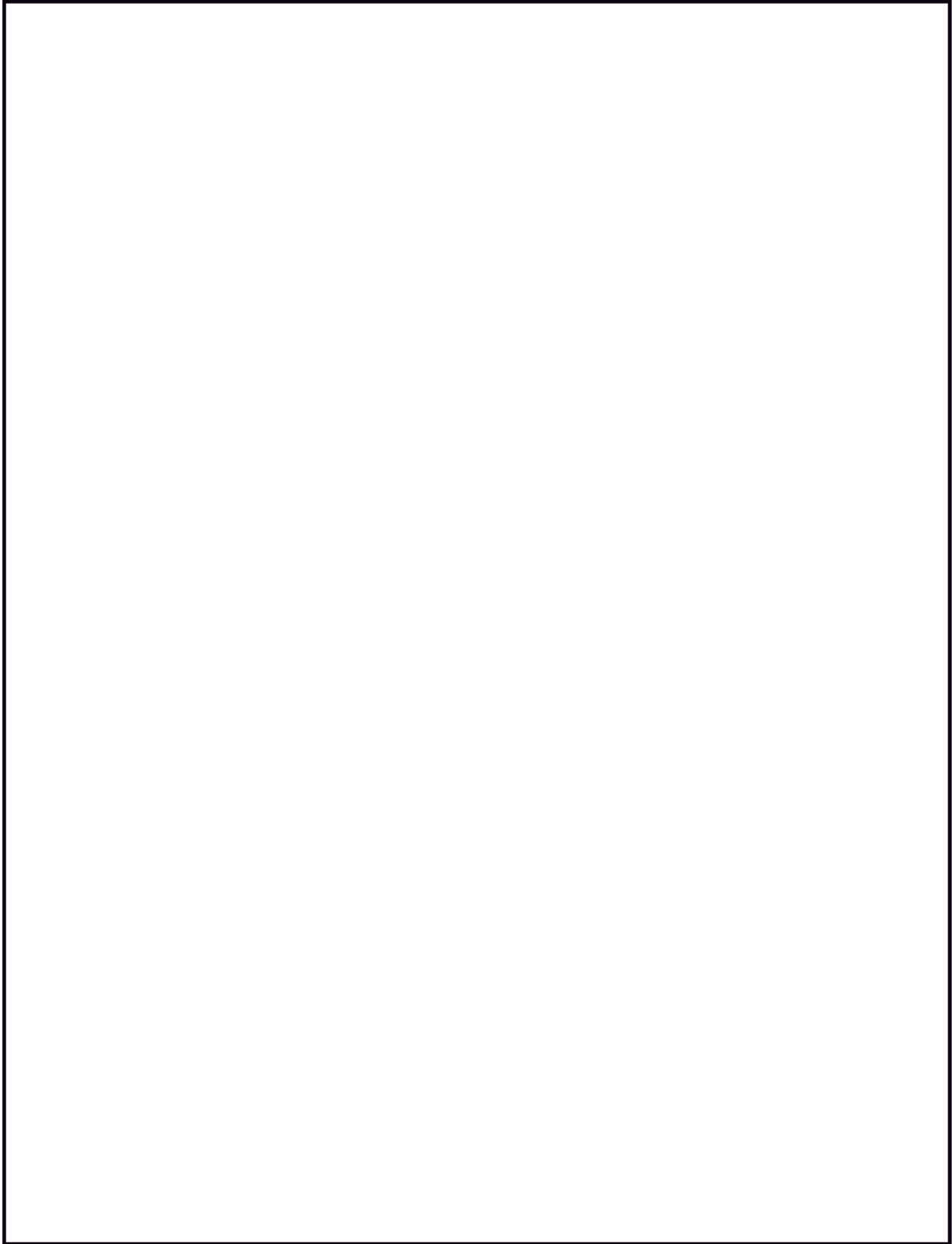
# Marketing Panel

Liz Wilcox, Stephanie Blake, & Ann Marie O'Braskin



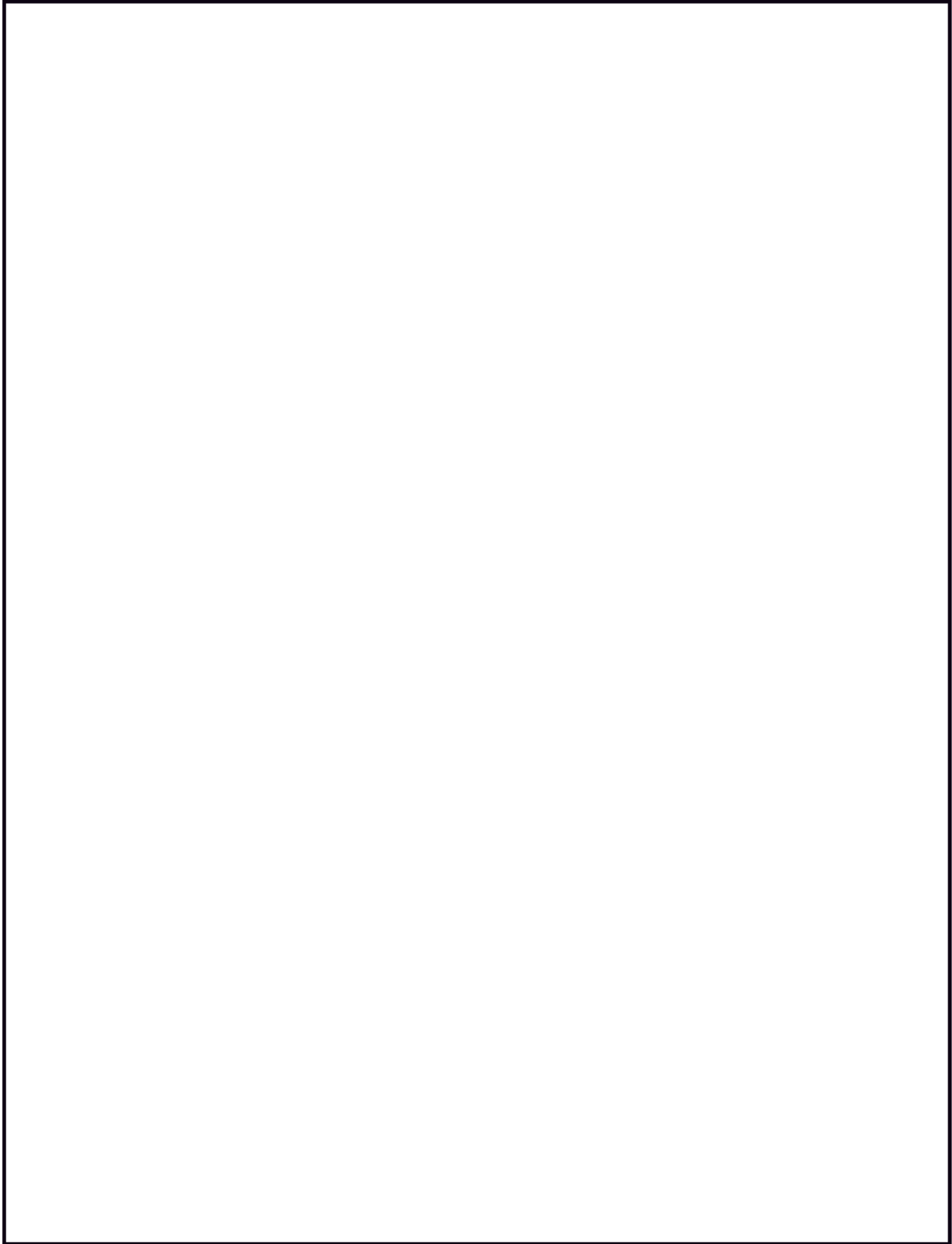
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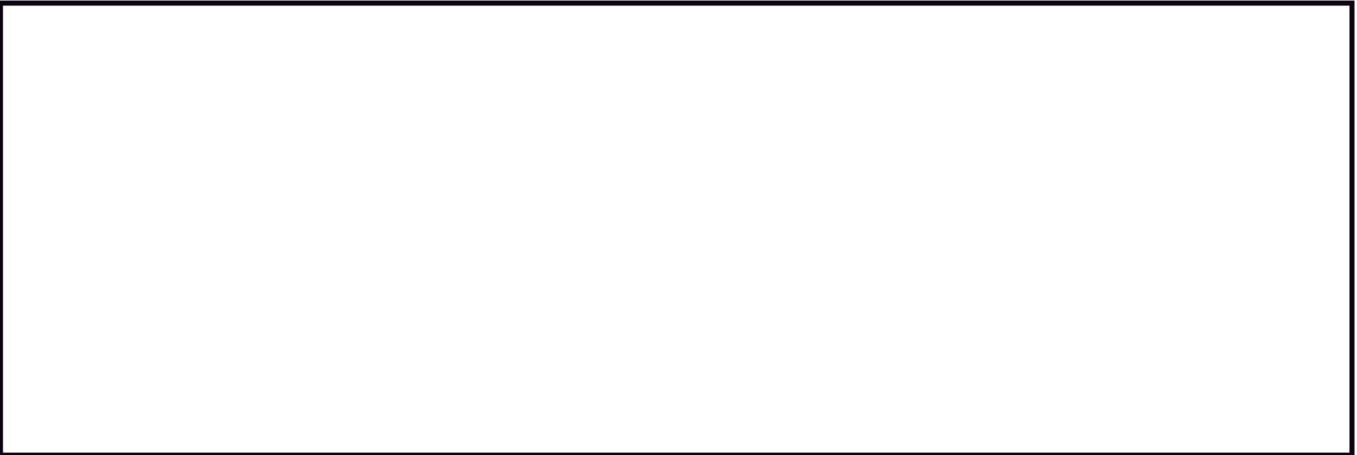
# Marketing Panel

Liz Wilcox, Stephanie Blake, & Ann Marie O'Braskin



# Marketing Panel

Liz Wilcox, Stephanie Blake, & Ann Marie O'Braskin



The Fresh Princess of Email Marketing, Liz Wilcox is an Email Strategist and Keynote Speaker showing small businesses how to build online relationships, package up their “magic” and turn it into emails that people want to read and, most importantly, purchase from.



Ann Marie O'Braskin is an Office-binging, IPA-drinking, perpetually snacking child wrangler who loves helping busy entrepreneurs grow their businesses through marketing, 5 minutes at a time.



Stephanie Blake is a business strategist & coach who helps service providers & coaches create businesses that allow them to work <20 hours/week & live life on THEIR terms.

She helps them simplify, streamline and scale their businesses to reach 6+ figures while keeping them in the CEO seat and working less than 20 hours/week.

Over the past 6.5 years, she's helped 500+ women start and scale their own businesses to reach their unique freedom goals.

# SCHEDULE

DAY 4 - JANUARY 26 - THURSDAY



**11:00 AM** LIVE PANEL  
*Amanda Warfield, Jenny Melrose*

**12:00 PM** ALL ACCESS PASS LUNCH NETWORKING  
*Information on how to attend is inside the AAP*

**2:00 PM** STOREFRONTS AND SALES FUNNELS  
FOR DIGITAL PRODUCTS  
*Monica Froese **Advanced***



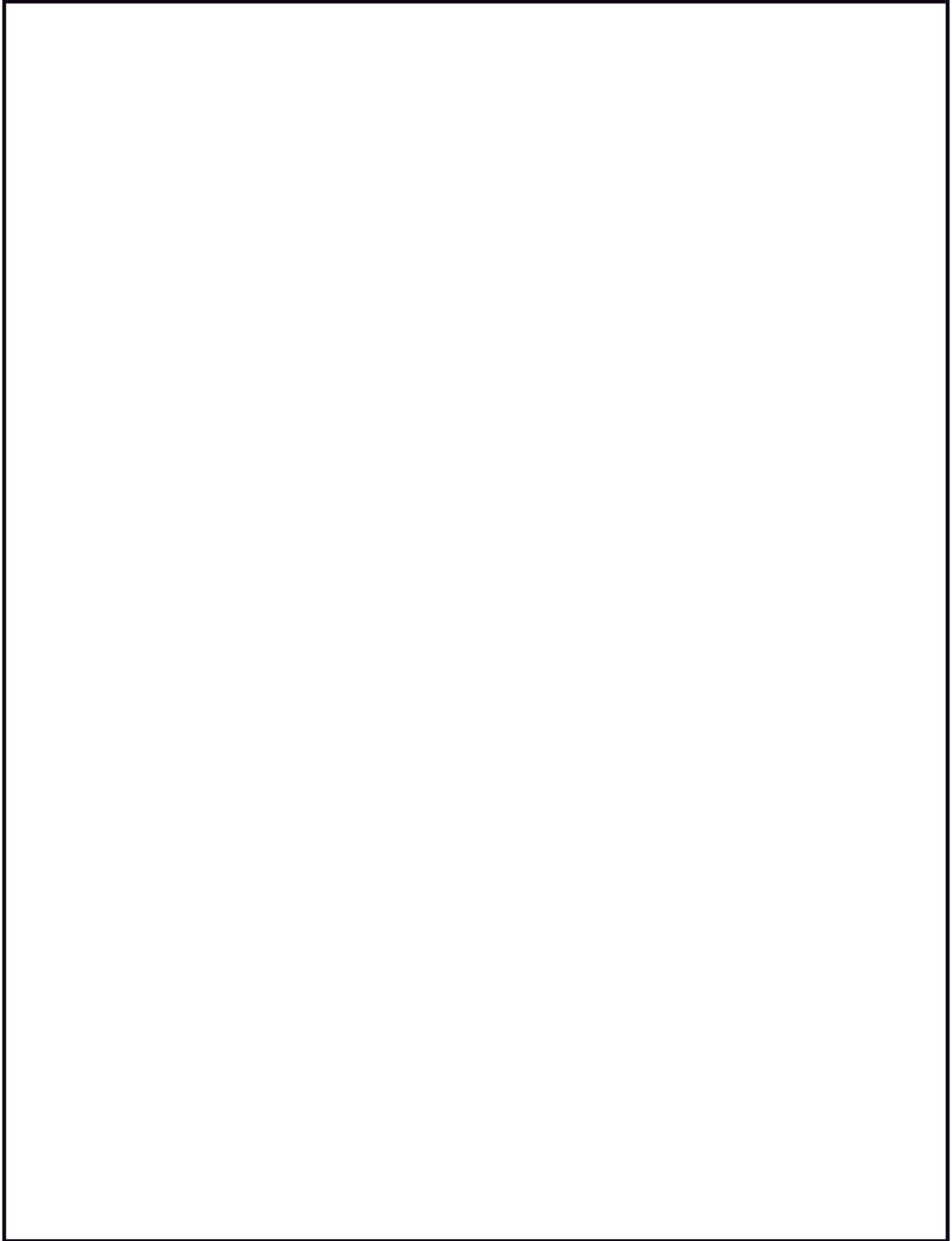
# Action Items

DAY 4 - JANUARY 26 - THURSDAY



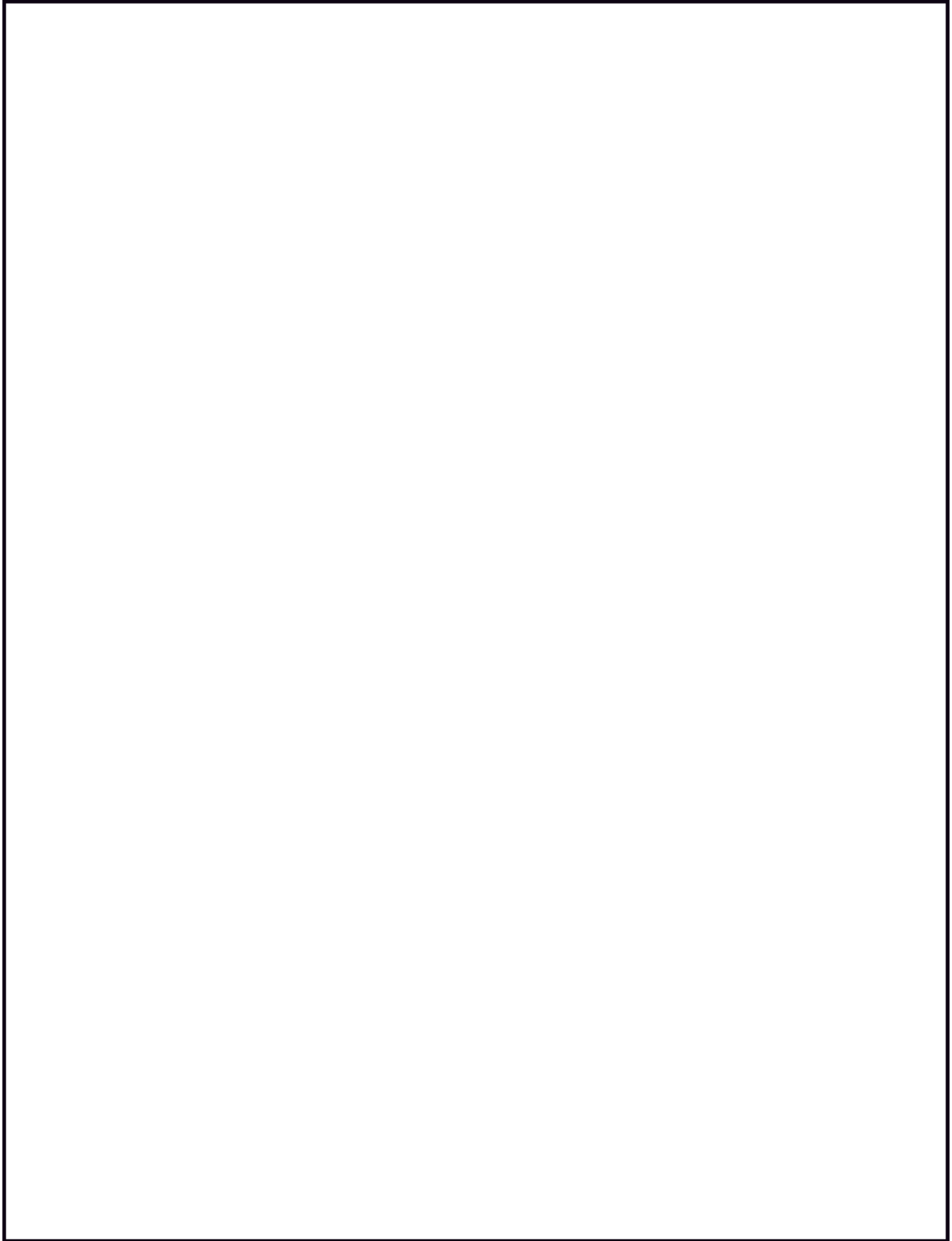
# Monetization Panel

Amanda Warfield, Jenny Melrose



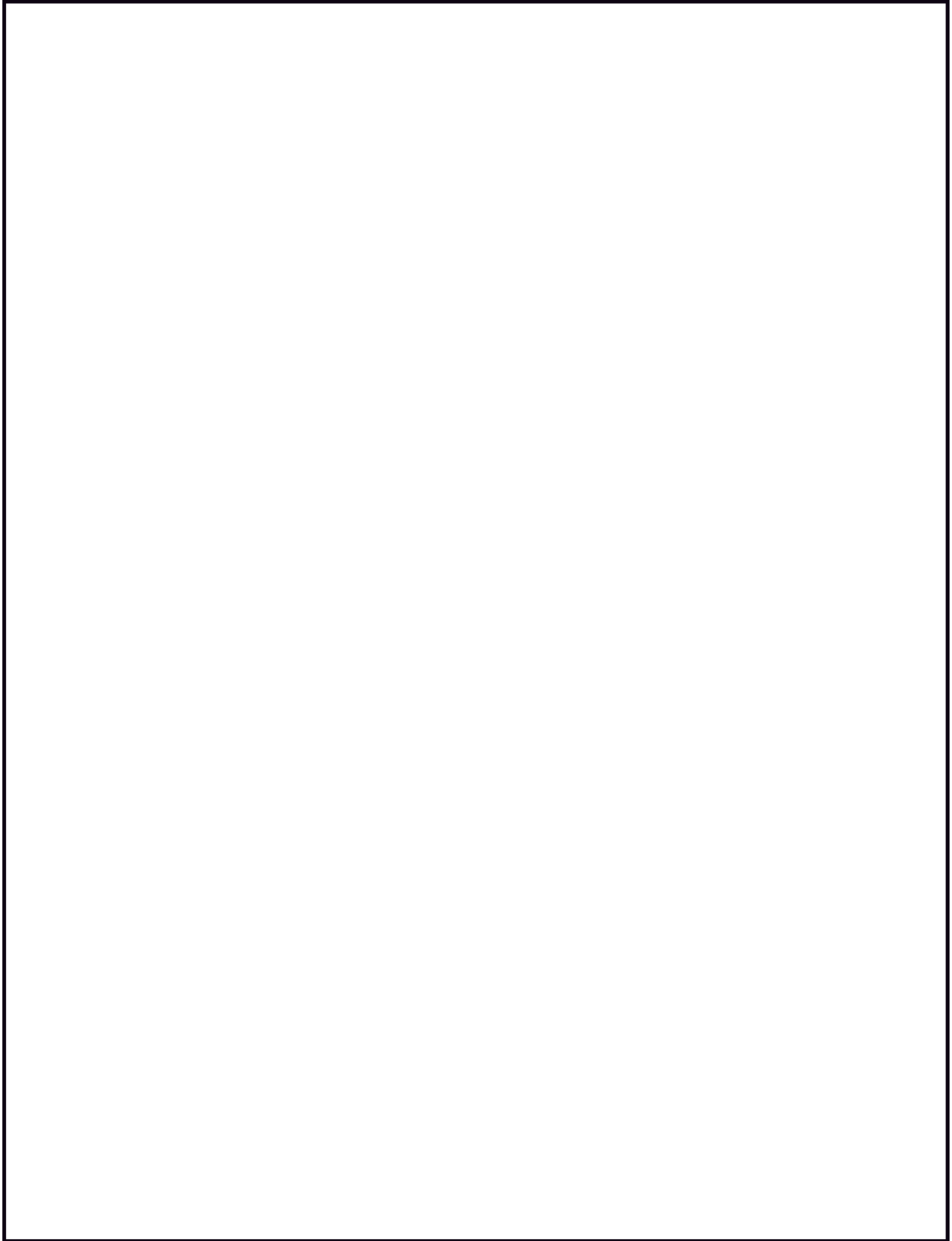
# Monetization Panel

Amanda Warfield, Jenny Melrose



# Monetization Panel

Amanda Warfield, Jenny Melrose



# Monetization Panel

Amanda Warfield, Jenny Melrose



Amanda is a simplicity-focused content marketing strategist, and host of Chasing Simple - a podcast to help creative entrepreneurs uncomplicate their life and biz.

She traded in her classroom lesson plans for speaking and educating creative entrepreneurs on sustainably fitting content marketing into their business without it taking over their business.

Now a two-time business owner, she spends her time helping 1:1 clients creating content marketing strategy and teaching her students to batch their content so that they have time to move the needle in their business.

If her nose isn't in a book, you can find Amanda annoying her husband by slipping Disney into every conversation, or forcing her cats to snuggle.



Jenny is a former reading specialist who “retired” from her teaching career when her blogging income far exceeded her salary. Through hard work and dedication, her lifestyle blog, The Melrose Family, became regularly sought out by nationally recognized brands such as Neutrogena, Smuckers, Glad, Costco, Stanley Steamer, Sara Lee, and many more. She is a content strategist that helps entrepreneurs better understand their messaging and unique position in the online space. Now, she’s combining her passion for teaching with her extensive experience of creating strategic content for online business owners via JennyMelrose.com and her podcast, Influencer Entrepreneurs with Jenny Melrose as well as her first book Influencer Entrepreneurs: The 4-Step Framework to Building Your Audience, Growing Your Business, and Making More Money Online.

# BLOGGER BREAKTHROUGH MEMBERSHIP

Join Today

## Blogger Breakthrough Membership

Join the Facebook Group

Submit a Question for the Weekly Q&A

Add the Live Calls To Your Calendar

Your progress

0%

## PROMO PLANNER

Workbook

This workbook will help you to draft a calendar as well as provide worksheets to determine the best way to execute your plan.

Be sure to watch the video in the Membership for a walk through of how to use the Workbook.

## SITEWIDE

### TO DO

- Headings on all landing pages and blog posts are used correctly
- Images have alt text included
- Images are optimized for the web
- Plugins installed:
  - Yoast SEO
  - Broken Link Checker
- Media is set to lazy load
- Redirect chains have been fixed
- No broken links, and schedule to maintain set (recurring ClickUp task)
- All posts and pages have meta descriptions
- Review Page Speed Analytics for areas to improve
- Fix or redirect and pages that no longer exist
- Sign up to a SEO tool trial to run a site audit
  - Fix any errors it finds.

### BLOGGER BREAKTHROUGH MEMBERSHIP

You can create new tasks with email (check out this tutorial)

You can embed almost anything into ClickUp (videos, google sheets, gifs, you name it).

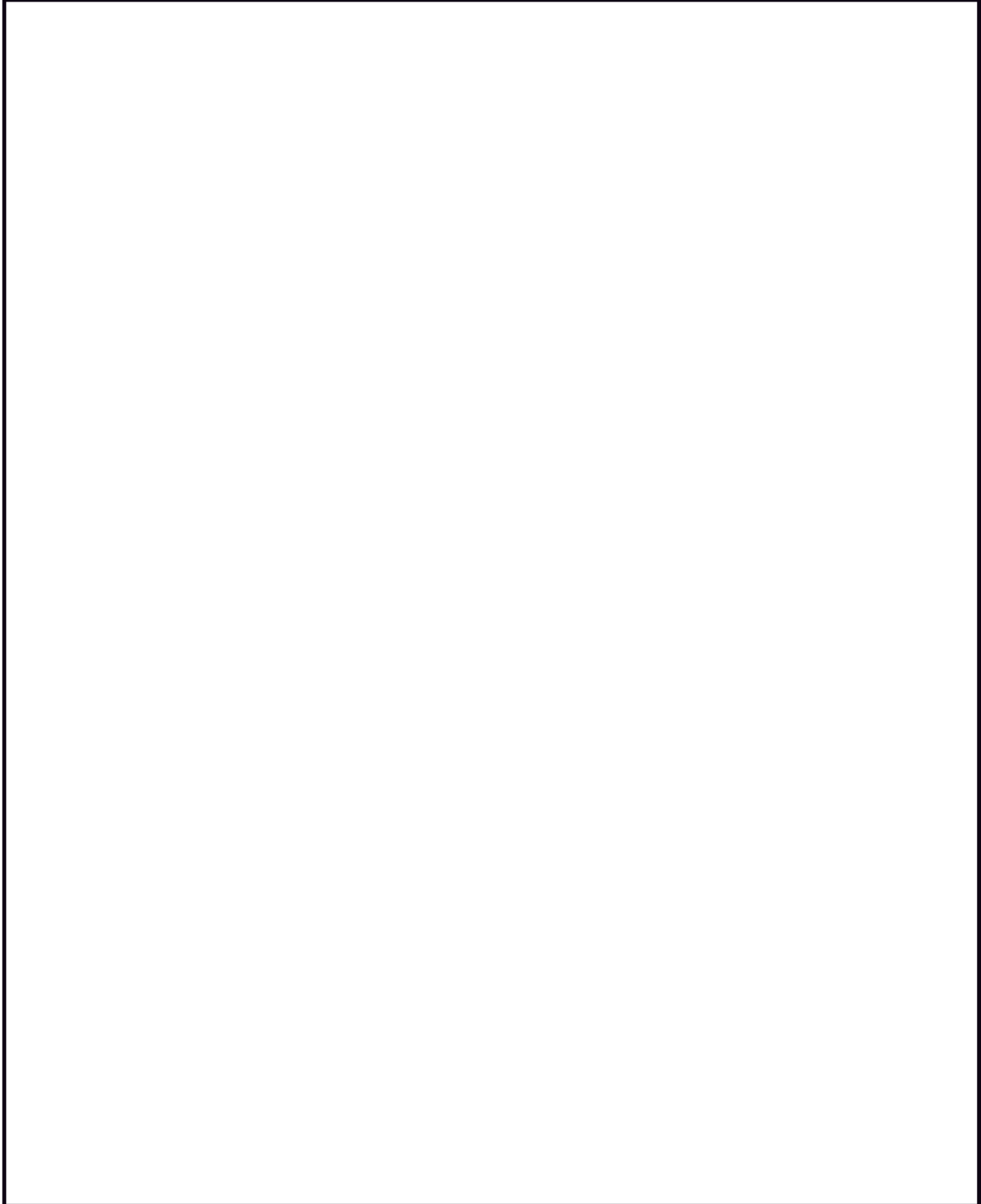
You can create custom dashboards to track what is most important to you.

BLOGGER BREAKTHROUGH MEMBERSHIP

# Storefronts and Sales Funnels

for digital products

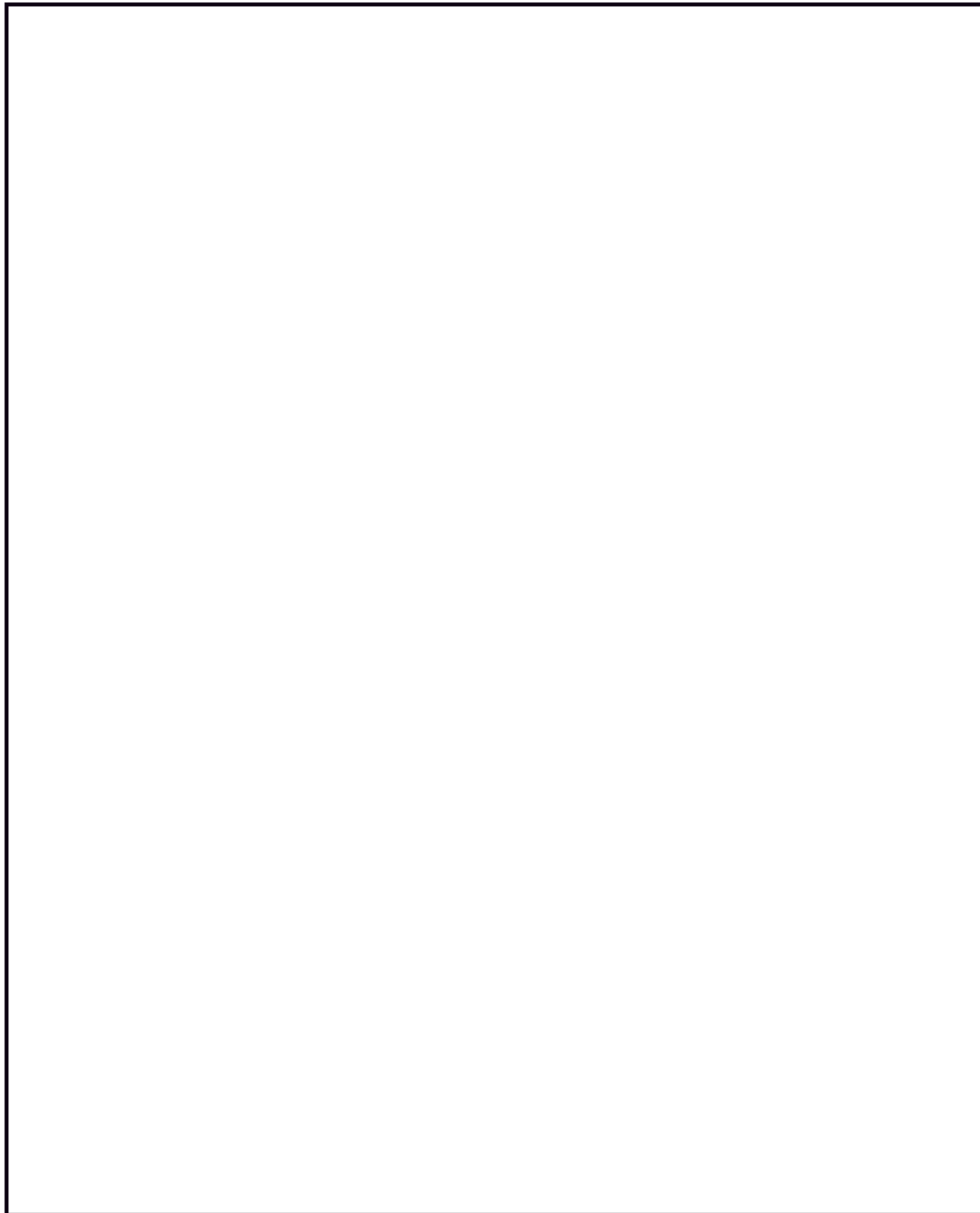
**Monica Froese**



# Storefronts and Sales Funnels

for digital products

**Monica Froese**



# Storefronts and Sales Funnels

## for digital products

**Monica Froese**



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Monica is a digital product coach for women business owners and host of the popular podcast, Empowered Business Podcast®. She has an MBA degree in finance and marketing and runs two brands Redefining Mom, a site for helping women find their identity outside of motherhood, and Empowered Business, where she empowers women to create financial independence through building six-figure digital product businesses. Now she provides online marketing education to small businesses that are looking to build a profitable revenue stream through digital products through her online programs and podcast.



Resources

ABOUT



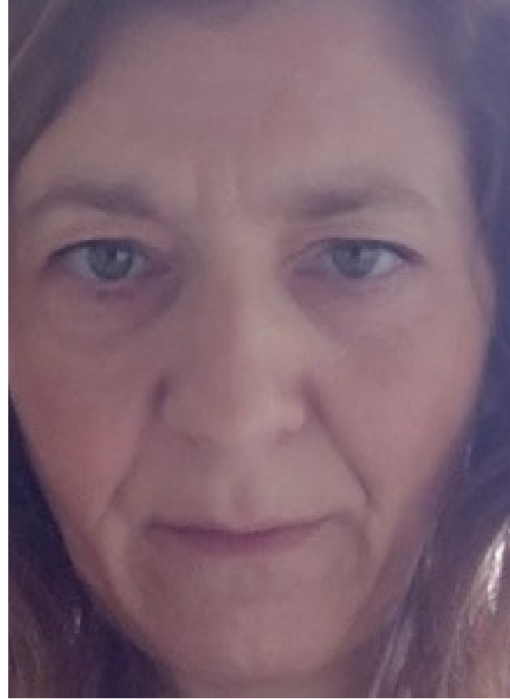
# SCHEDULE

DAY 5 - JANUARY 27 - FRIDAY

9:30 AM

HOW TO SCALE YOUR REACH WITH  
TRANSLATION

*Thei Zervaki* *Advanced*



12:00 PM

ALL ACCESS PASS LUNCH NETWORKING

*Information on how to attend is inside the AAP*



1:30 PM

ALL ACCESS PASS LIVE IMPLEMENTATION  
WORKSHOP

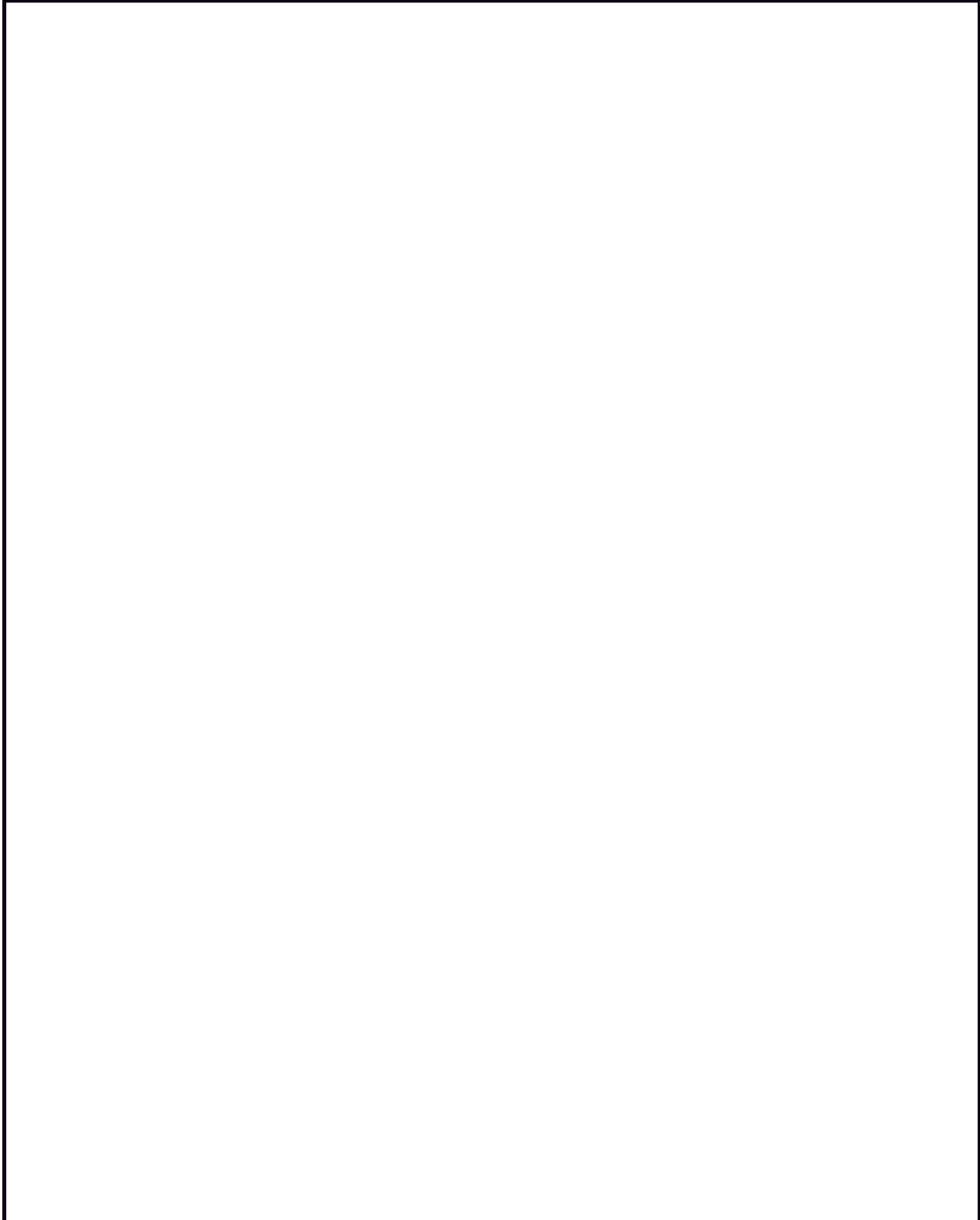
*Liz Stapleton*



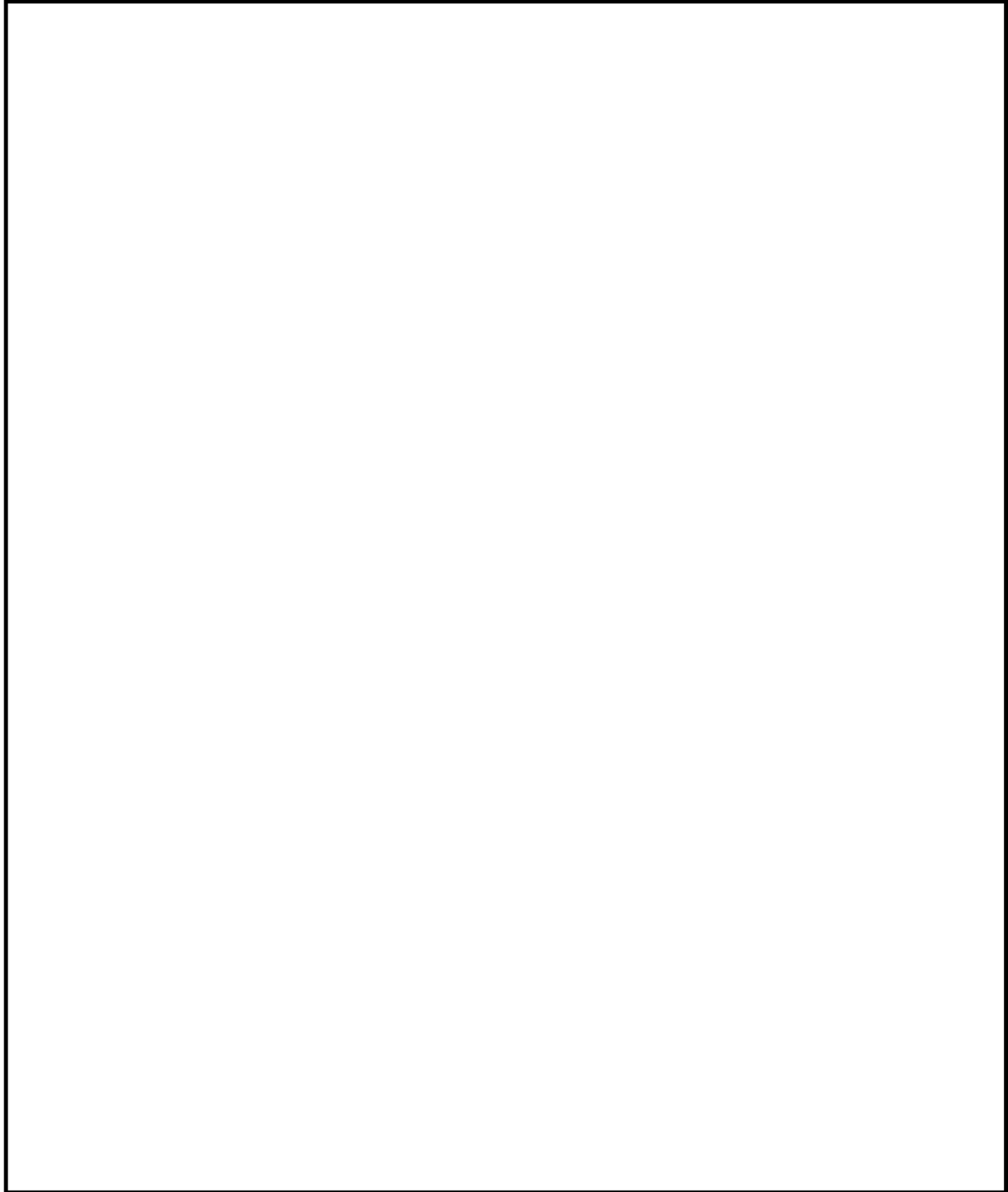
# Action Items

DAY 5 - JANUARY 27 - FRIDAY

## Thei Zervaki



**Thei Zervaki**



### Thei Zervaki



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[WP Multilingual](#)

Resources

  
Thei Zervaki is a world-traveled seasoned linguist based in Seattle. She worked in private, corporate and government agencies as a linguist, language consultant, translator, interpreter, and translation director for 20 years. She is currently working as an interpreter for international conferences and consults businesses and individuals on how to communicate clearly with international audiences. She loves culinary history books, weird words, and enjoys a glass of Riesling on hot and humid nights. Languages: Greek, English, French, Italian, Spanish

ABOUT

# TOOLS

These are the tools used to create the summit. Some are affiliate links meaning I may earn a commission if you make a purchase through the link.

---

<b><u>CANVA</u></b>	Notebooks & video intro and outro
<b><u>RELAYTHAT</u></b>	Promo graphics
<b><u>HEYSUMMIT</u></b>	Hosting the summit videos
<b><u>THRIVECART</u></b>	Paid pass sales cart and hosting
<b><u>WISERNOTIFY</u></b>	Social proof
<b><u>CONVERTBOX</u></b>	Quizzes, pop ups
<b><u>FOXIT</u></b>	PDF editor
<b><u>CLICKUP</u></b>	Speaker onboarding
<b><u>CONVERTKIT</u></b>	Email marketing
<b><u>LEMLIST</u></b>	Cold outreach
<b><u>IMOVIE</u></b>	Video editing
<b><u>ZOOM</u></b>	Recording interviews
<b><u>SOUNDWISE</u></b>	Private podcast feed

# Misc. Notes

