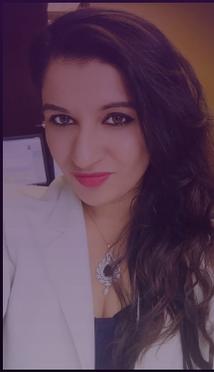


2023

BLOGGER BREAKTHROUGH SUMMIT REDUX



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 [join the Blogger Breakthrough Summit Membership](#)).

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?!

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.

I'm an attorney and use that background to help bloggers figure out the legal stuff over at 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.

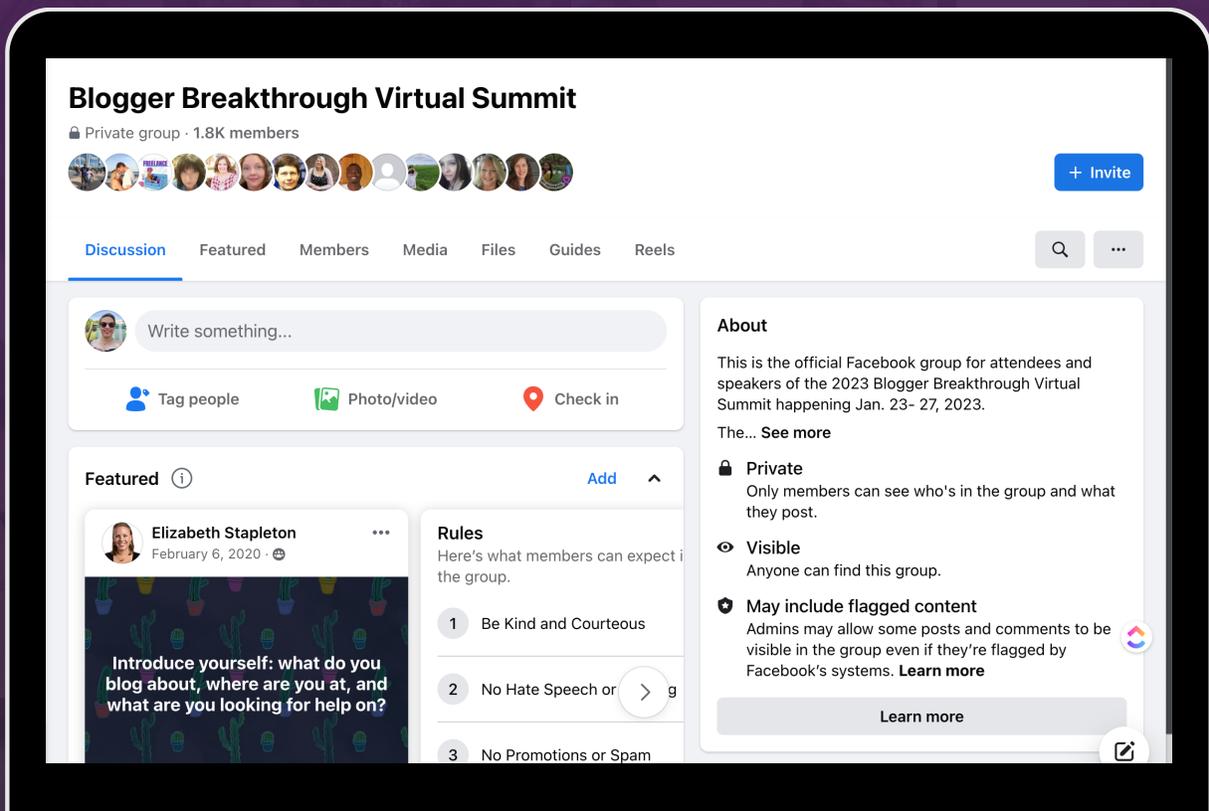
Because I get it, you've been stuck, not earning enough, your to-do list keeps getting longer, and you know it's time for you to start doing something different to get the results you want.

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



Connect with Other Attendees inside the Blogger Breakthrough Summit FACEBOOK GROUP



Join Now

CONTENTS

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SWAG BAG

Resources to help support you during the summit.

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DAY 1 SCHEDULE

All the sessions happening day 1 followed by the notes pages for each session.

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DAY 2 SCHEDULE

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DAY 3 SCHEDULE

All the sessions happening day 3 followed by the notes pages for each session.

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DAY 4 SCHEDULE

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MEMBERSHIP *Join for just \$9/month*

16

SHOP



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Watch a Presentation	Grab Your Free Ticket	Invite a Friend to Sign up for the Summit	<u>Submit a Written Testimonial</u>	<u>Submit a Video Testimonial</u>
<u>Submit a Video Testimonial</u>	<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>	Share Your Favorite Takeaway from the Summit	<u>Join the Blogger Breakthrough Summit Membership</u>	Complete + share the IG story Graphics (tag @lizstapletonesq)	<u>Join the Facebook Group</u>
<u>Submit a Written Testimonial</u>	Share Your Favorite Takeaway from the Summit	Watch a Different Presentation	Find an Accountability Partner	Share the biggest way the Summit has transformed your blog
Share about the summit on social media	<u>Submit a Video Testimonial</u>	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 - AUGUST 14 - MONDAY

9:00 AM

6 LEGAL CONTRACTS YOU MUST HAVE TO PROTECT YOUR BLOG

Amira Irfan *Beginner*



10:00 AM

4 SECRETS TO SUPER CHARGE YOUR BLOG

Cousett Hoover *Beginner*



2:00 PM

HOW TO MAKE MONEY WITH AFFILIATE MARKETING THE LEGAL WAY

Lucrezia Iapichino *Beginner*



2:30 PM

HOW TO CREATE A STUNNING & STRATEGIC BLOGGING WEBSITE

Maureen Gaspari *Beginner*

3:00 PM

DESIGNING PRINTABLE PRODUCTS IN CANVA

Kate Danielle *Beginner*

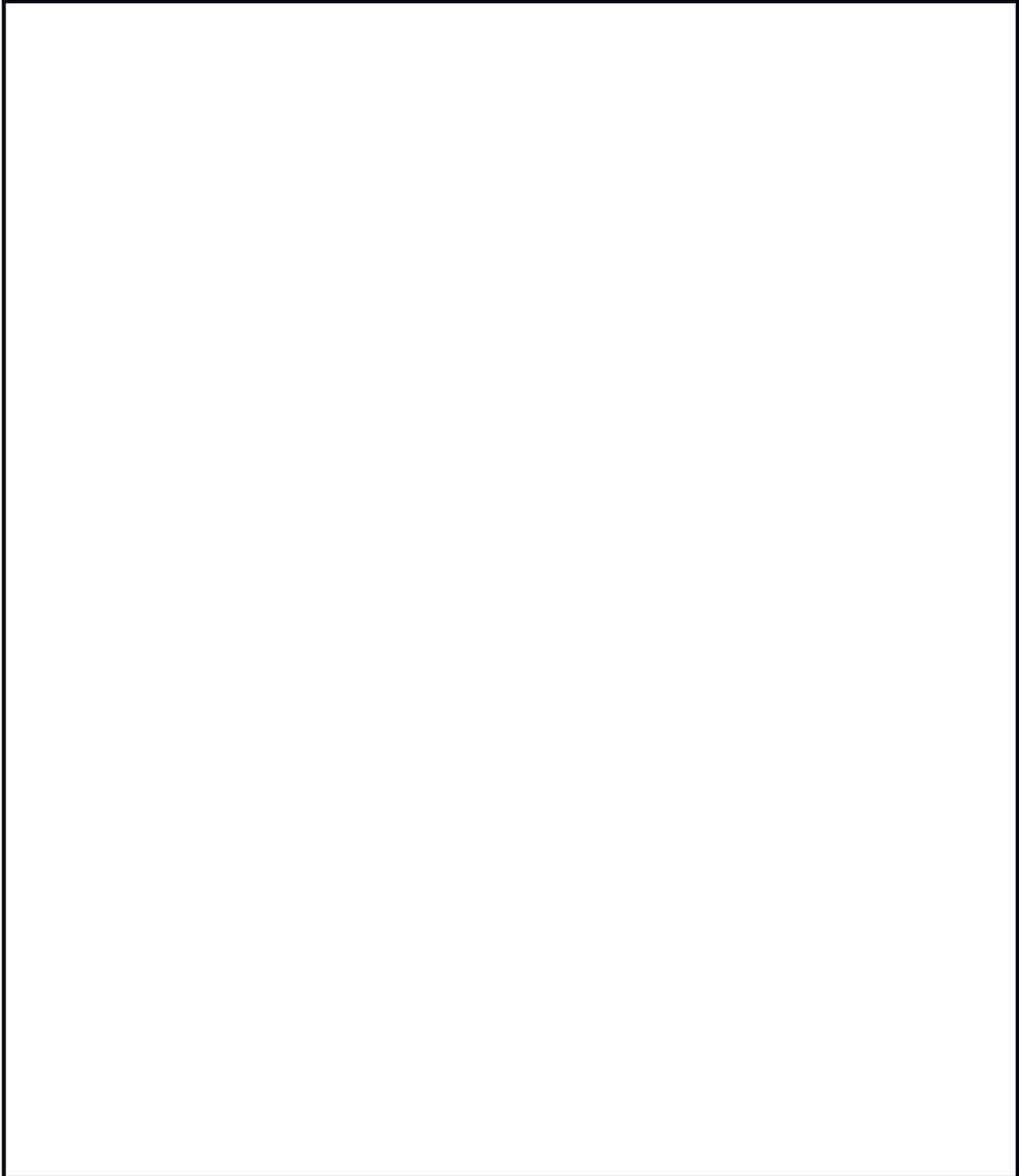
Action Items

DAY 1 - AUGUST 14 - MONDAY

6 Legal Contracts You Must Have to Protect Your Blog

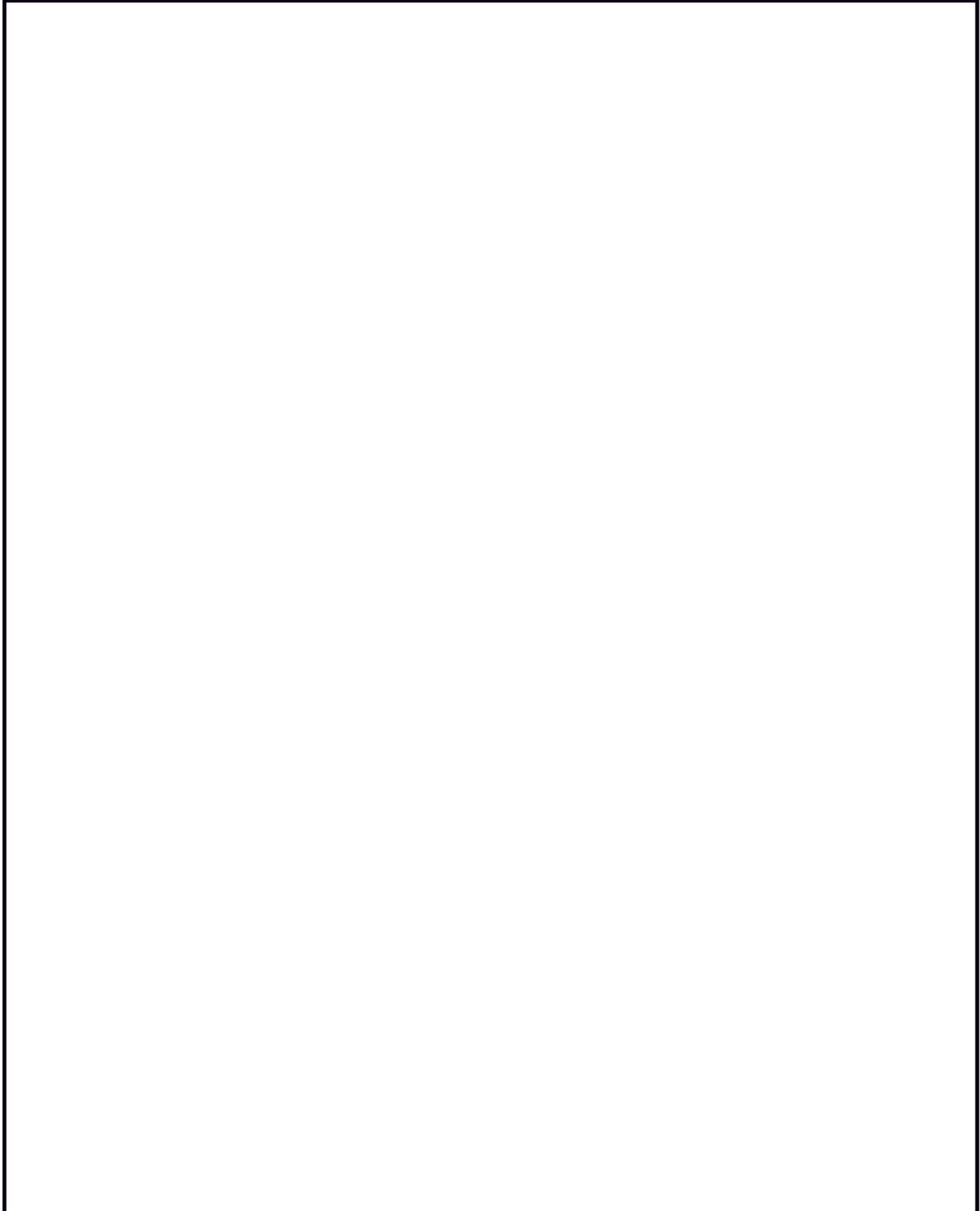
Amira Irfan

DISCLAIMER: While Amira and Liz are attorneys, we are NOT your attorneys and nothing in this session is to be considered legal advice, the information provided is for informational and educational purposes only.



6 Legal Contracts You Must Have to Protect Your Blog

Amira Irfan



6 Legal Contracts You Must Have to Protect Your Blog

AMIRA IRFAN



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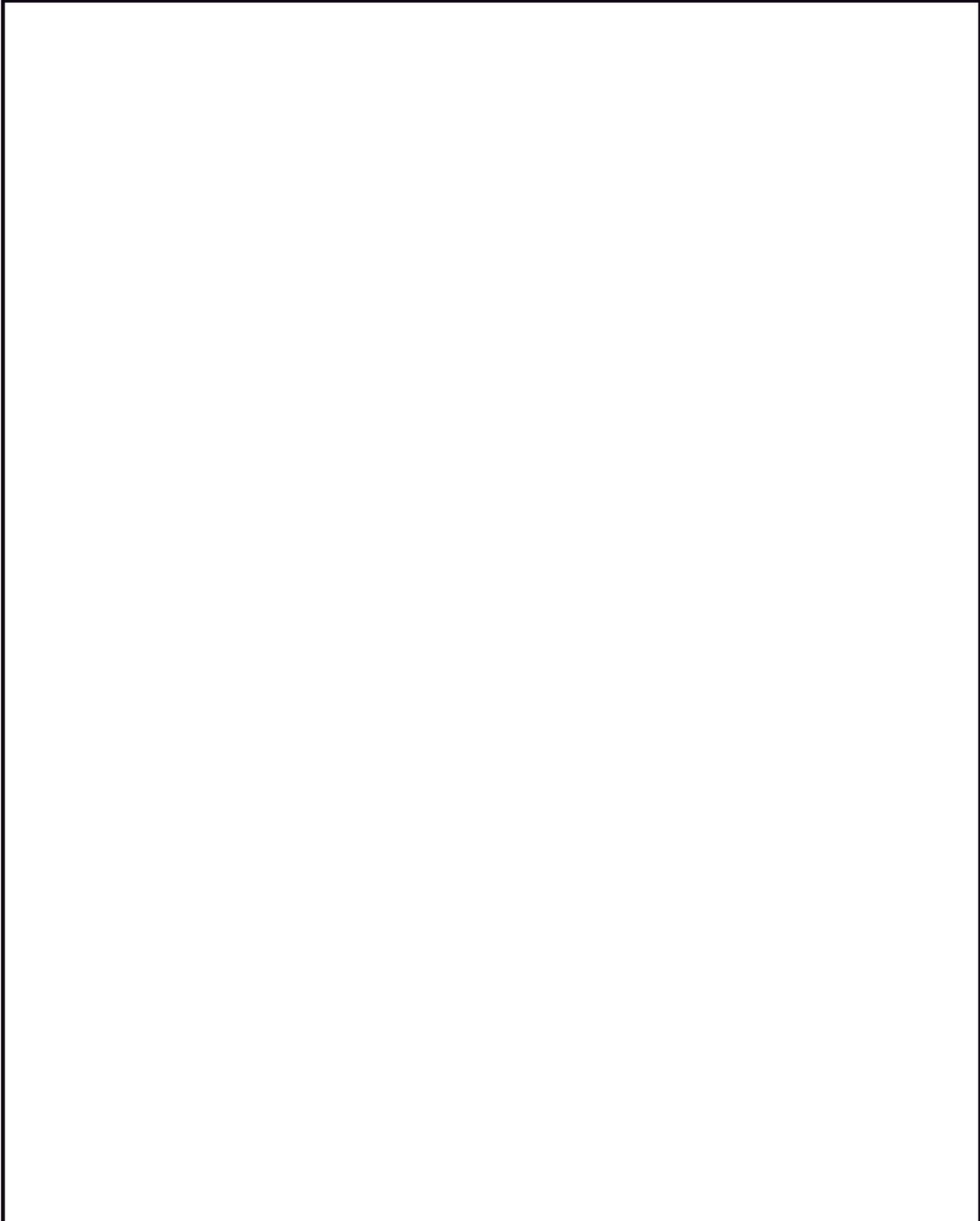
Resources

Internationally renowned Amira Irfan is the business lawyer, blogger, and coach behind A Self Guru, an online company that has been featured around the world for helping entrepreneurs legally protect their businesses through its affordable legal templates and services. Amira has had the honor of helping over 50,000 entrepreneurs comply with the laws and safeguard their businesses. Her work has been featured in 200 media outlets such as Ticker News, Yahoo Finance, International Business Times, US Times Now, and more!



ABOUT

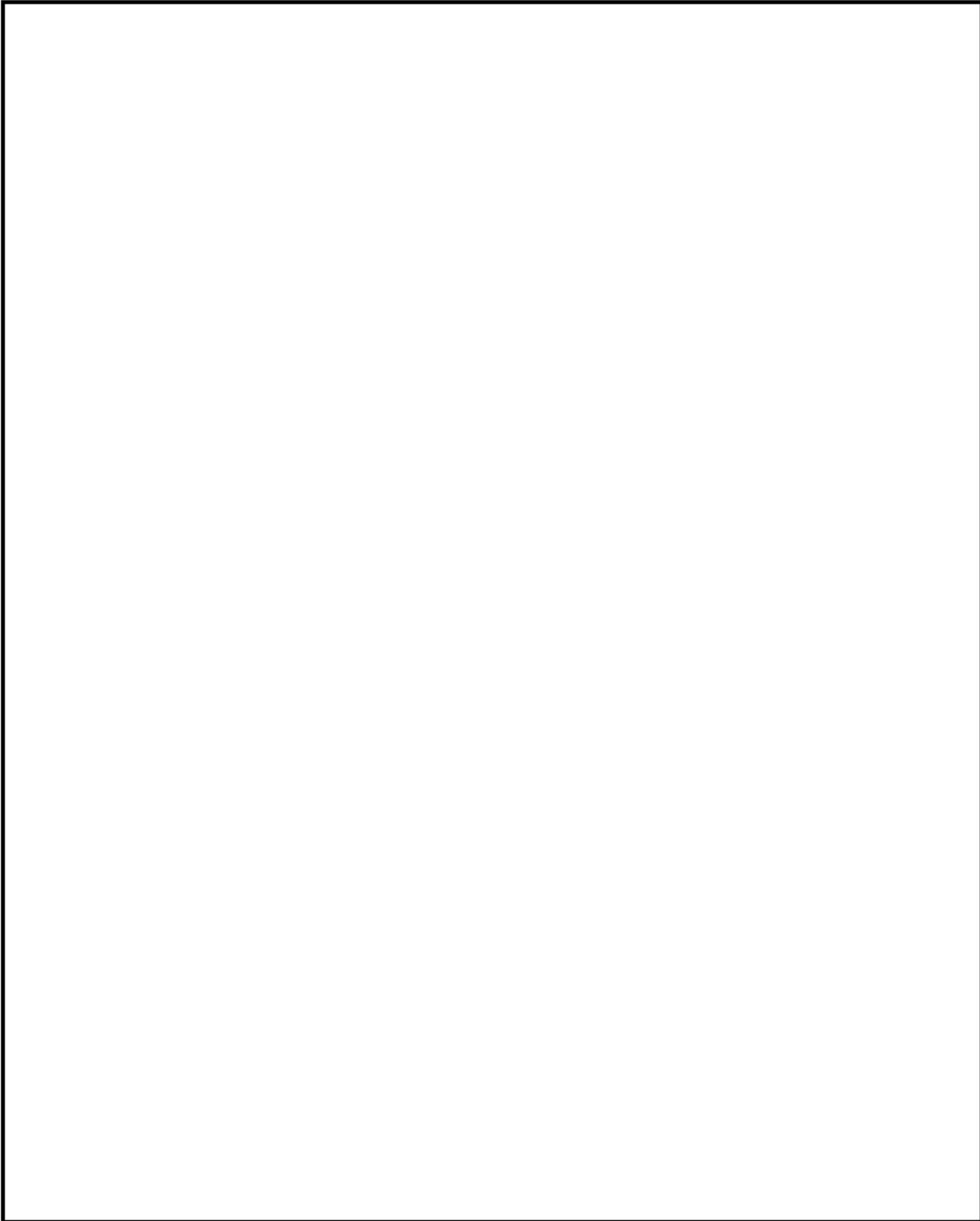
Cousett Hoover



4 Secrets to Supercharge

Your Blog

Cousett Hoover



4 Secrets to Supercharge

Your Blog

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[Wordpress](#)

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Resources



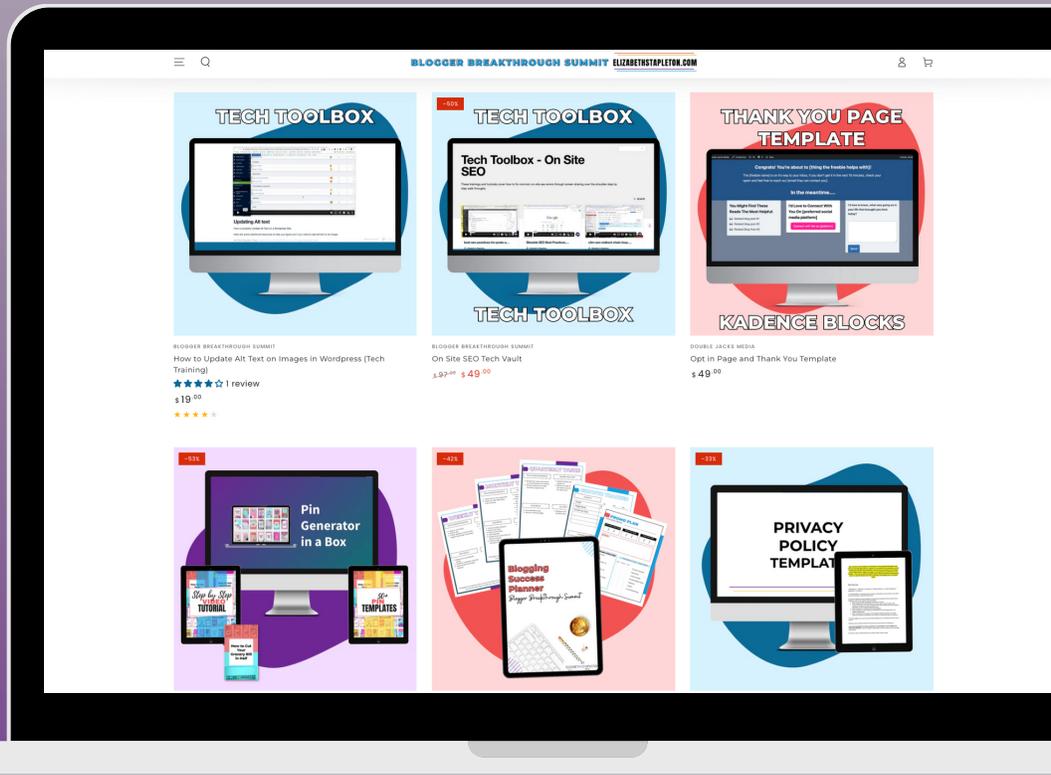
Cousett is known as THE Techie Mamma. She is the mom of 2 boys and loves technology. Cousett has been working, designing, developing, and teaching technology since 2005. Former Educational Technology academic turned Mompreneur she is on a mission to empower all to automate, build, and scale their business and live the lifestyle they want. As a passionate educator, Cousett has been featured in several summits and podcasts.

ABOUT

BLOGGER BREAKTHROUGH SUMMIT

ELIZABETHSTAPLETON.COM

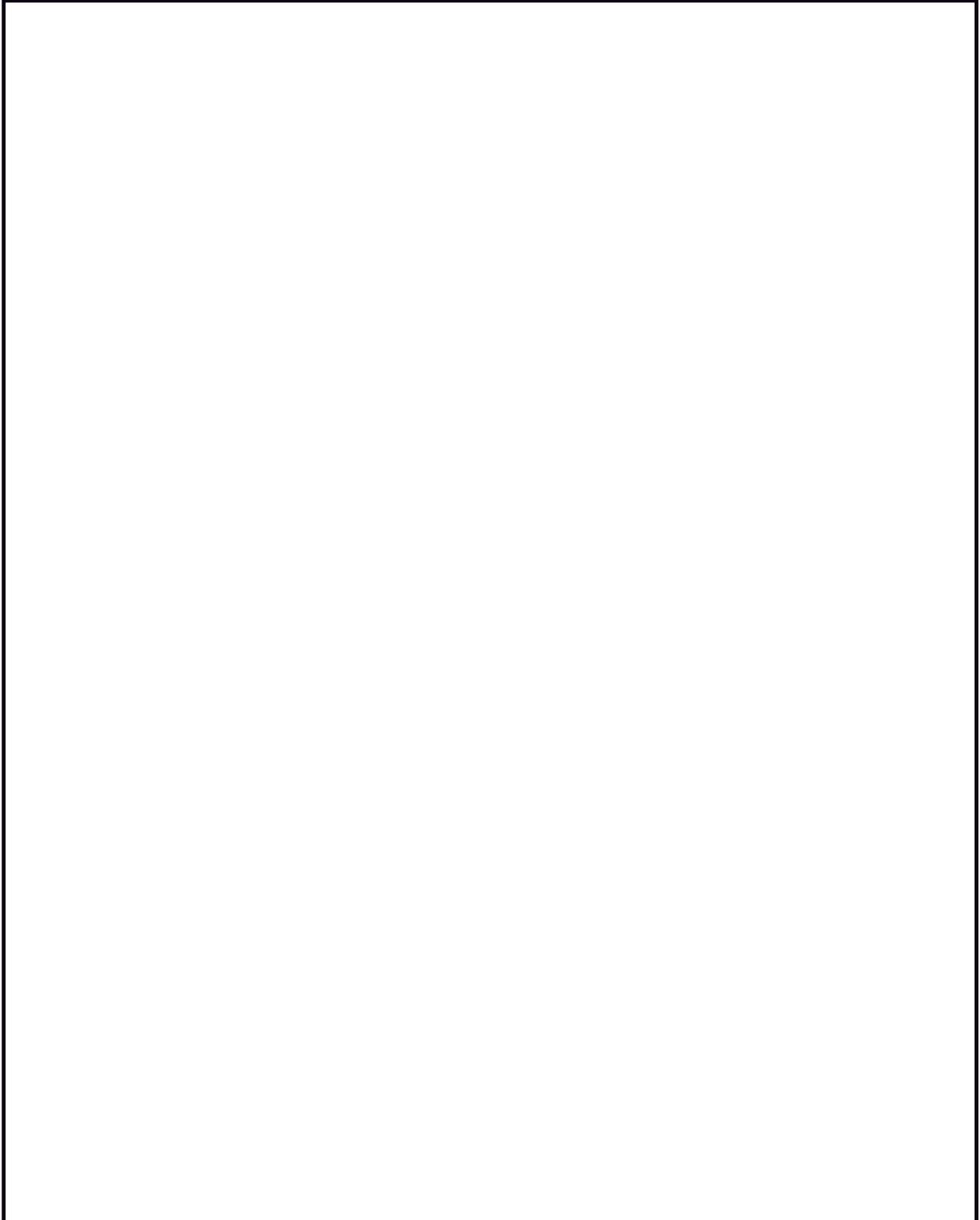
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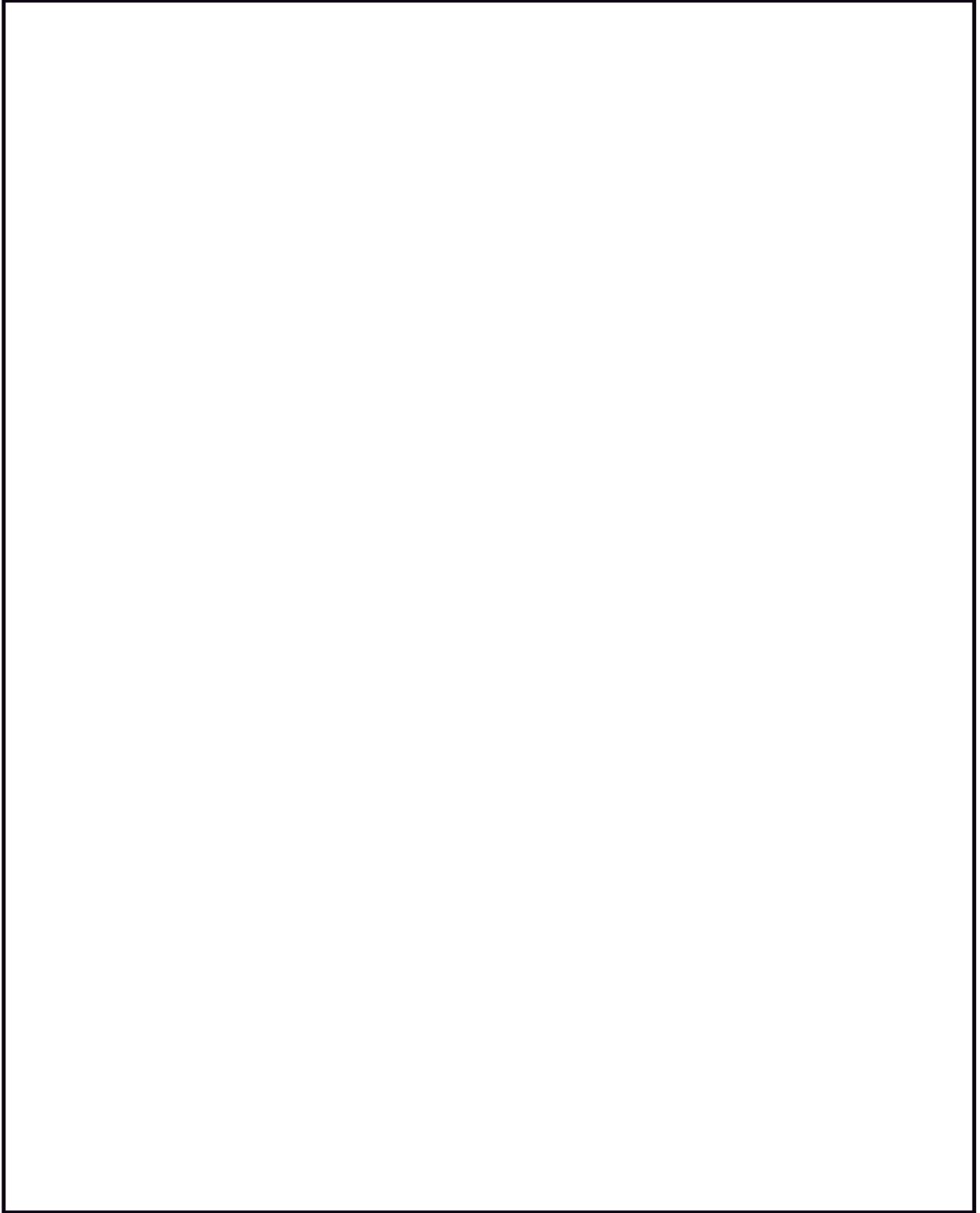
How to Make Money with Affiliate Marketing - the Legal Way

Lucrezia Iapichino



How to Make Money with Affiliate Marketing - the Legal Way

Lucrezia Iapichino



How to Make Money with Affiliate Marketing - the Legal Way

Lucrezia Iapichino



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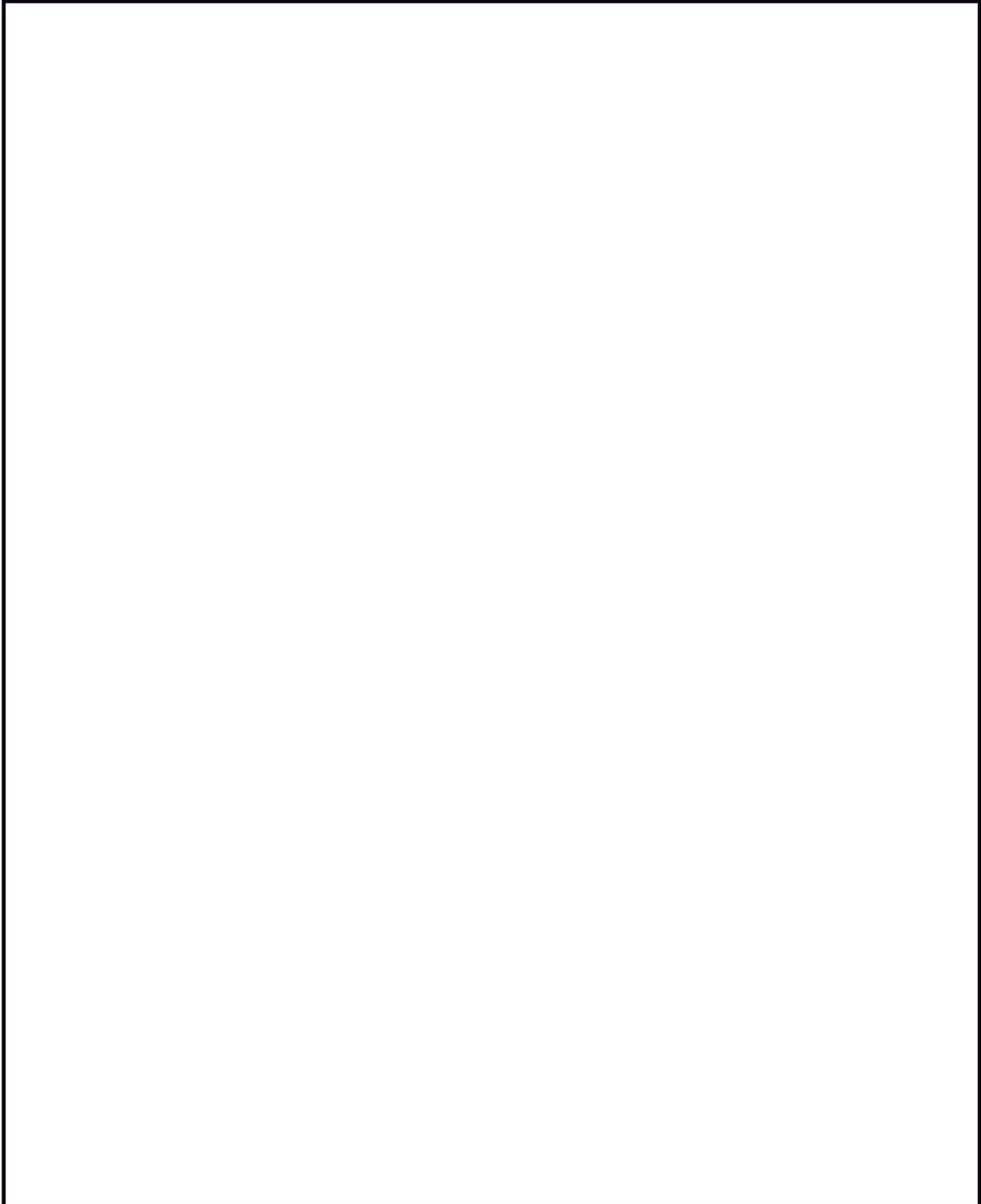
Dr Lucrezia Iapichino is the founder of Blogging for New Bloggers®, Tinylovebug®, Legals for Business Owners, and host of the popular Blogging for New Bloggers® community (36K+ members). Lucrezia has worked as an international lawyer and university lecturer in different countries for over 15 years and has helped 30K+ bloggers, course creators, coaches, podcasters and other online entrepreneurs start and grow their business and protect it legally with her courses and legal templates.

Resources

ABOUT

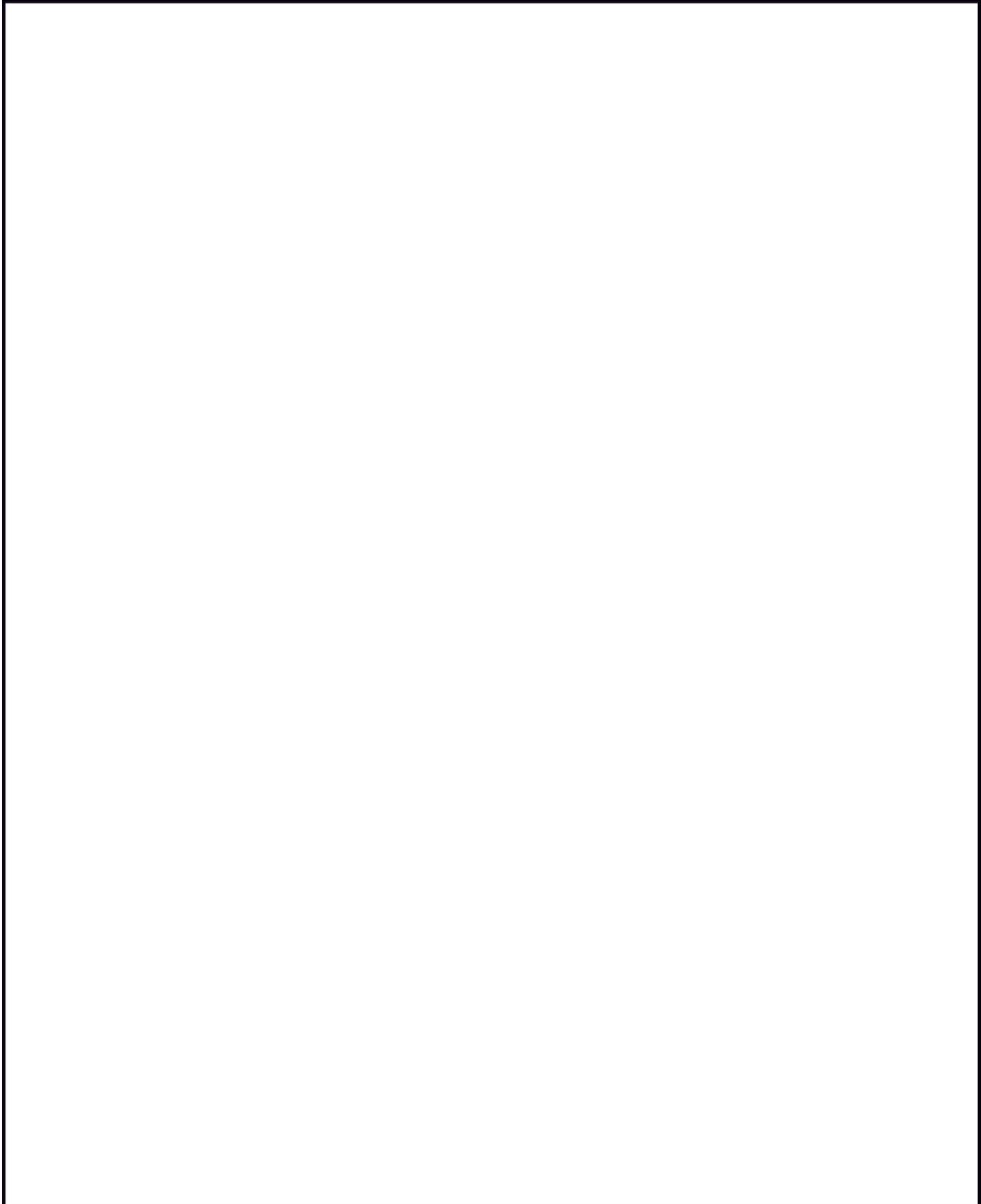
How to Create a Stunning & Strategic Blogging Website (in just days)

Maureen Gaspari



How to Create a Stunning & Strategic Blogging Website (in just days)

Maureen Gaspari



How to Create a Stunning & Strategic Blogging Website (in just days)

Maureen Gaspari



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[Show It](#)

[Canva](#)

Resources

Maureen Gaspari is a website designer, content creator, coach, and author. She began blogging in the parenting space in 2014 and grew it into a profitable business. In 2020, she created the site thecreativeimpact.com to help other aspiring entrepreneurs share their knowledge and build their own online businesses. She now helps bloggers and creative entrepreneurs with strategic Showit website design, templates, and business trainings so that they can stand out, sell more, and stress way less about the design and tech in their business.



ABOUT

Designing Printable Products

In Canva

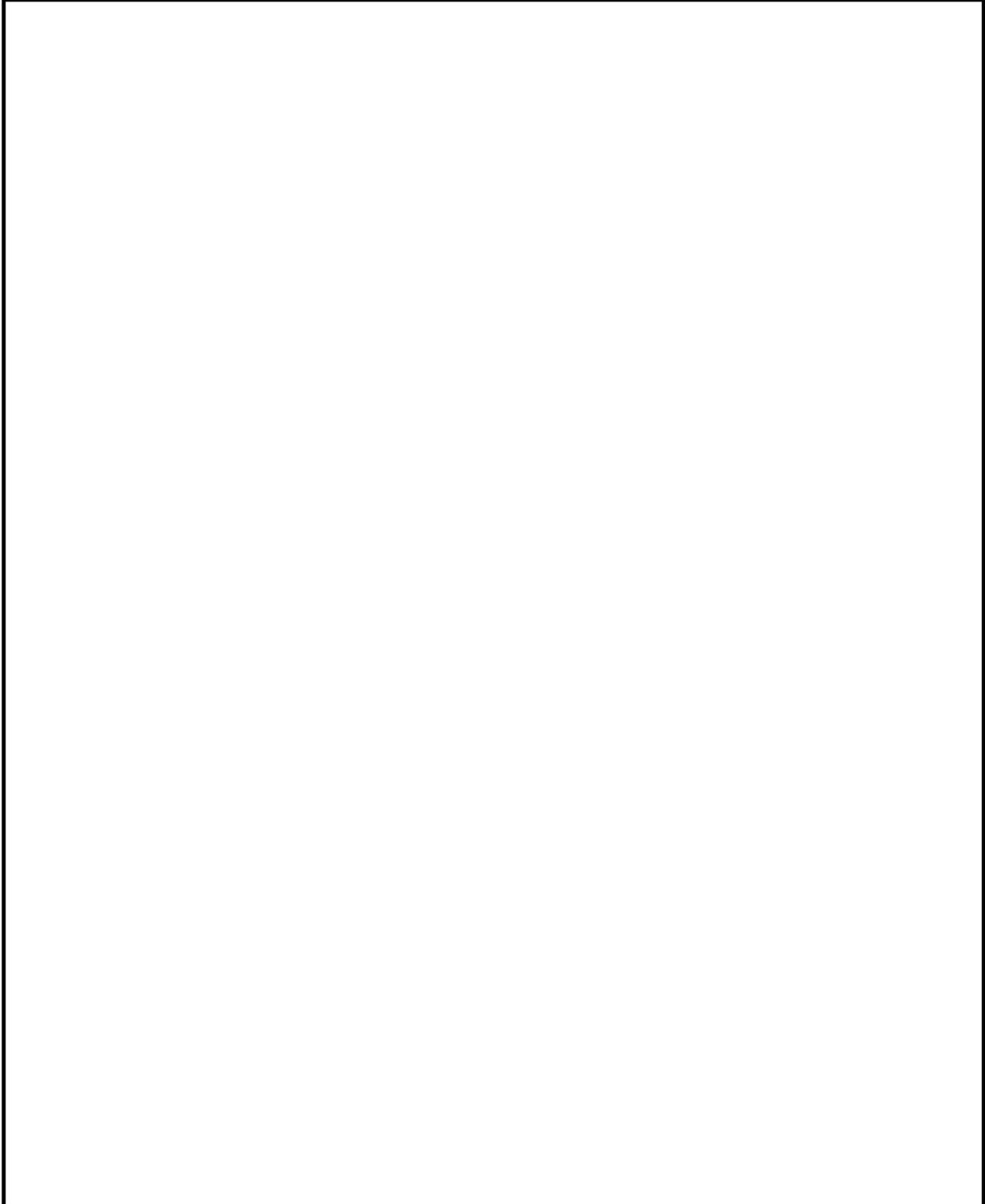
Kate Danielle



Designing Printable Products

In Canva

Kate Danielle



Designing Printable Products

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[Canva](#)

[Canva for Commercial Use](#)

[Adobe Acrobat](#)

[PDF Escape](#)

Resources



Kate Danielle helps creative entrepreneurs, virtual assistants, and online businesses up-level their designs and services with DIY design tools, Canva training, and resources. She is a Canva Champion Canvassador and loves to create easy-to-use templates and share simple but effective design tips.

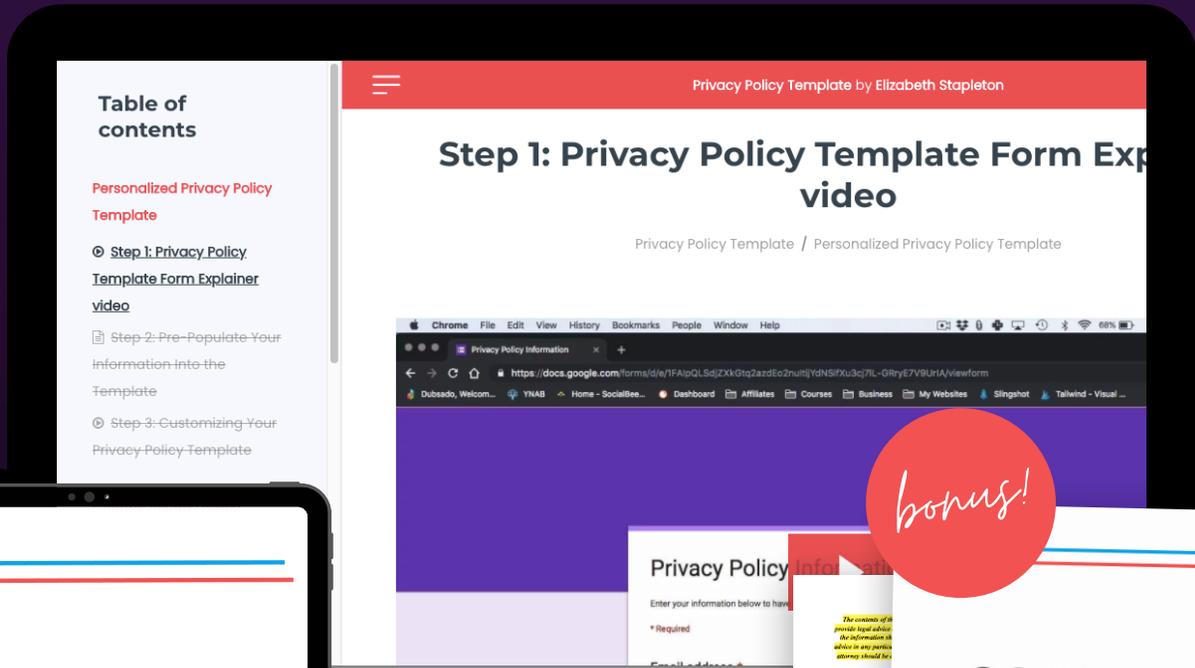
ABOUT



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bonus!



SCHEDULE

DAY 2 - AUGUST 15 - TUESDAY

9:30 AM 3 WRITING MISTAKES BEGINNER BLOGGERS MAKE

Marlene Srdic *Beginner*

10:30 AM Q4 MARKETING PANEL

Allea Grummert, Madison Wetherill, Ann Marie O'Braskin, Ashley Mason

11:30 AM FREE OR CHEAP SEO TOOLS THAT ARE ACTUALLY WORTH IT

Niki Robinson *Beginner*

12:00 PM CONTENT PLANNING PANEL REPLAY

Ryan Robinson, Mariah Magazines, Rebekah Lara, Liz Theresa

2:00 PM EASY CONTENT PLANNING TIPS: PLAN A YEAR'S WORTH OF CONTENT QUICKLY

Heather Ritchie *Beginner*

4:00 PM HOW TO CREATE A SALES-STOKING EMAIL STRATEGY

Meera Kothand *Beginner*



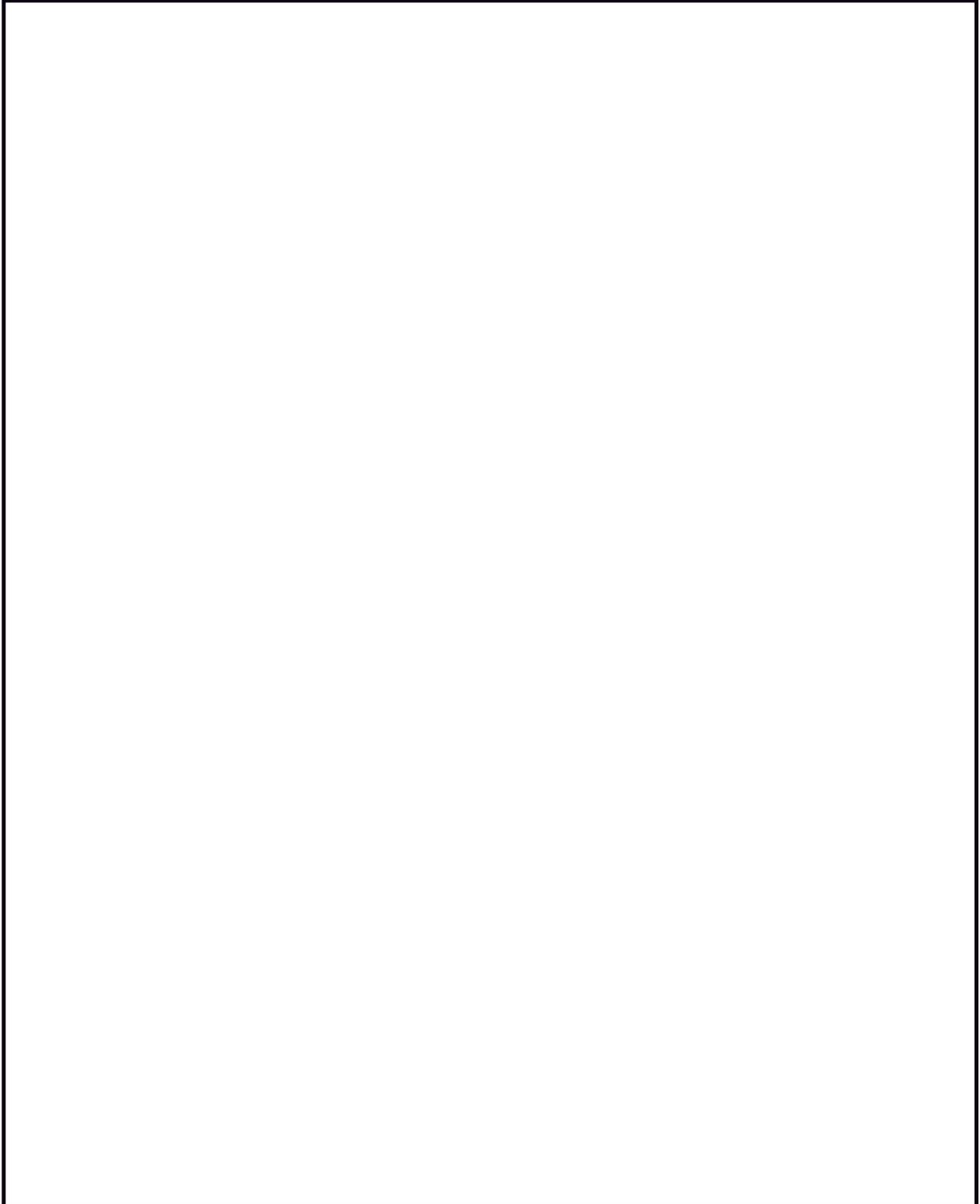
Action Items

DAY 2 - AUGUST 15 - TUESDAY

3 Writing Mistakes Beginner

Bloggers Make

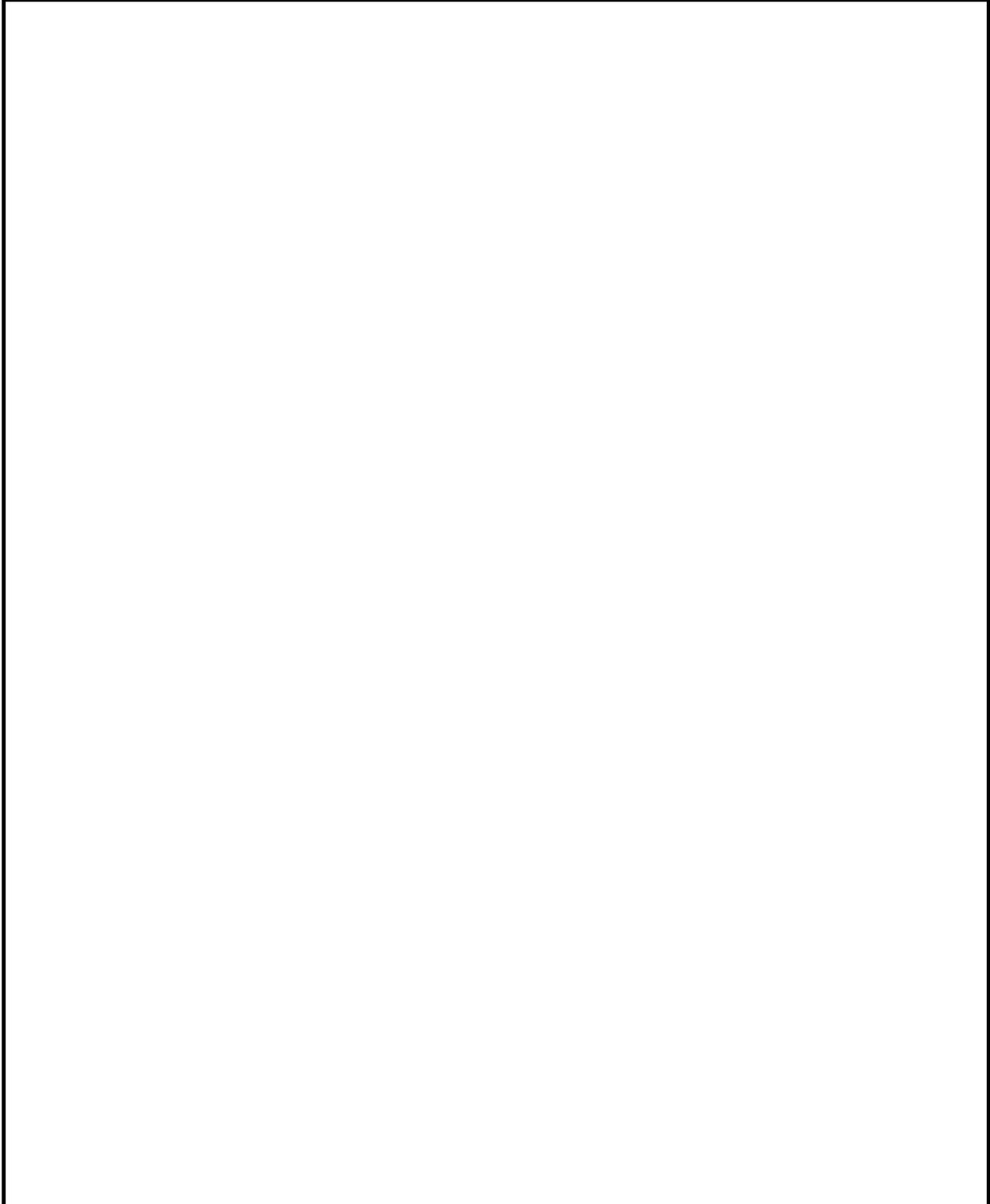
Marlene Srdic



3 Writing Mistakes Beginner

Bloggers Make

Marlene Srdic



3 Writing Mistakes Beginner

Bloggers Make

Marlene Srdic



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[Grammarly](#)

[Headline Generator](#)

Resources

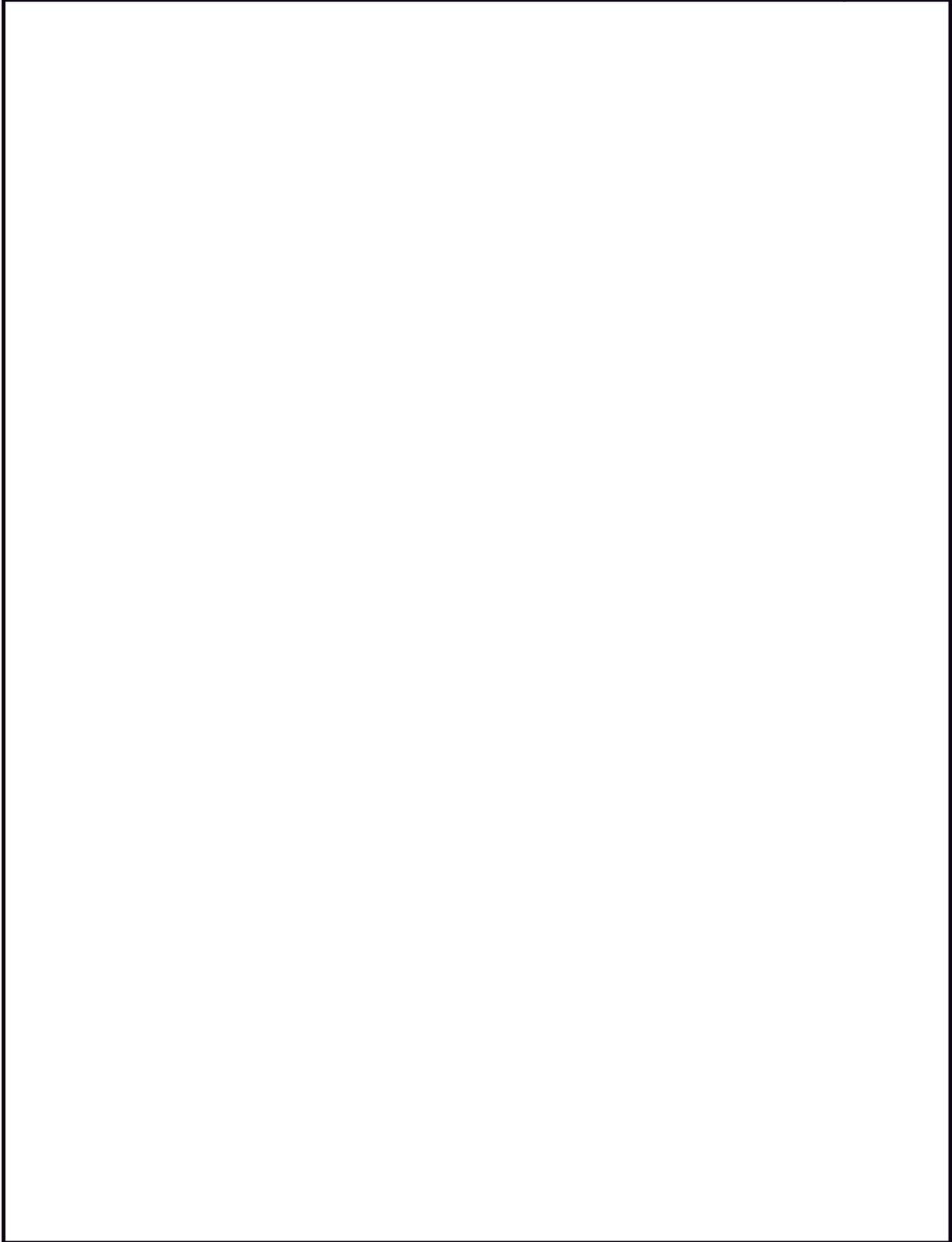


Marlene Srdic is a former magazine editor turned content creator and creative entrepreneur. In her editorial life, she has been at the helm of 4 publications as Editor in Chief. After more than 15 years in the industry, she launched her personal fashion and lifestyle blog, [Life with Mar](#), where she helps Millennial women feel confident and stylish. [She is also the founder of Glitz & Grammar where she helps lifestyle brands and bloggers woo their audience with wow-worthy copy.](#)

ABOUT

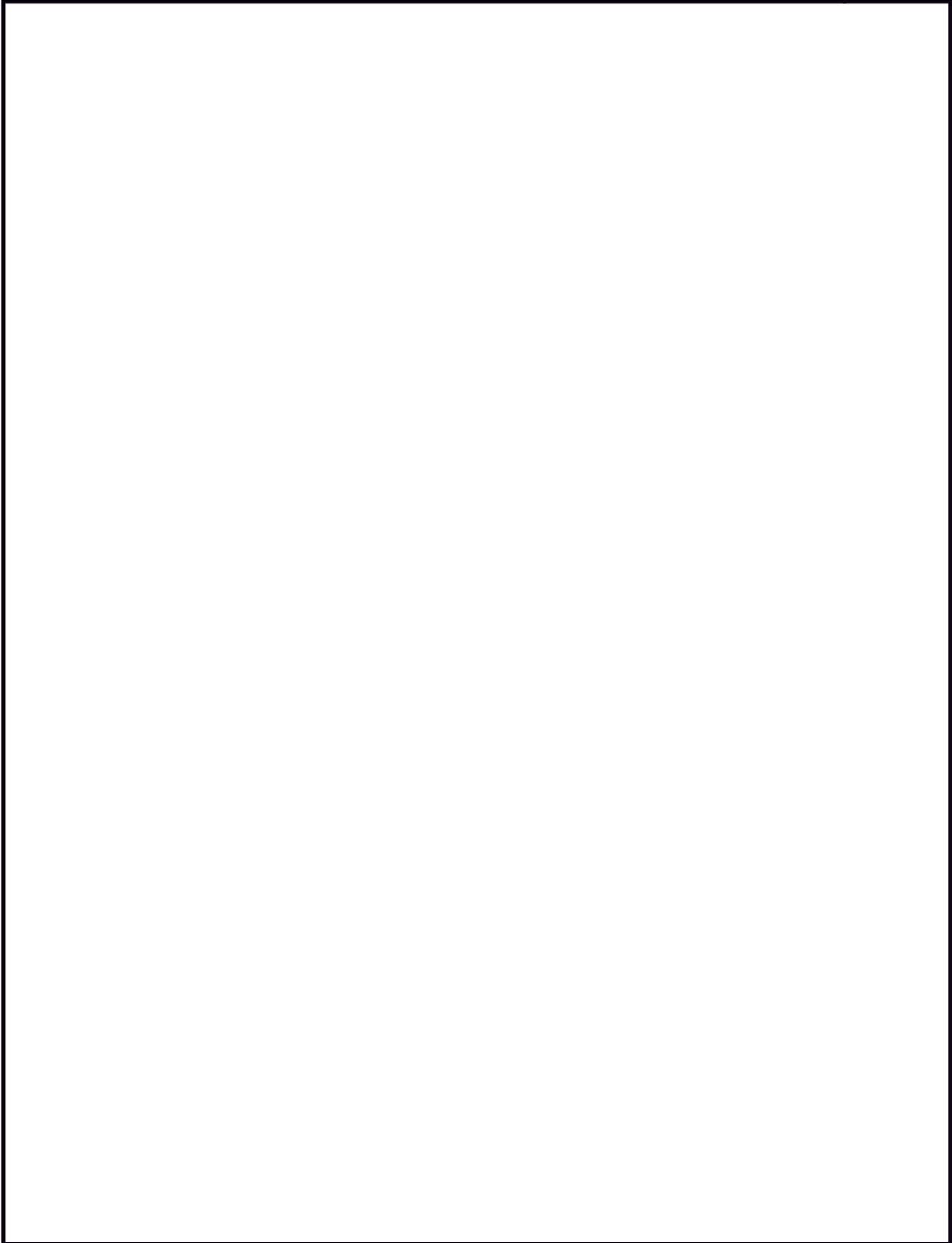
Q4 Marketing Panel

Allea Grummert, Madison Wetherill, Ann Marie
O'Braskin, & Ashley Mason



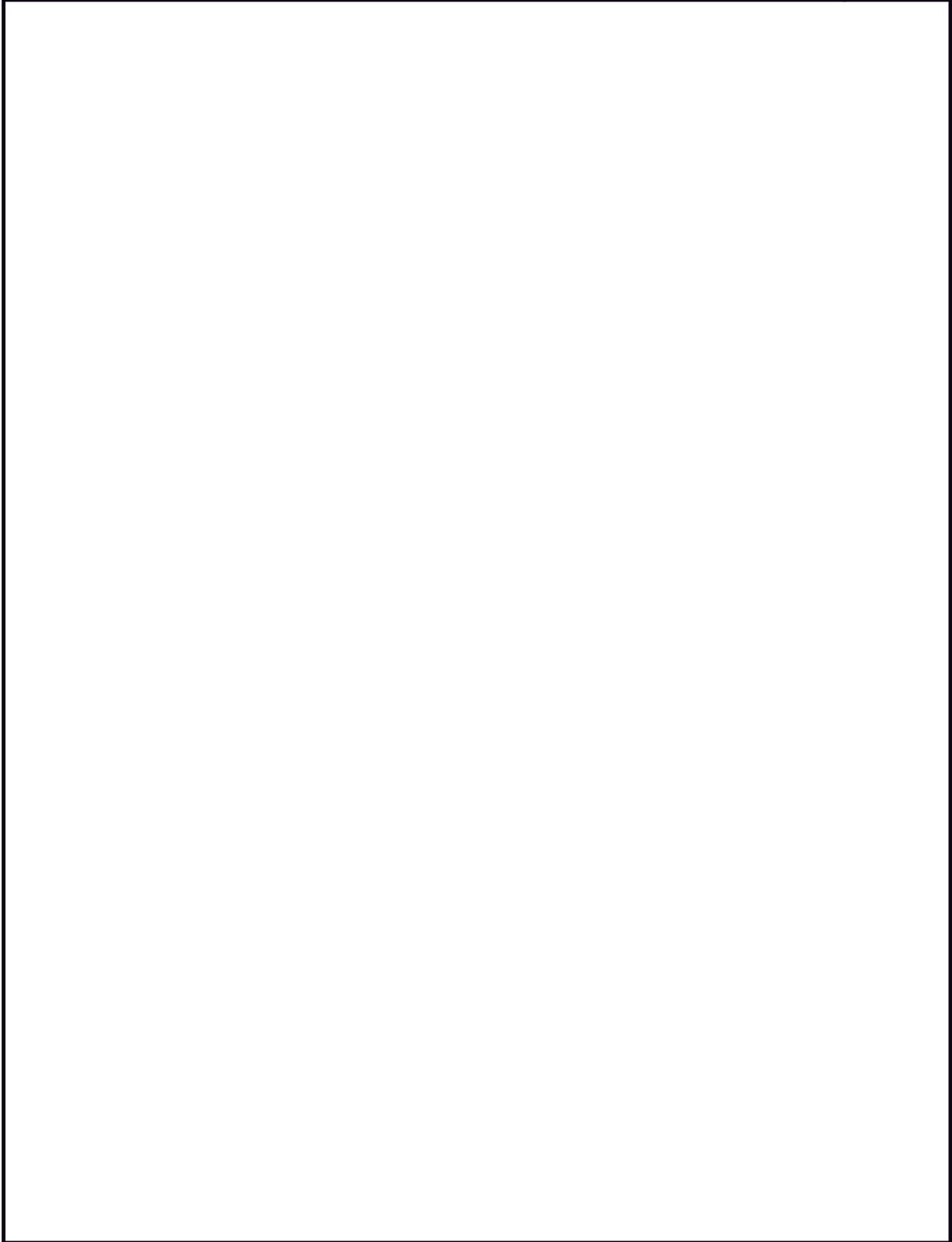
Q4 Marketing Panel

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Allea Grummert, Madison Wetherill, Ann Marie O'Braskin,
& Ashley Mason



Q4 Marketing Panel

Allea Grummert, Madison Wetherill, Ann Marie O'Braskin,
& Ashley Mason



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.



Madison Wetherill is the founder and CEO of Grace + Vine Studios, where they build custom websites and brands for food bloggers to increase their impact and professionalism through website design and strategic branding. Madison is also the host of The Vine Podcast, a no-fluff podcast for food bloggers to learn to connect with their dream audience and expand their business.



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.

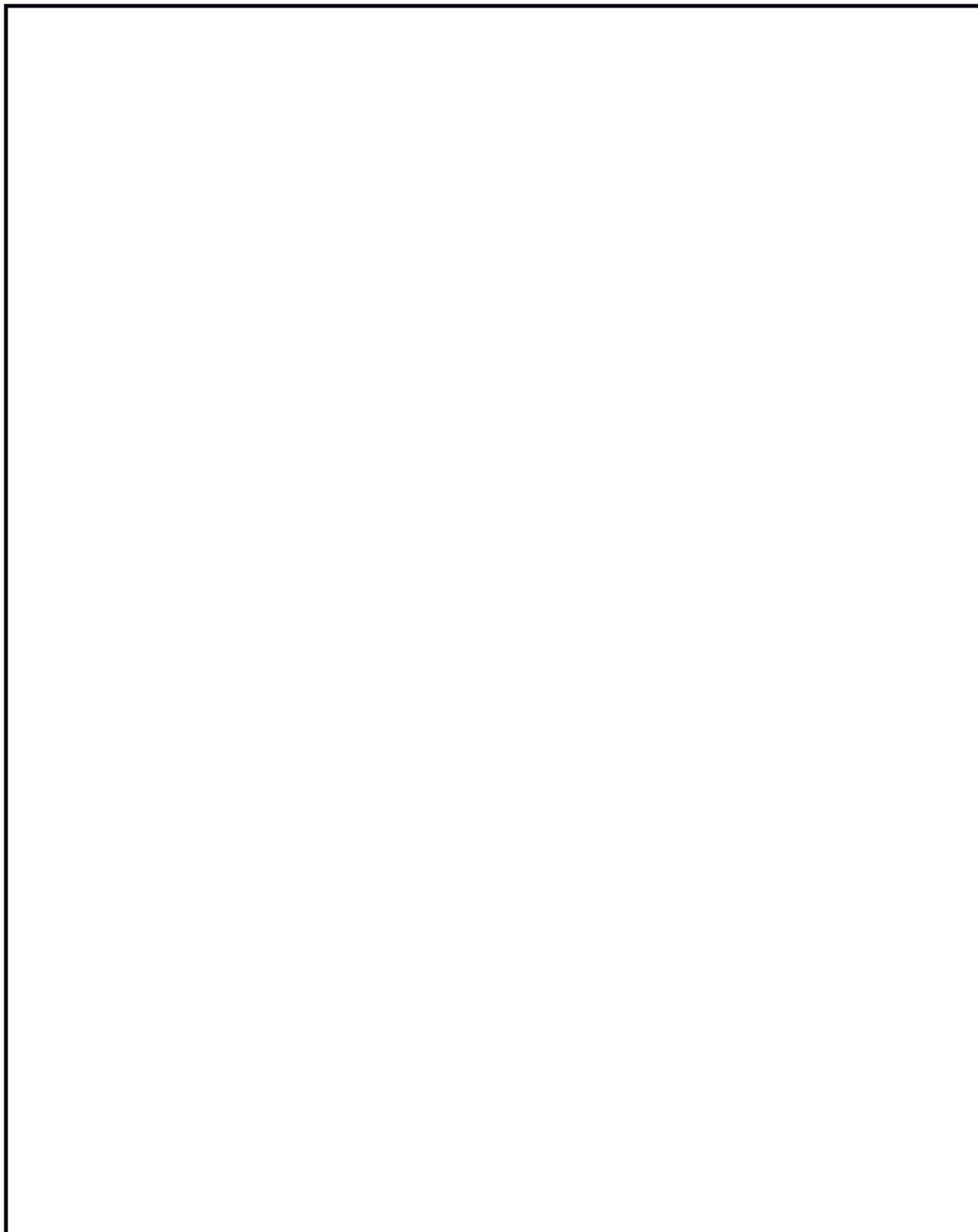


Ashley Mason is the founder of Dash of Social, a content marketing firm specializing in social media, marketing strategy, blogging, and email marketing. Working closely with their clients, Ashley and her team help small business owners and entrepreneurs craft and execute value-driven marketing strategies designed to establish thought leadership, grow online communities, and build connections and leads.

4 Free SEO Tools

That Are Worth Using

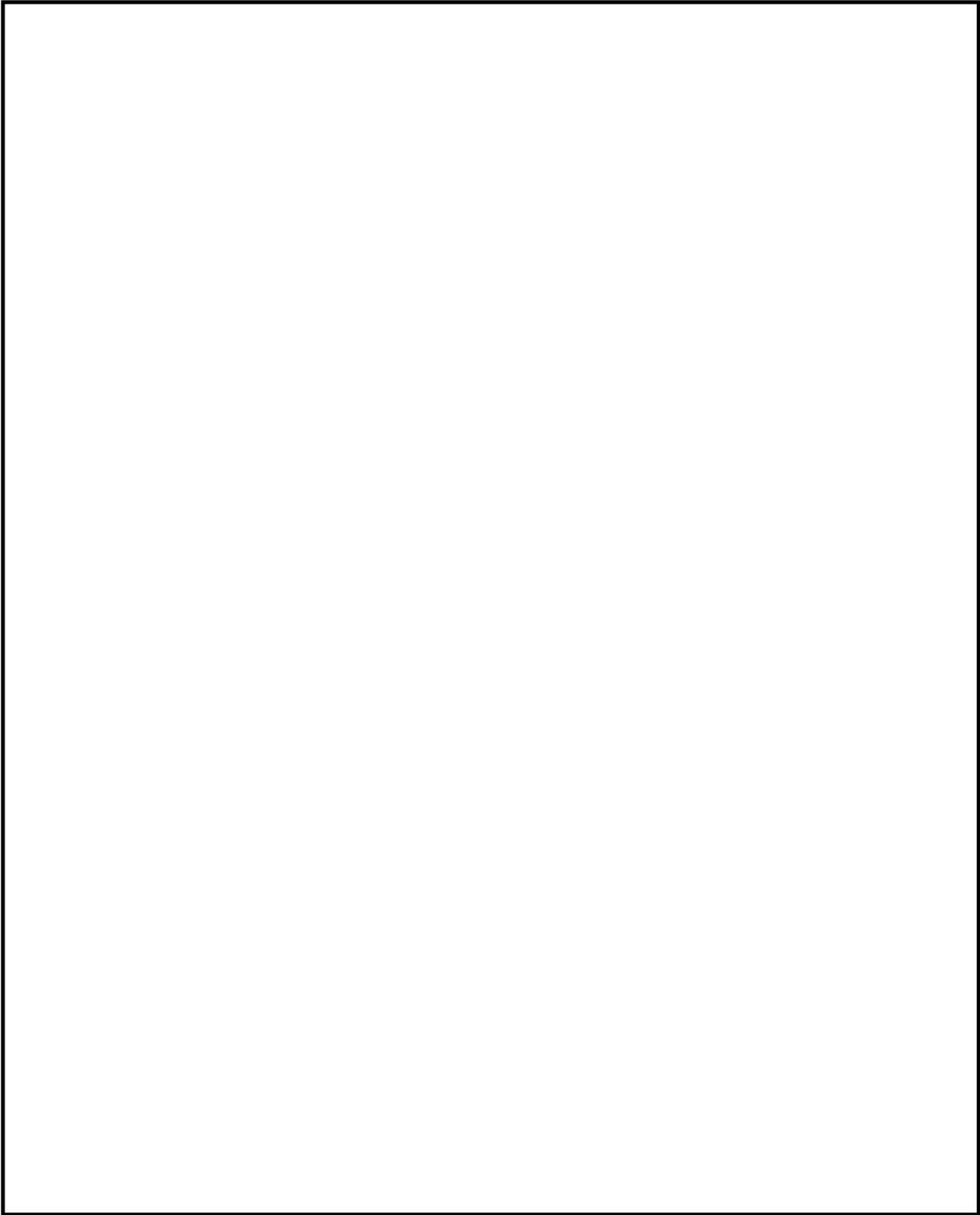
Niki Robinson



4 Free SEO Tools

That Are Worth Using

Niki Robinson



4 Free SEO Tools

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Resources

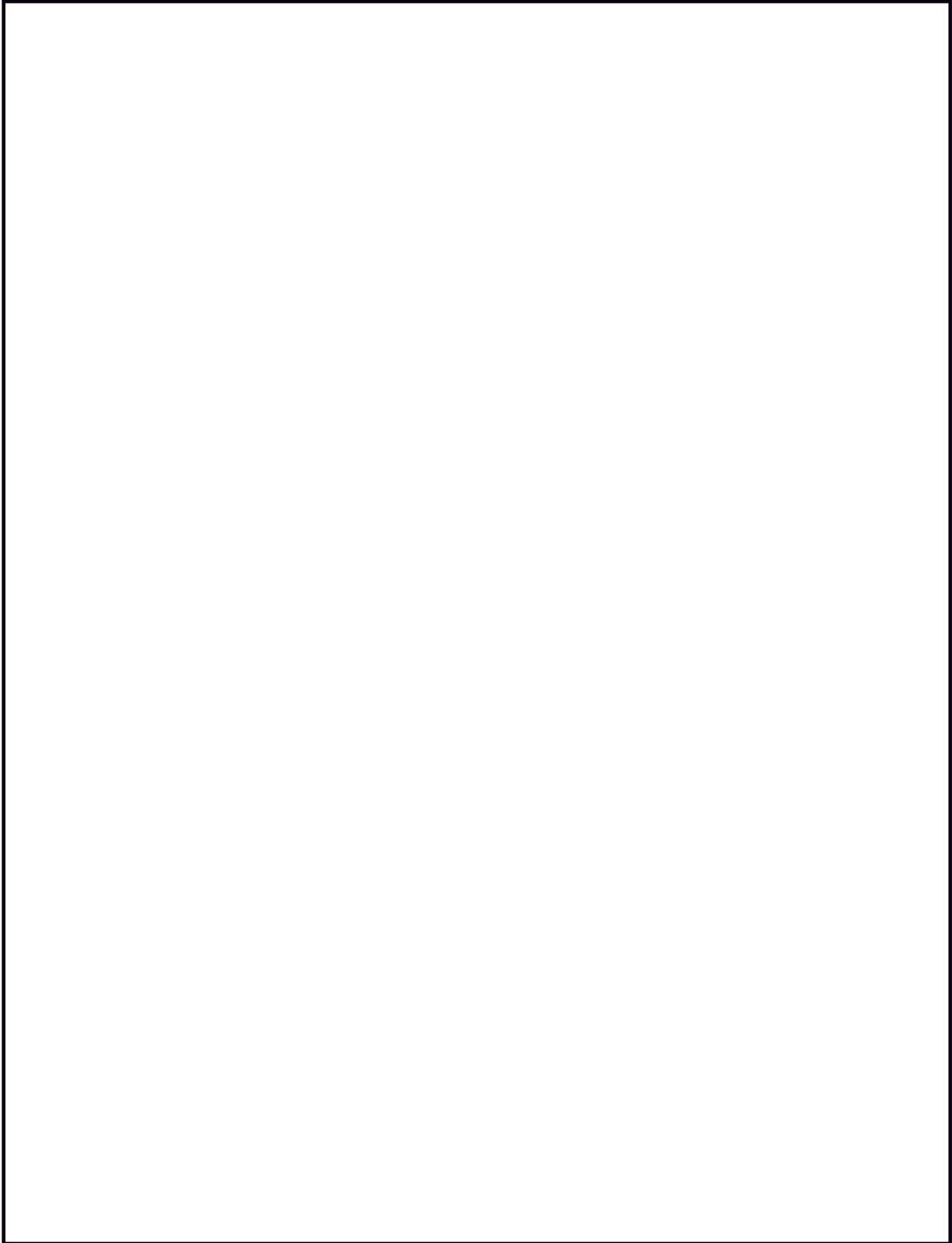


Niki Robinson is a wild word wrangler, urban explorer, and overall nerd living and working in downtown Milwaukee, Wisconsin. As President of the growing team of talented content creators and SEO experts at Posts By Ghost, her current passions include content strategy, SEO/data analysis, and practical applications for artificial intelligence. She's the creator of the 90-Day SEO Bootcamp for Bloggers and she serves as the Milwaukee StorySLAM Producer for the international live storytelling organization, The Moth.

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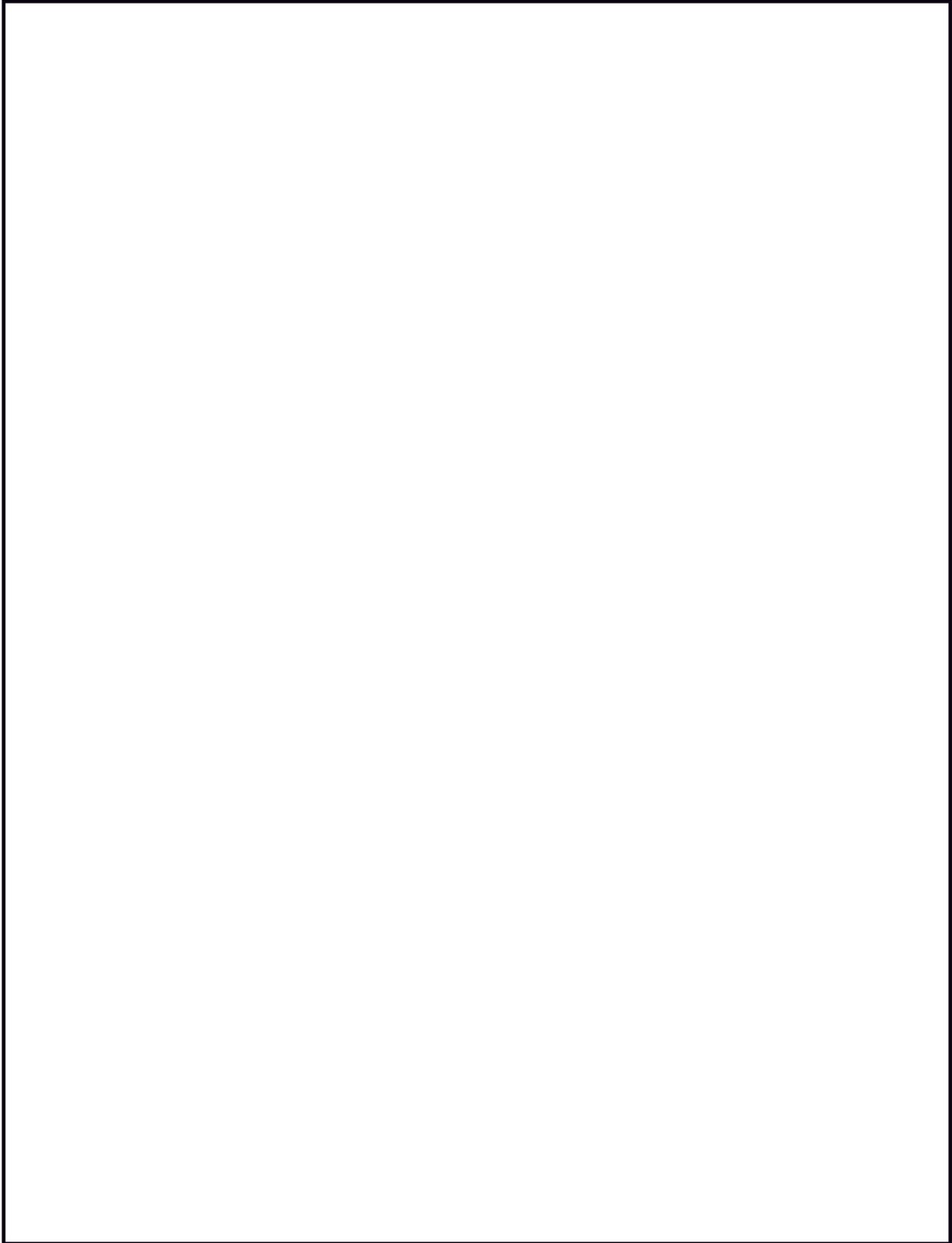
Content Planning & Systems Panel

Ryan Robinson, Rebekah Lara, & Mariah Magazine



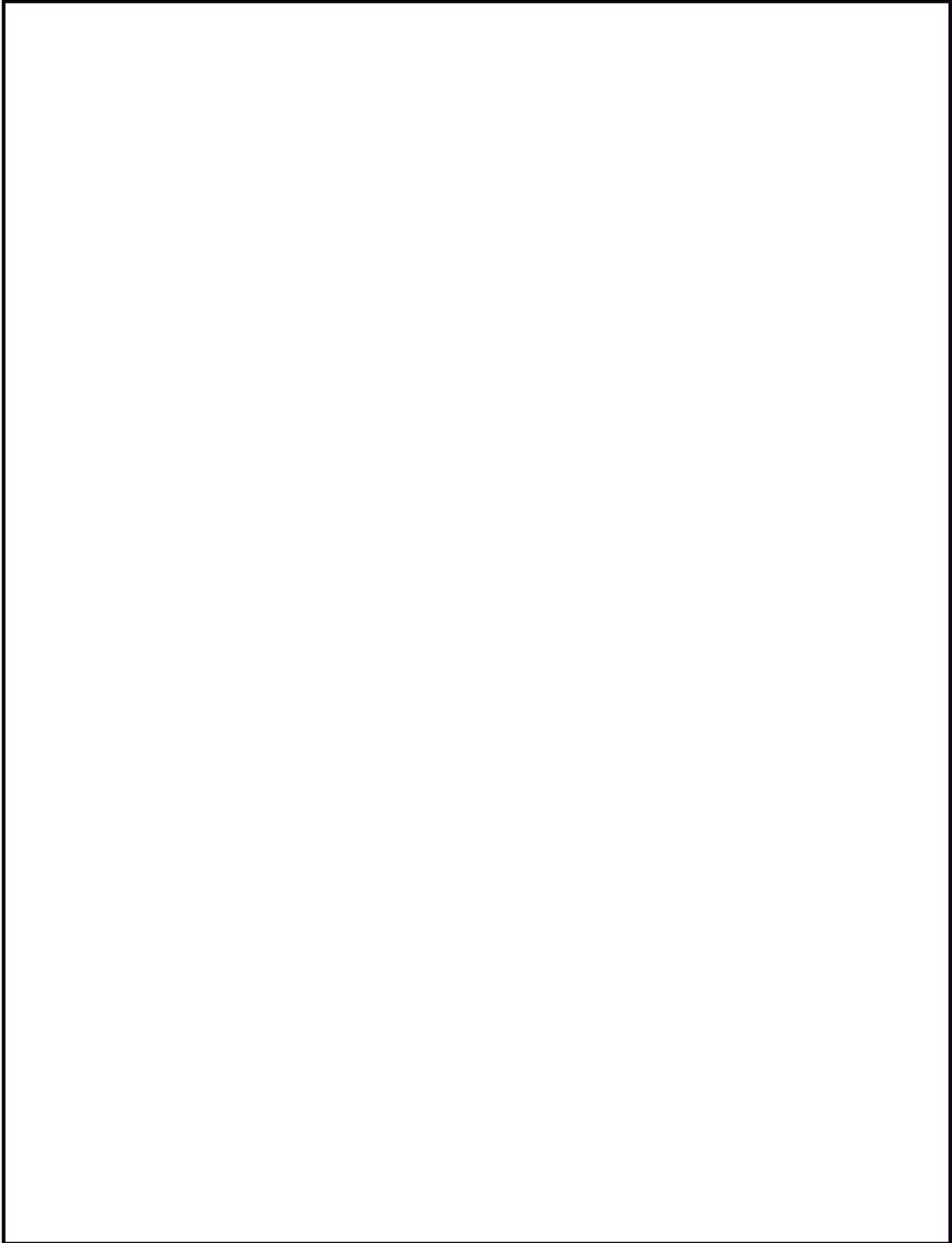
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Ryan Robinson, Rebekah Lara, & Mariah Magazine



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.

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SESSIONS

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Watch the sessions from the Blogger Breakthrough Summit below. You need to complete your membership or have questions about accessing through the videos, then complete the "Accessing" quiz below.

Your progress 0%

- Personal Marketing
- Email Marketing
- Legal
- SEO
- Affiliate Marketing
- Productivity
- YouTube
- Fun
- Mindset
- List Growth
- Social Media Marketing
- Partners
- Productivity
- Product Creation
- Done
- Graphic Design
- Content Marketing
- Copywriting
- Marketing & Business
- Monetization
- Business Finance

Summit Year

2020

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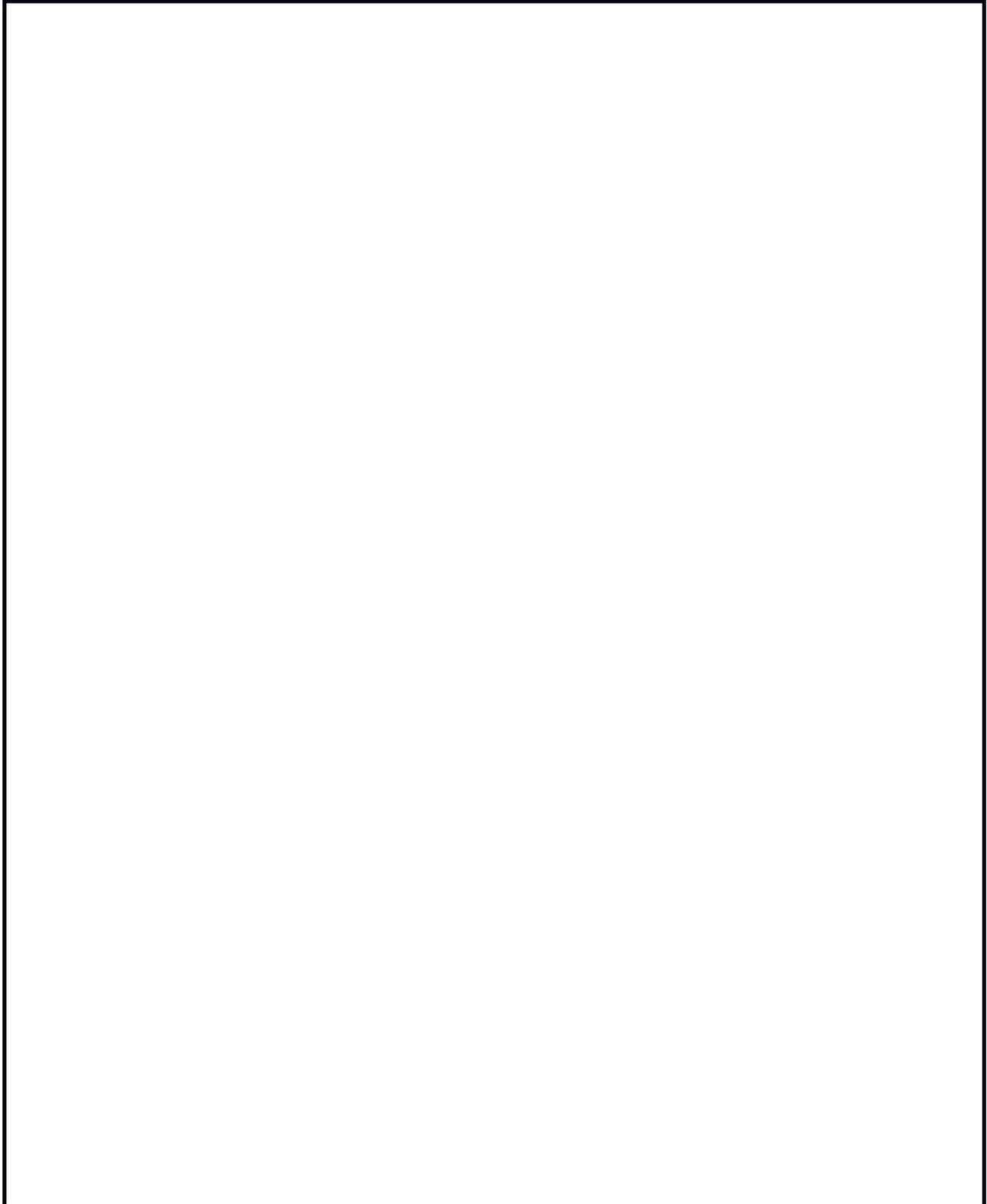
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How to Plan a Year's Worth

Of Content Quickly

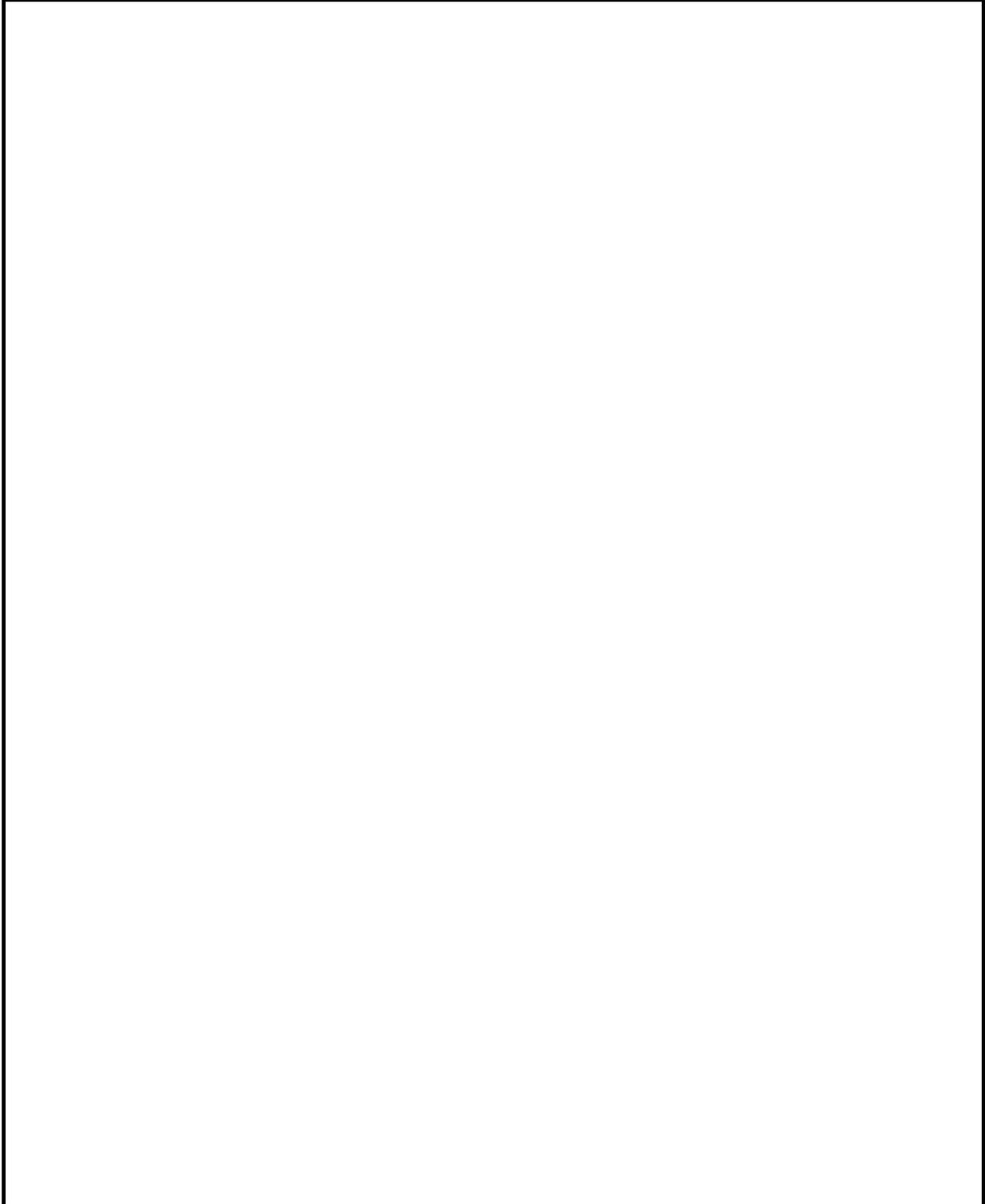
Heather Ritchie



How to Plan a Year's Worth

Of Content Quickly

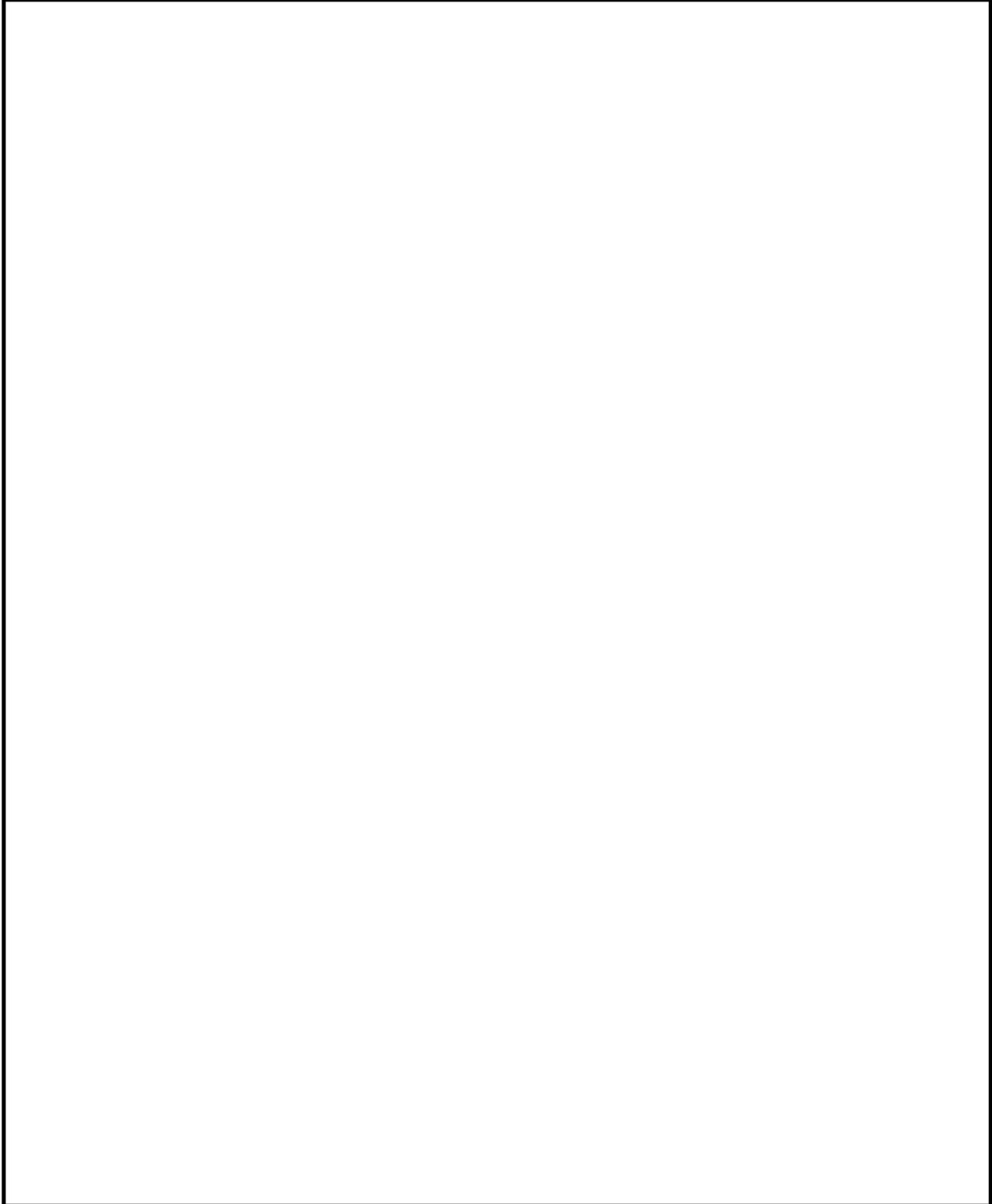
Heather Ritchie



How to Plan a Year's Worth

Of Content Quickly

Heather Ritchie



How to Plan a Year's Worth

Of Content Quickly

Heather Ritchie



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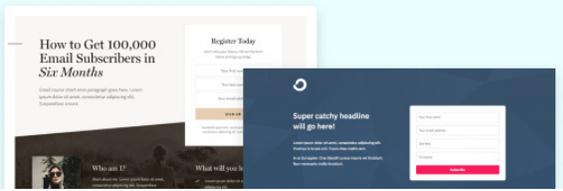
[Publer](#)

[Helene in Between](#)

Heather Ritchie is a Certified Content Marketing Strategist, freelance writer, and blogger who has spoken at virtual summits on starting a freelance writing or blogging business. It's her mission to help women leave their 9-5s for good so they can work from home as bloggers or writers. Heather has been writing SEO-optimized content for businesses for over five years and has written and created several eBooks and courses on her blog, writerslifeforyou.com.

Resources

ABOUT



The Free plan includes:

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- Unlimited traffic
- Customizable domain setup
- Mobile responsive designs
- Manage up to 1000 subscribers
- Unlimited Email broadcasts
- Subscriber tagging
- Seamless Unsplash integration
- Creator community

[GET STARTED WITH
CONVERTKIT NOW!](#)

BIGSCOOTS



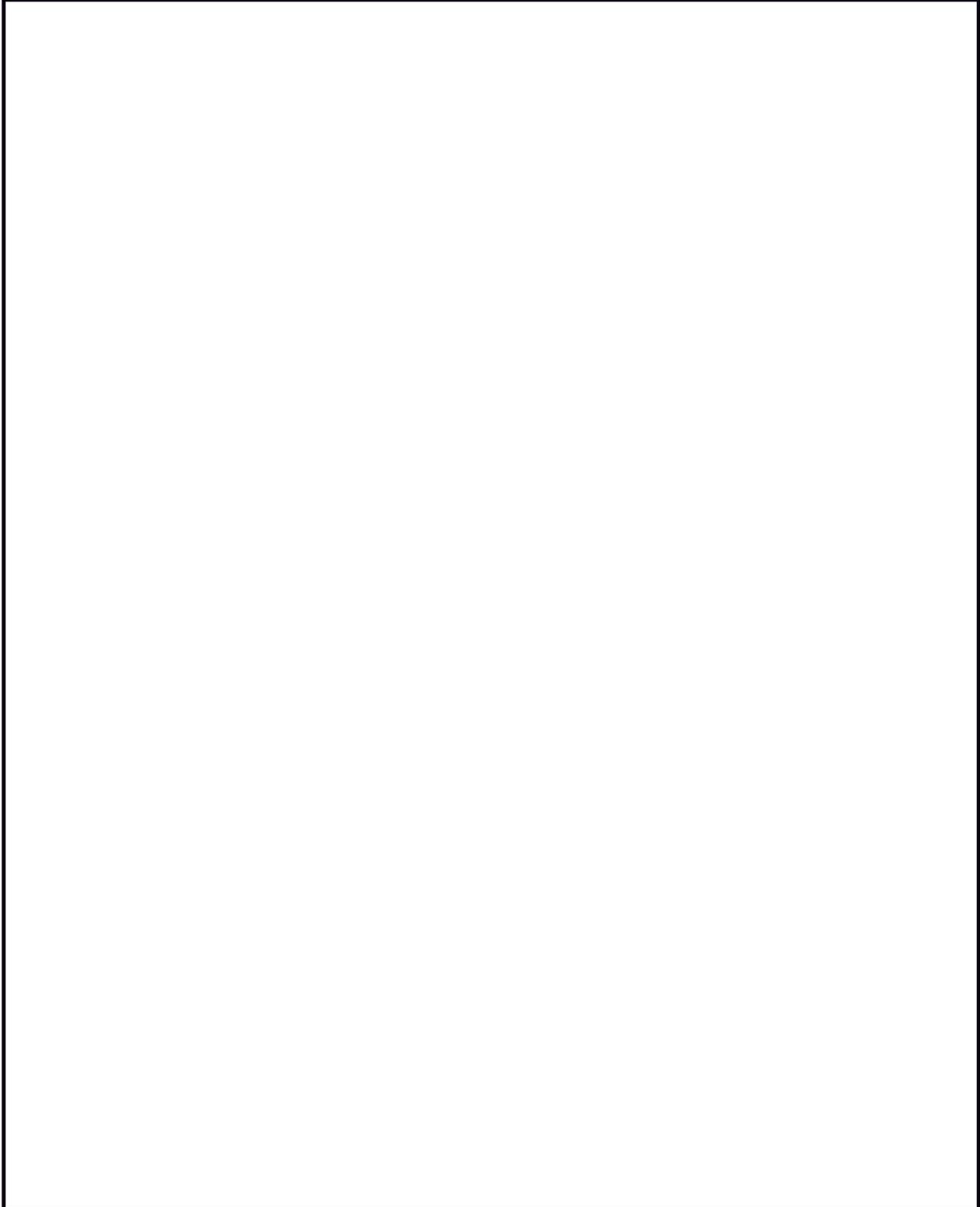
COMPLETELY MANAGED WORDPRESS HOSTING!

[Switch to BigScoots Today!](#)

How to Create a Sales Stoking

Email Strategy Without Overwhelm

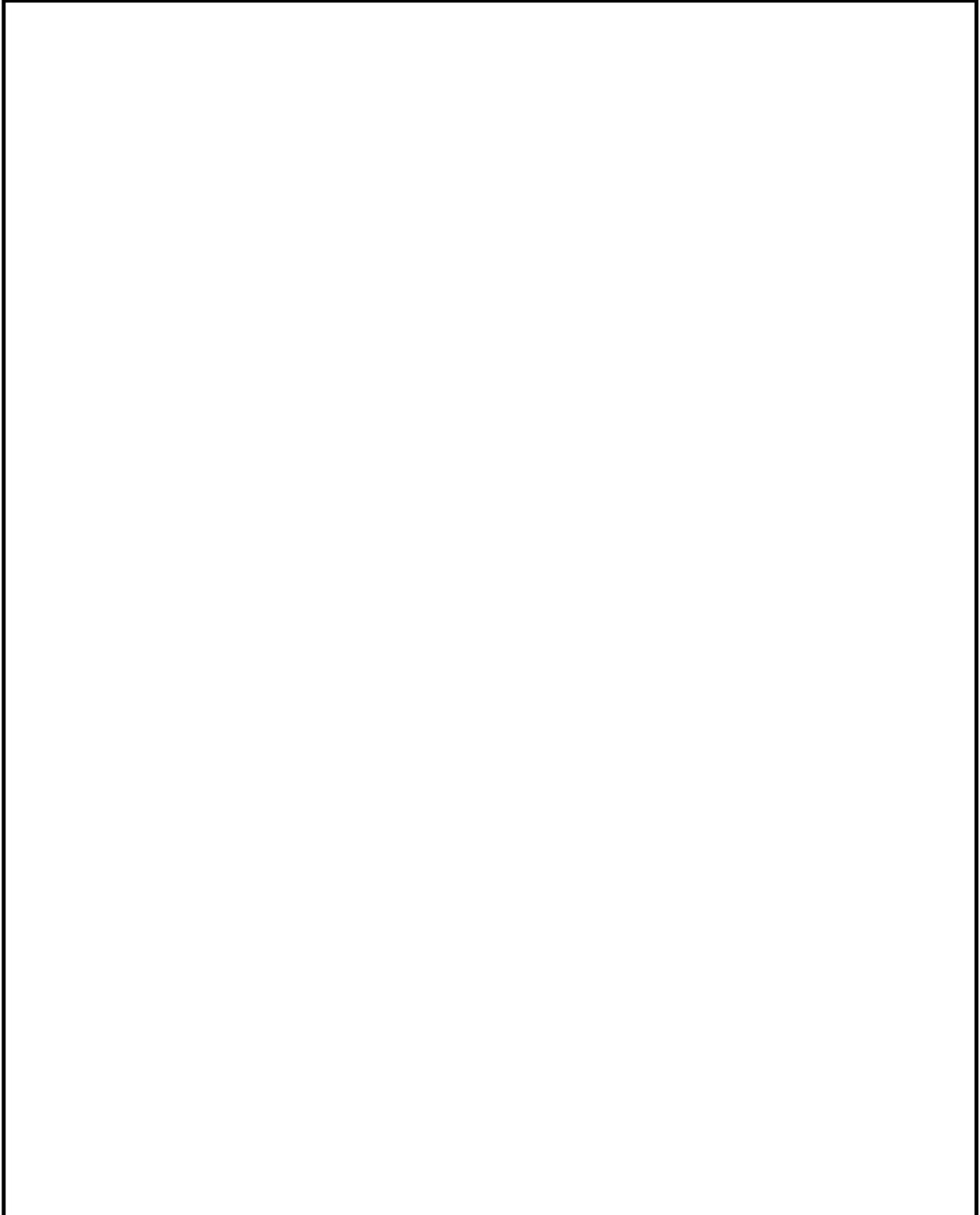
Meera Kothand



How to Create a Sales Stoking

Email Strategy Without Overwhelm

Meera Kothand



How to Create a Sales Stoking Email Strategy Without Overwhelm

Meera Kothand



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Meera Kothand is an author of several Best selling books including “One Hour Content Plan,” “Selling the Intangible” and “The Blog Startup”. Since 2015, she’s helped over 100,000 small business owners and creatives lead through the noise by radically changing how they approach content - all without being on social media 24/7. Through her programs and courses, 1-1 strategic coaching, and more, she helps clients and customers market their business with a content ecosystem that oozes authority, melts resistance and and inspires dream clients to click, sign-up and buy. Her work has been featured on MarketingProfs, Business News Weekly, Addicted to Success and several other sites



Resources

ABOUT

SCHEDULE

DAY 3 - AUGUST 16 - WEDNESDAY

9:30 AM DEVELOPING YOUR VALUE-DRIVEN
MARKETING ECOSYSTEM

Ashley Mason *Beginner*



10:30 AM AI & BLOGGING PREDICTIONS PANEL
Mariah Magazine, Jenny Melrose, Nina
Clapperton, & Anca Pop



12:00 PM MARKETING PANEL REPLAY
Stephanie Blake, Ann Marie O'Braskin

1:30 PM WRITING A MAGNETIC MISSION
STATEMENT
Liz Theresa *Beginner*

3:00 PM HOW TO MANAGE EMAIL AS AN
ENTREPRENEUR

Erin Flynn *Beginner*



4:00 PM JOURNALING FOR AUTHENTIC
CONTENT

Angela Clay *Beginner*

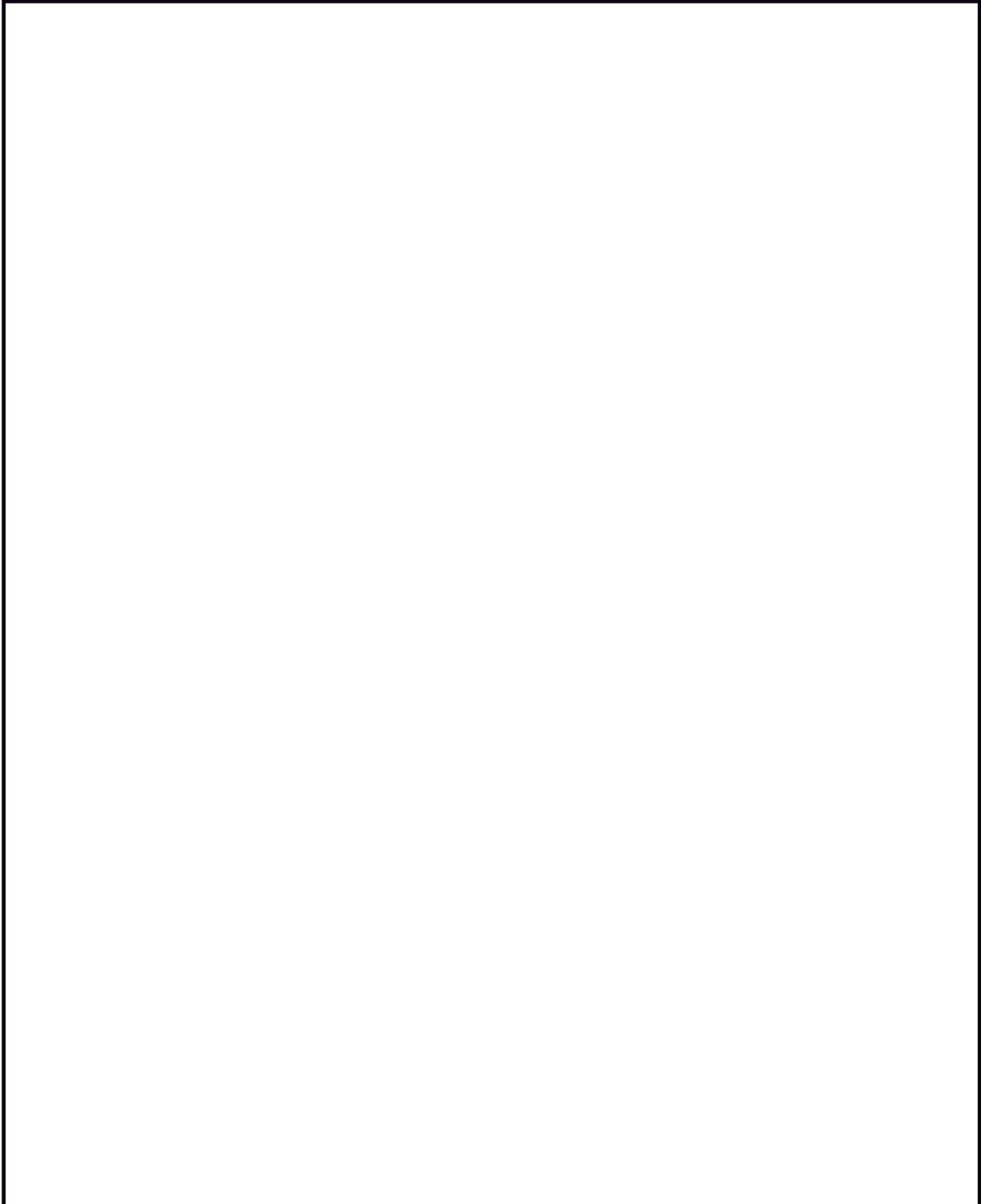
Action Items

DAY 3 - AUGUST 16 - WEDNESDAY

Developing Your Value Driven

Marketing Eco-System

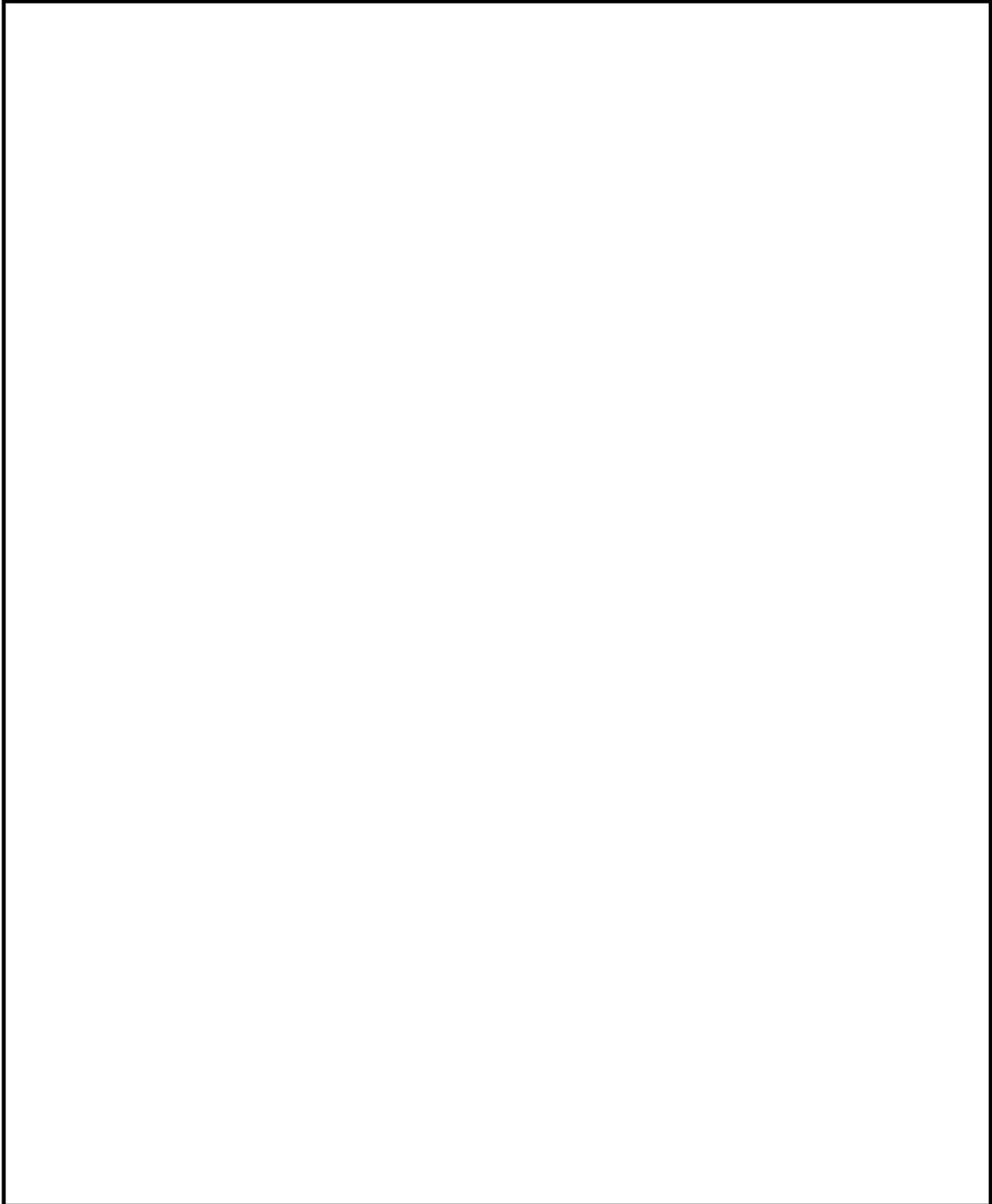
Ashley Manson



Developing Your Value Driven

Marketing Eco-System

Ashley Manson



Developing Your Value Driven

Marketing Eco-System

Ashley Manson



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[Google Analytics](#)

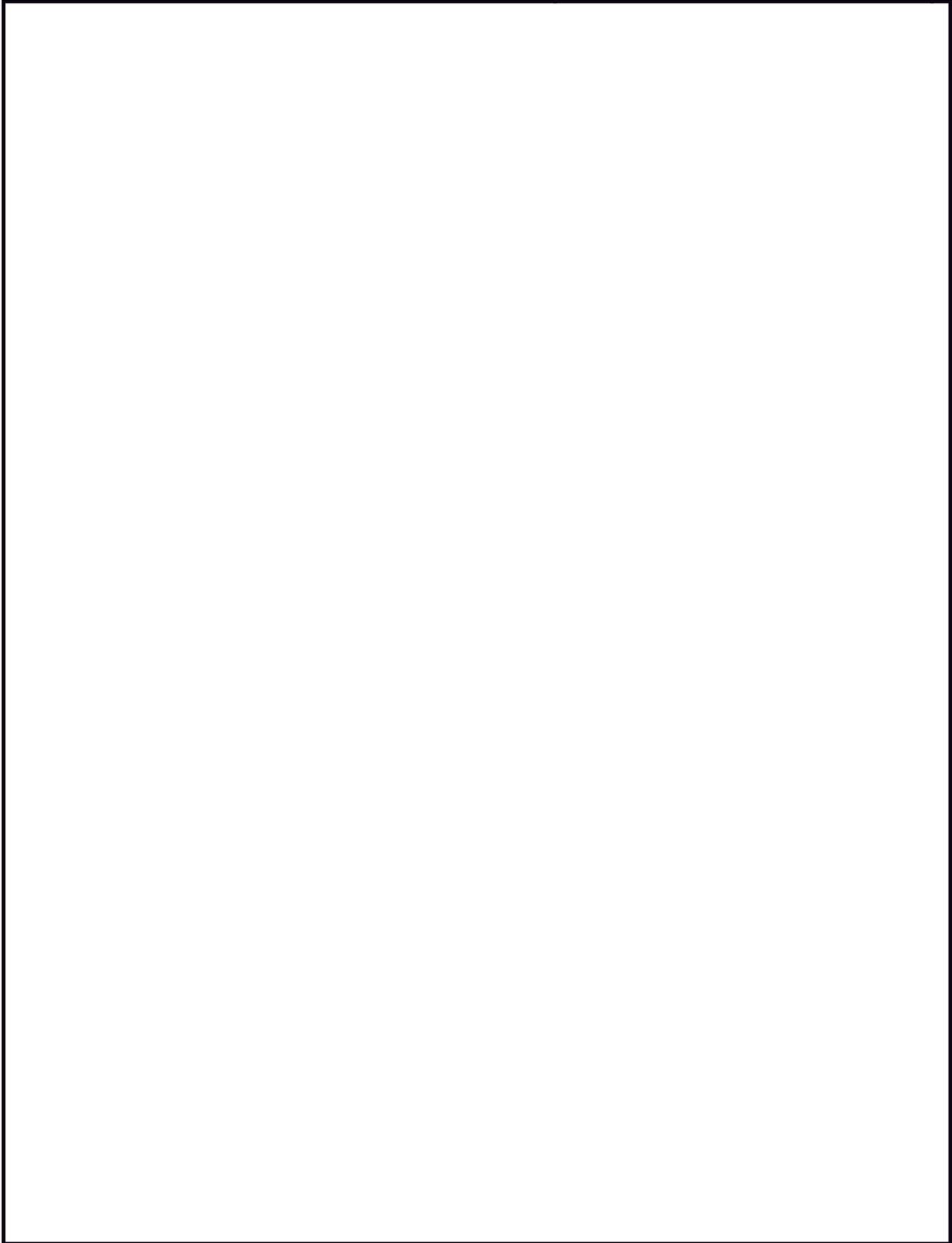
[Ashley Mason is the founder of Dash of Social, a content marketing firm specializing in social media, marketing strategy, blogging, and email marketing. Working closely with their clients, Ashley and her team help small business owners and entrepreneurs craft and execute value-driven marketing strategies designed to establish thought leadership, grow online communities, and build connections and leads.](#)

Resources

ABOUT

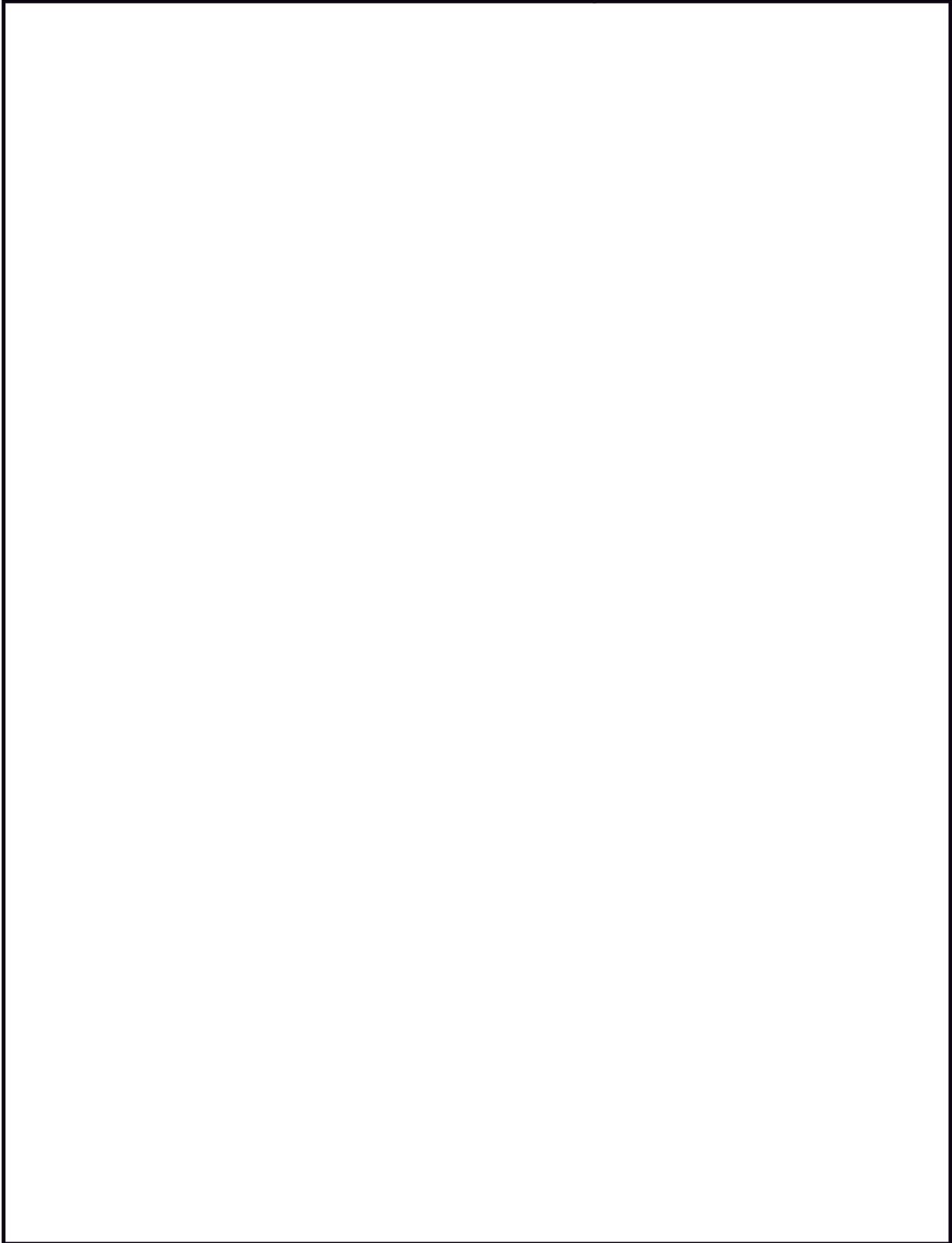
Blogging & AI Predictions Panel

Nina Clapperton, Mariah Magazine,
Jenny Melrose, & Anca Pop



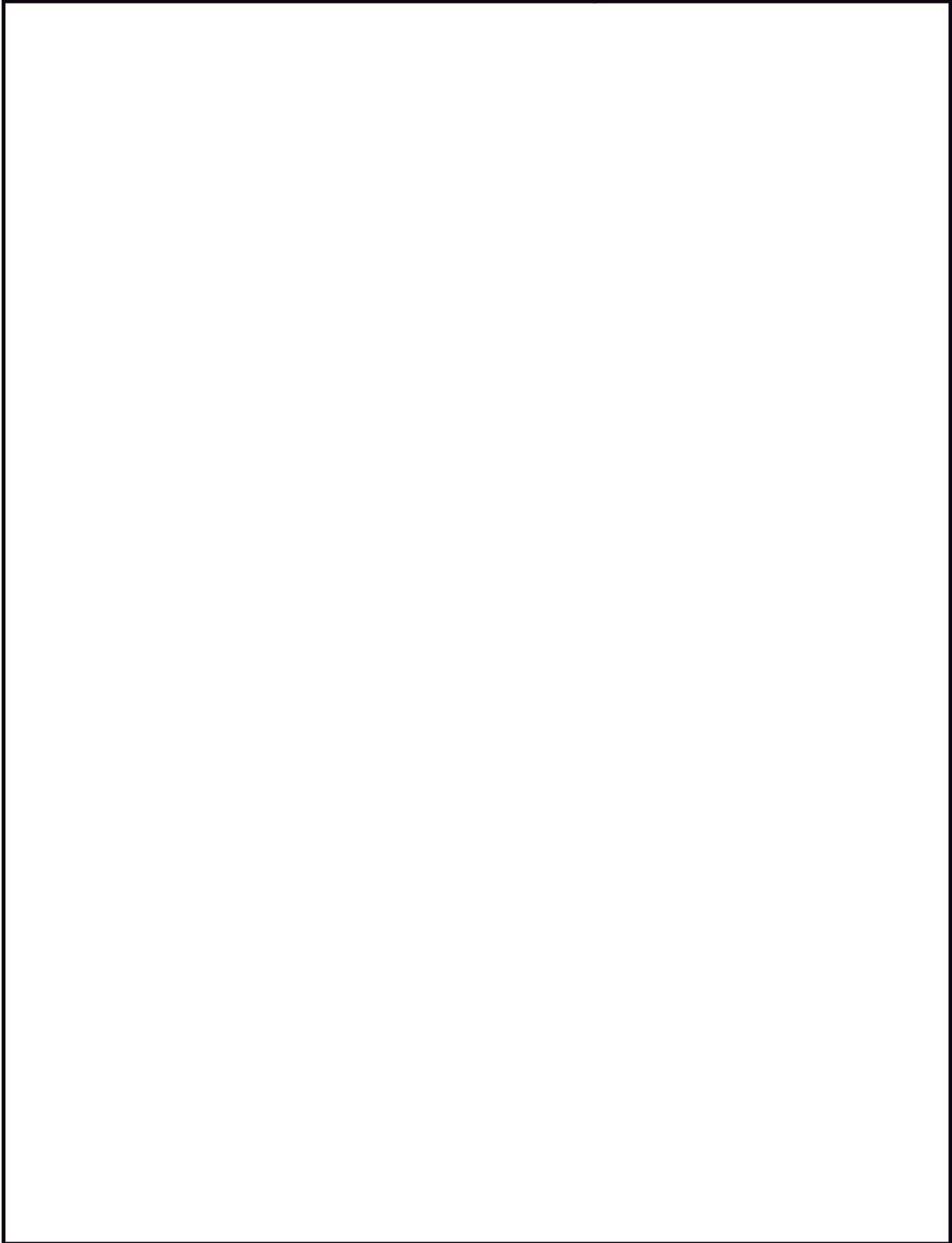
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Blogging & AI Predictions Panel

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Blogging & AI Predictions Panel

Nina Clapperton, Mariah Magazine,
Jenny Melrose, & Anca Pop



Nina Clapperton founded She Knows SEO to help women achieve financial freedom through their online businesses. She teaches SEO in plain English, so even her 93 year old grandmother can understand how to get on Google's good side! Nina has helped bloggers from around the globe gain organic traffic to scale their businesses to success.



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.



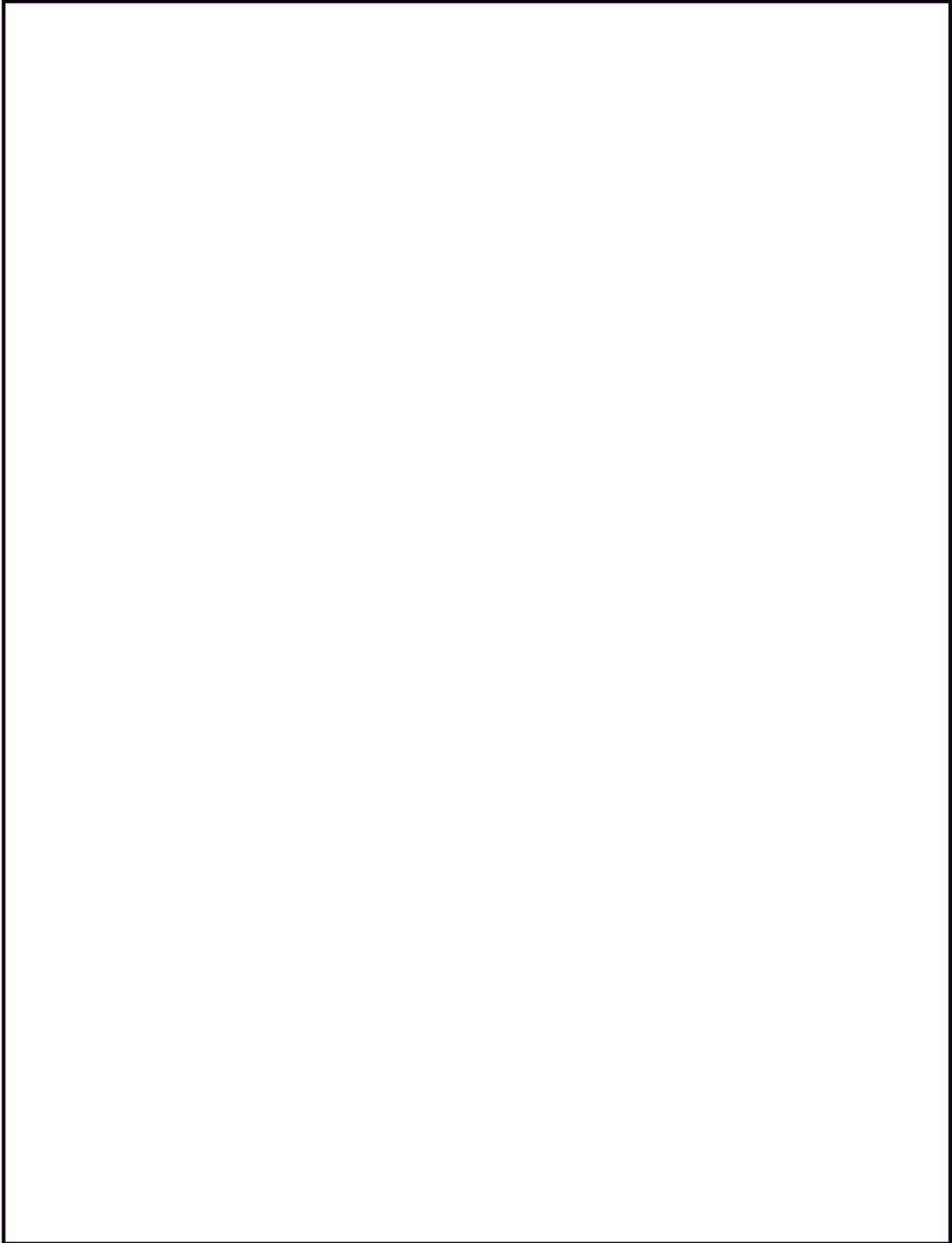
Jenny is a former reading specialist who "retired" from her teaching career when her blogging income far exceeded her salary. Through hard work and dedication, her lifestyle blog, The Melrose Family, became regularly sought out by nationally recognized brands such as Neutrogena, Smuckers, Glad, Costco, 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.



Anca Pop, marketing specialist, and customer success manager at SocialBee, has five years of experience planning social media content calendars for businesses of all sizes.

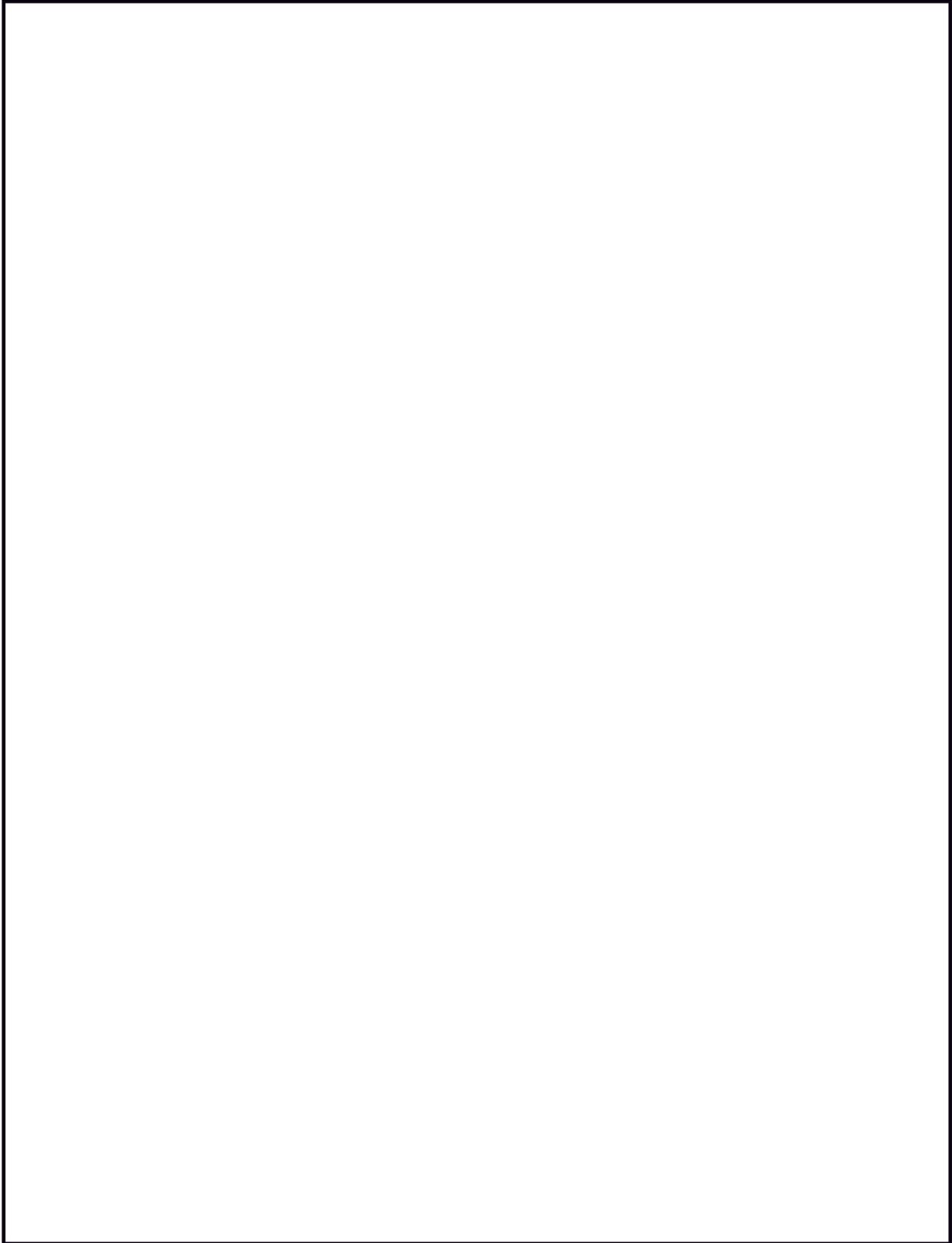
Marketing Panel

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



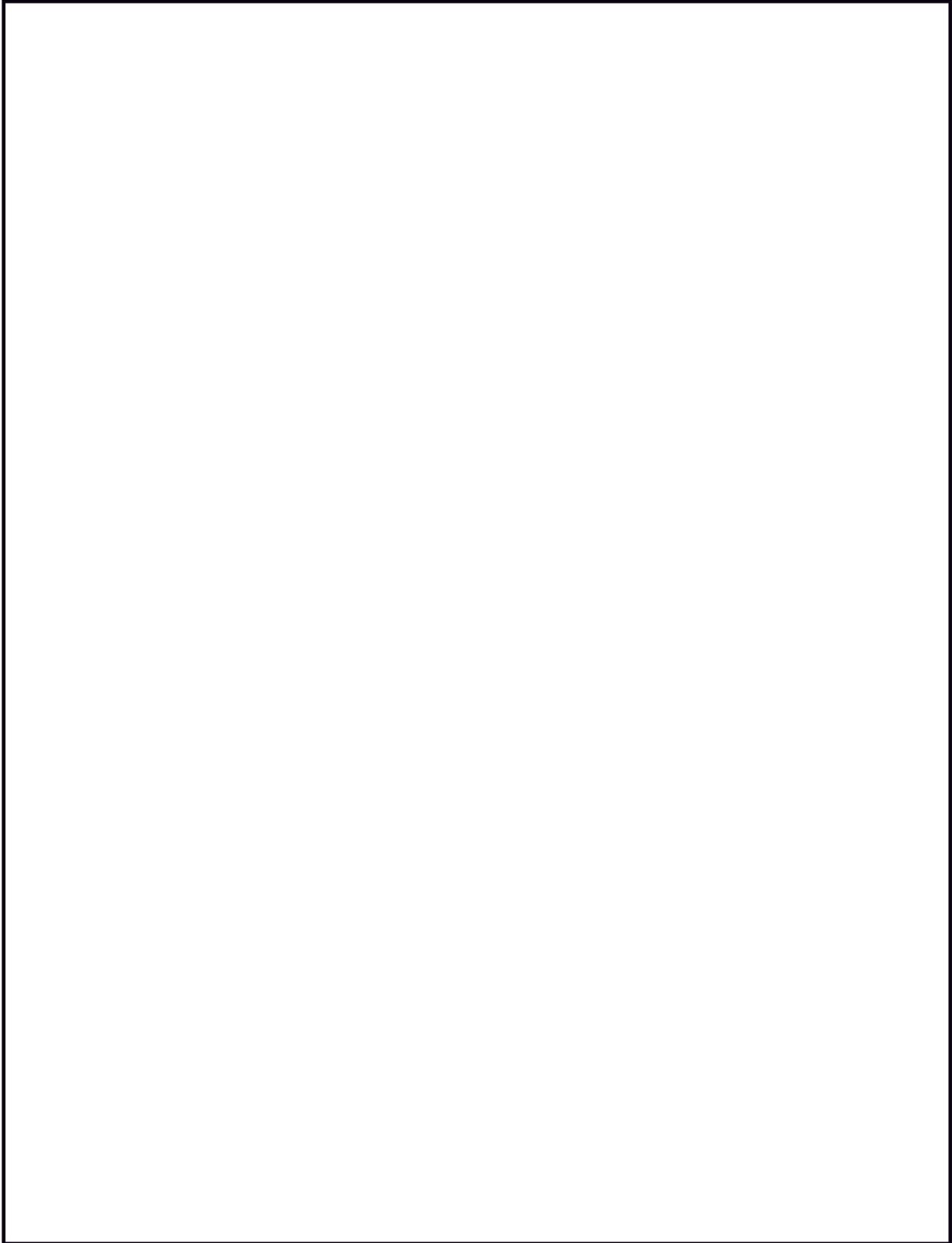
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Liz Wilcox, Stephanie Blake, & Ann Marie O'Braskin



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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.

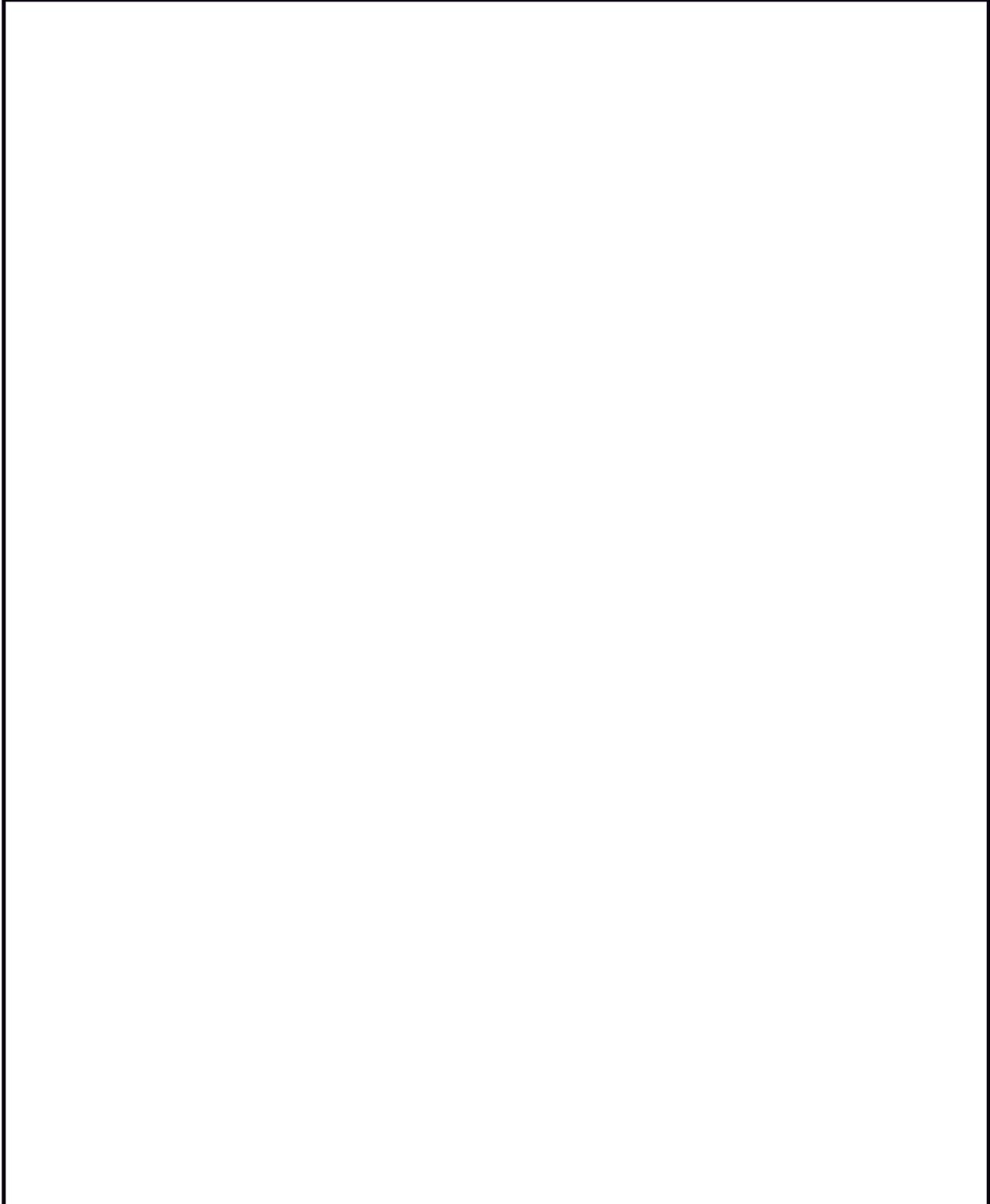


Stephanie Blake is a business strategist & coach who helps service providers & coaches create businesses that allow them to work <20 hours/week & live life on THEIR terms.

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.

Liz Theresa



Liz Theresa



Liz Theresa

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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.



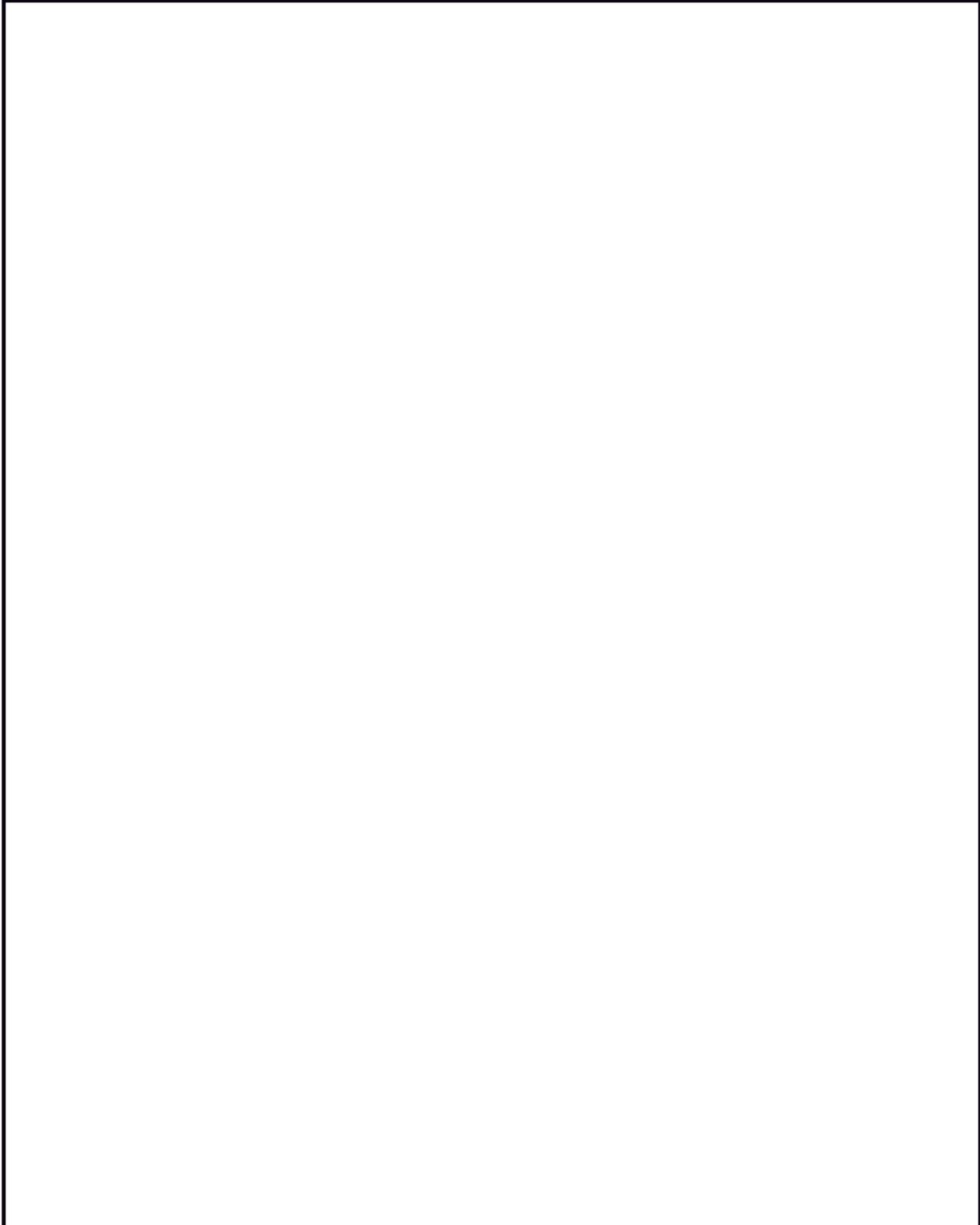
Resources

ABOUT

How to Manage Email

as an Entrepreneur

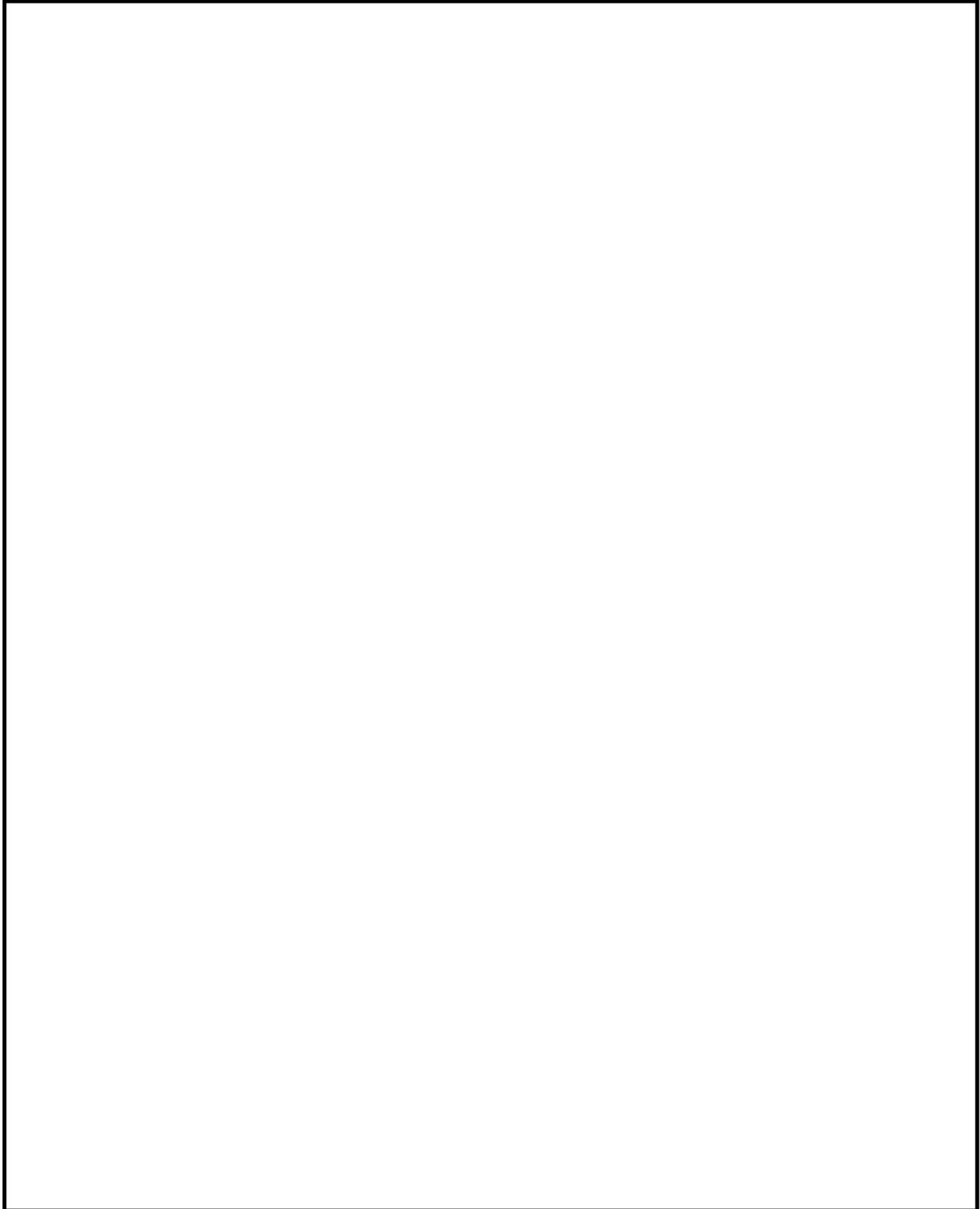
Erin Flynn



How to Manage Email

as an Entrepreneur

Erin Flynn



How to Manage Email

as an Entrepreneur

Erin Flynn



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[Google Workspace](#)

Resources

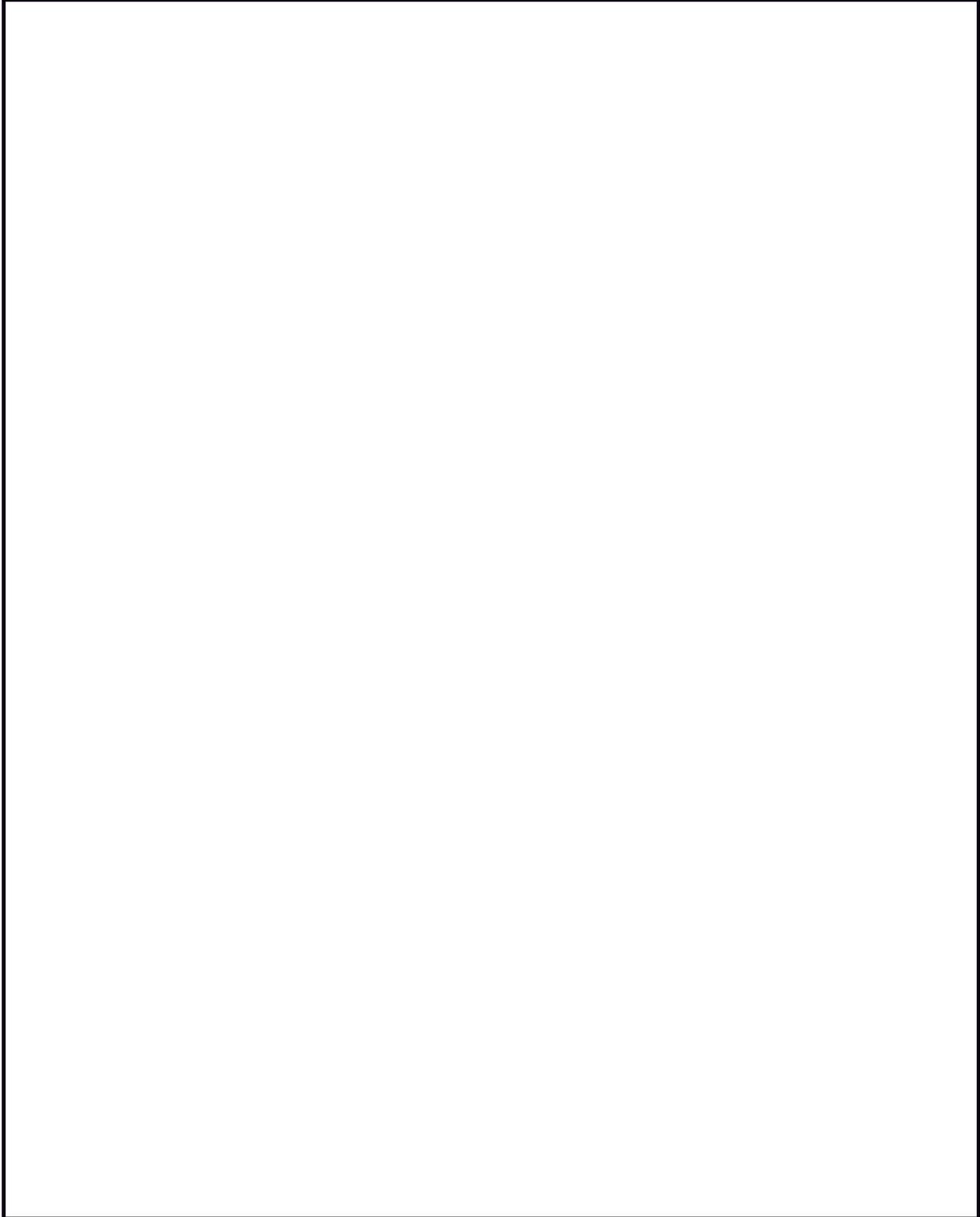


Erin Flynn is the founder of Out of Office Entrepreneur, where she helps creative entrepreneurs systematize and automate their businesses so that they can spend more time out of office.

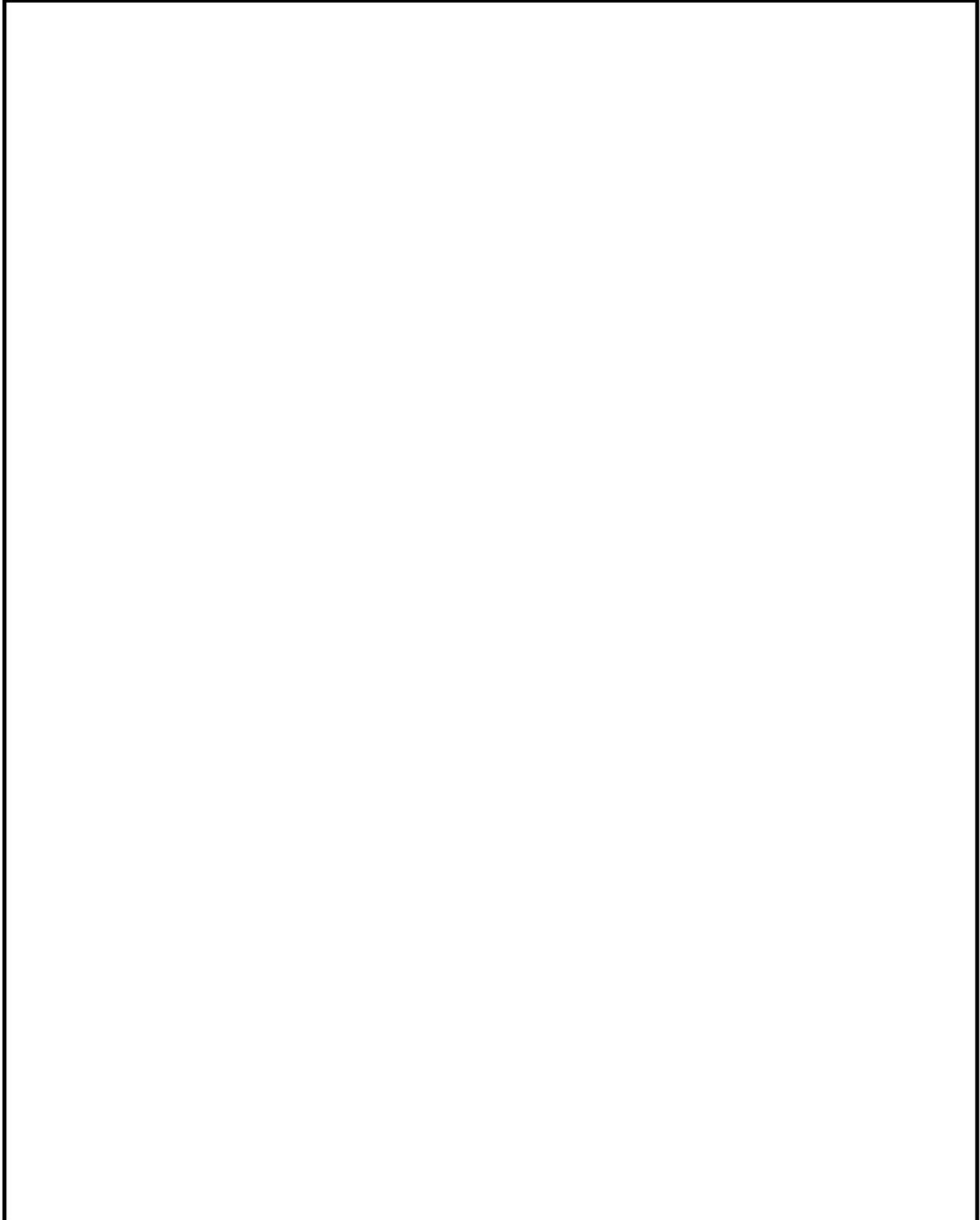
After starting her own business in 2012 and finding that she was glued to her computer 24/7, Erin started simplifying and systematizing her business. Now, Erin runs a 6-figure business and works just 10-hour weeks (without a team!), and wants to help other creative entrepreneurs do the same.

ABOUT

Angela Clay



Angela Clay



Angela Clay



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Angela Clay has a Masters Degree in Counseling and Education. She spent the beginning of her career working in social services as a Crisis Counselor, and an Advocate for women who have suffered from sexual assault. Angela decided to make a shift to teach and help other women to learn how to transform their lives through journaling. Her advocacy is that the written word is powerful and productive. Through the use of journaling has led many to write books, start blogging, and find healthier ways to implement self-care daily.



Resources

ABOUT

SCHEDULE

DAY 4 - AUGUST 17 - THURSDAY

9:30 AM

**HOW TO USE BATCH PLANNING TO
MAXIMIZE YOUR TIME**

Cara Harvey *Beginner*



10:30 AM

BLACK FRIDAY MONETIZATION PANEL

Liz Stapleton, Kate Doster, Marlene Srdic



12:00 PM

MONETIZATION PANEL REPLAY

Liz Stapleton, Jenny Melrose, Amanda Warfield

1:30 PM

**TOP 5 TIPS THAT WILL INCREASE YOUR
CONVERSIONS NOW!**

Jessica Evans *Beginner*

2:30 PM

**TURNING A FREEBIE PRINTABLE INTO A
HIGH VALUE PRINTABLE**

Sasha Hutchison *Beginner*



4:00 PM

**MAKE YOUR FIRST AFFILIATE SALE
WITH LESS THAN 1,000 PAGEVIEWS**

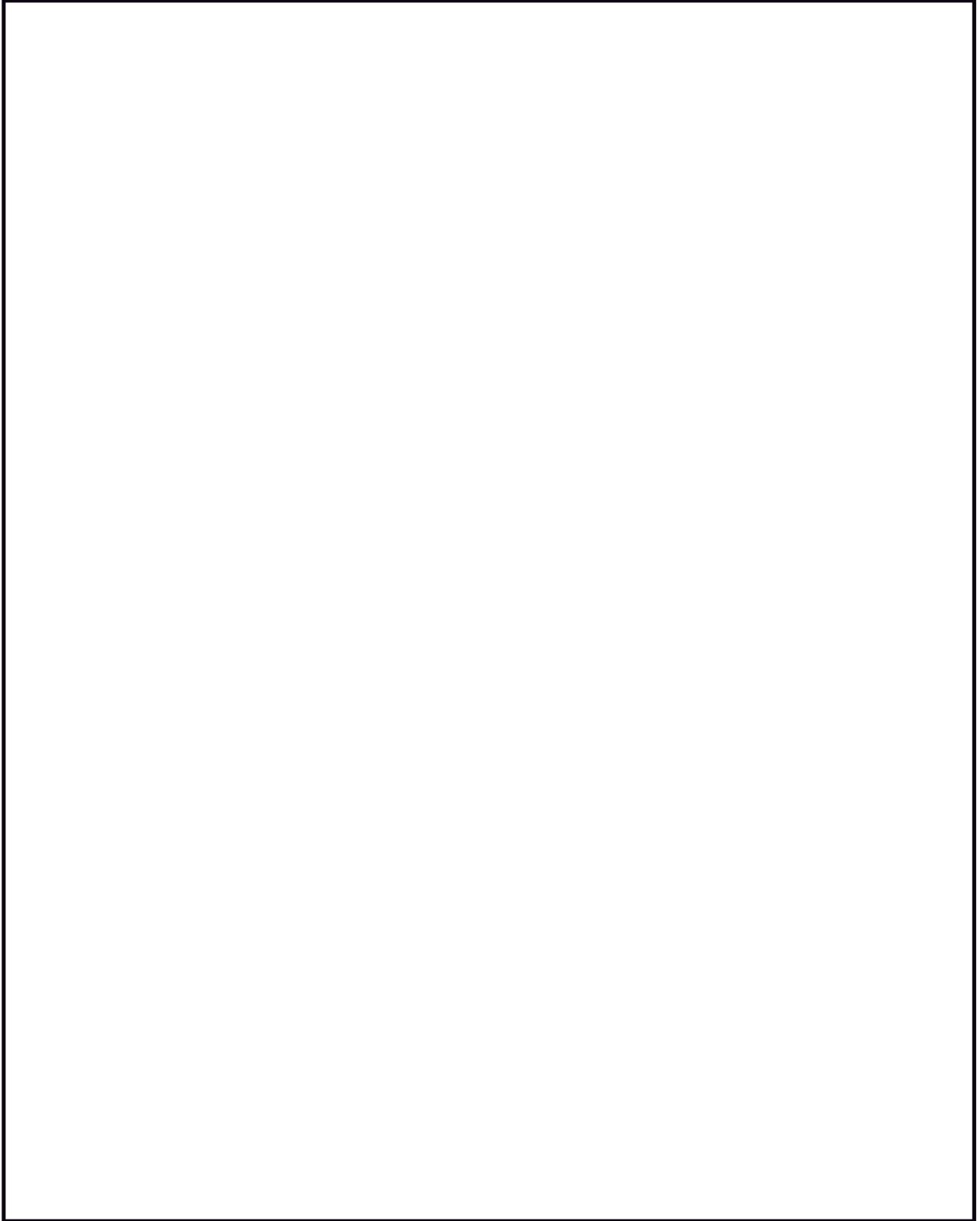
Aisha Preece *Beginner*

Action Items

DAY 4 - JANUARY 26 - THURSDAY

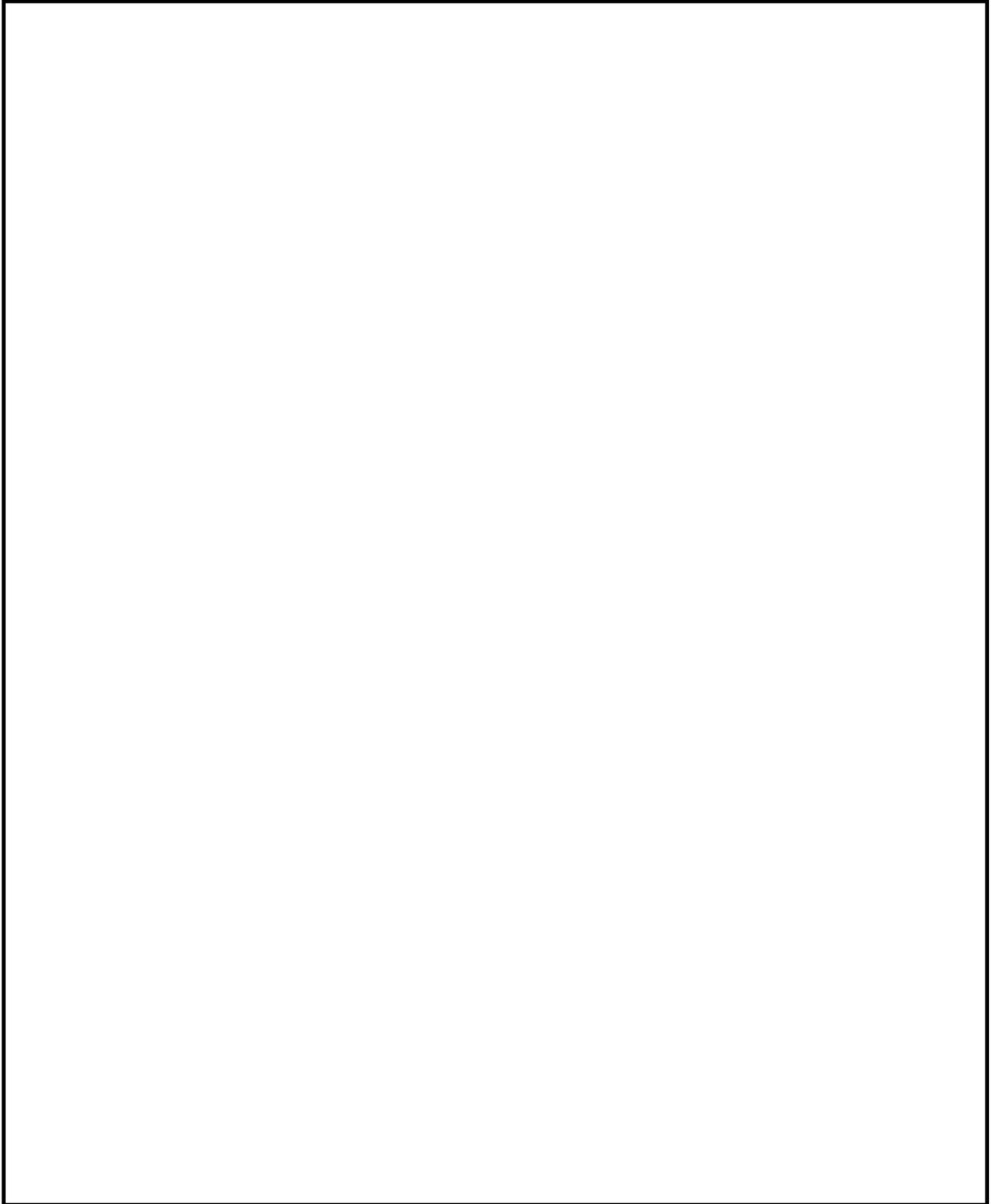
How to Use Batching to Get Your Content Completed Faster

Cara Harvey



How to Use Batching to Get Your Content Completed Faster

Cara Harvey



How to Use Batching to Get Your Content Completed Faster

Cara Harvey



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[Trello](#)

Resources

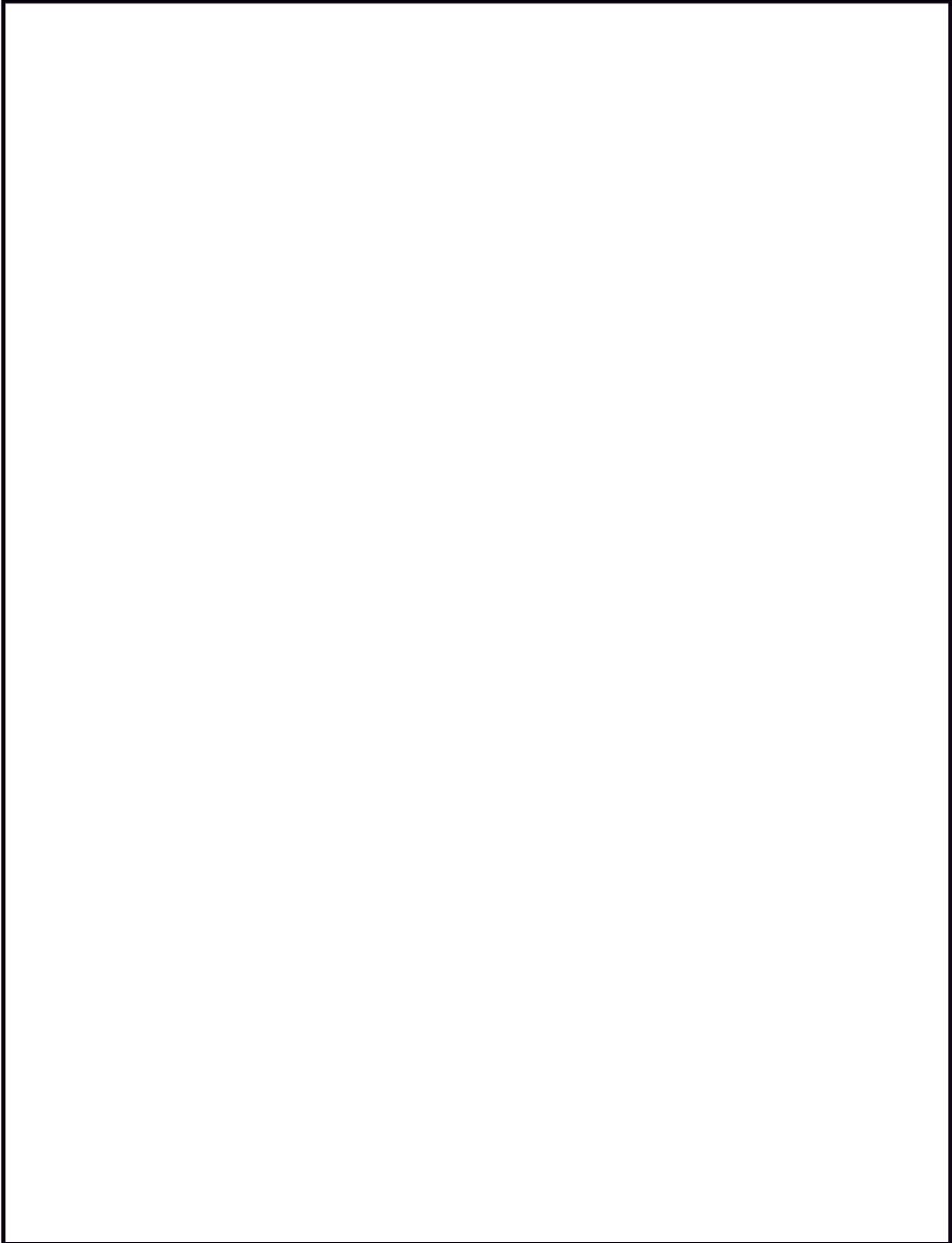


Cara is a wife, mom to a 15-year-old stepson, 6-year-old daughter, 4-year-old son, and a woman of God. She works as a mom empowerment coach and her mission is to provide women with the tools, resources, and community to reach their goals, empower themselves, find their happiness, and live a life by design. She does this via her blog, podcast, virtual community groups, and e-courses that help women learn to balance their lives, finances, schedules, health, and themselves!

ABOUT

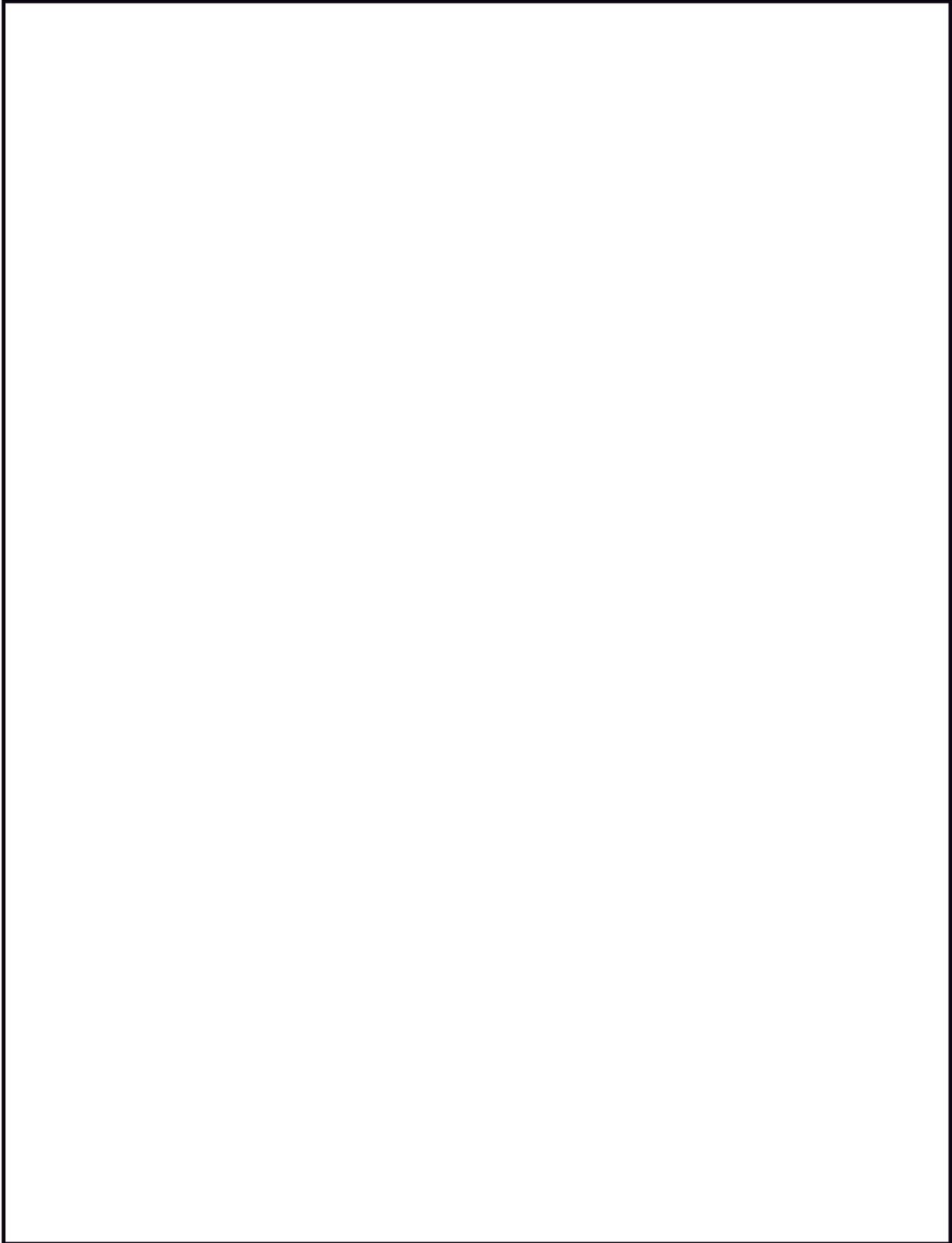
Black Friday Monetization Panel

Kate Doster, Marlene Srdic, & Liz Stapleton



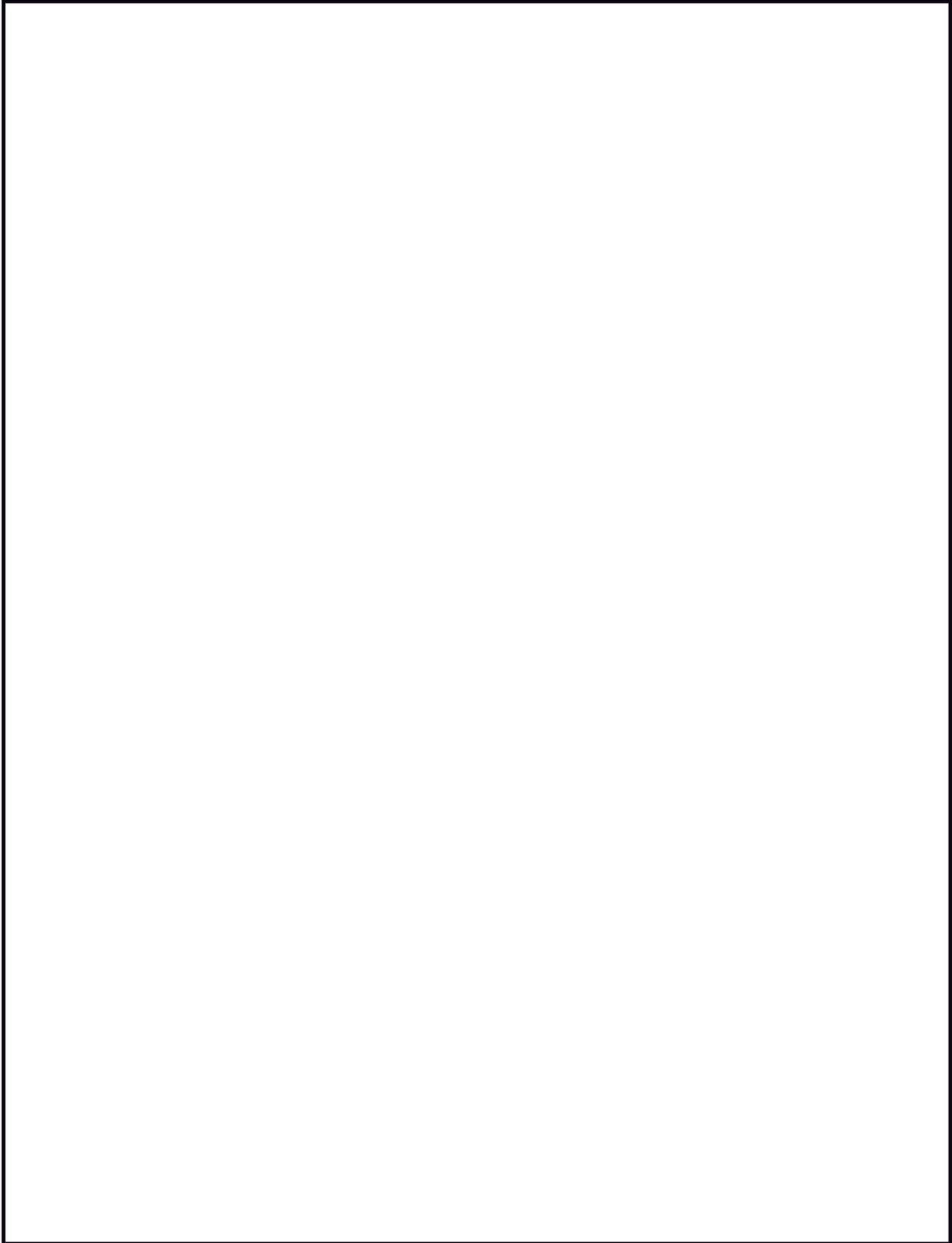
Black Friday Monetization Panel

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Black Friday Monetization Panel

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Black Friday Monetization Panel

Kate Doster, Marlene Srdic, & Liz Stapleton



Kate Doster is the host of the Do the Brave Thing Podcast, and is dangerously obsessed with helping ethical entrepreneurs carve out their slice of the interwebs by wooing the hearts (and wallets) open of their small but mighty audiences thanks to fun email marketing and Easy Yes mini-offers.

She believes you don't need to bleed the alphabet or be a dirty rotten spam face to write emails that jolt subscribers into taking action, gobbling up your paid offers like candy or kale if that's your thing.



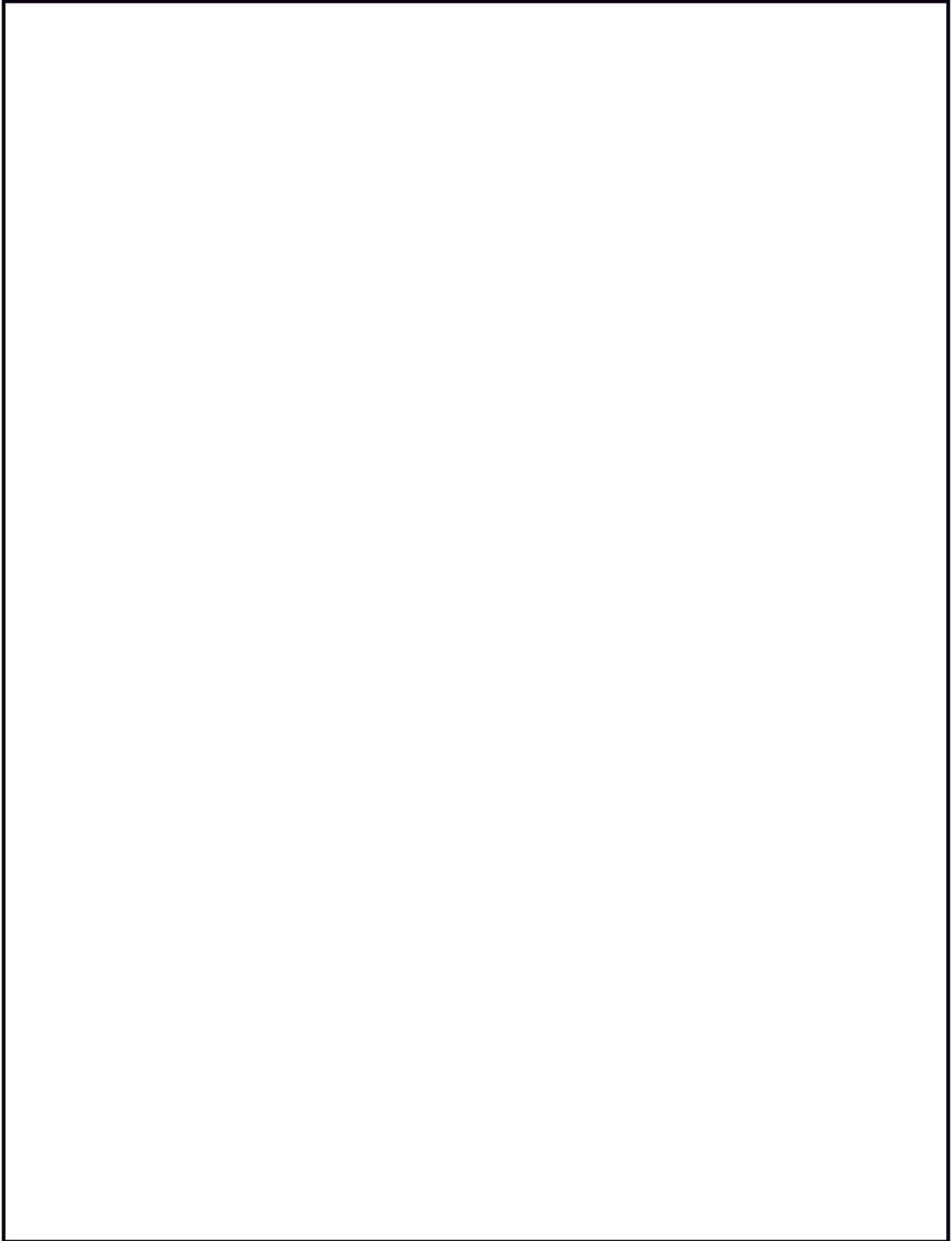
Marlene Srdic is a former magazine editor turned content creator and creative entrepreneur. In her editorial life, she has been at the helm of 4 publications as Editor in Chief and her bylines have graced the pages of publications like Everyday with Rachael Ray and BBC Travel. After more than 15 years in the industry, she launched her personal fashion and lifestyle blog, Life with Mar (www.lifewithmar.com), where she helps Millennial women feel confident and stylish with outfit ideas, fashion tips and home decor inspiration. She is also the founder of Glitz & Grammar where she helps lifestyle brands and bloggers woo their audience with wow-worthy copy.



Liz Stapleton is a blogger, lawyer, and most importantly someone who loves making your life easier with action-oriented content and trainings. An attorney since 2012, and a blogger since 2014, she is the founder and voice behind Less Debt, More Wine – a personal finance site, ElizabethStapleton.com where she helps readers understand the legal side of blogging, and founder of the Blogger Breakthrough Summit, an annual virtual summit designed to help bloggers take back their time and start hitting their goals.

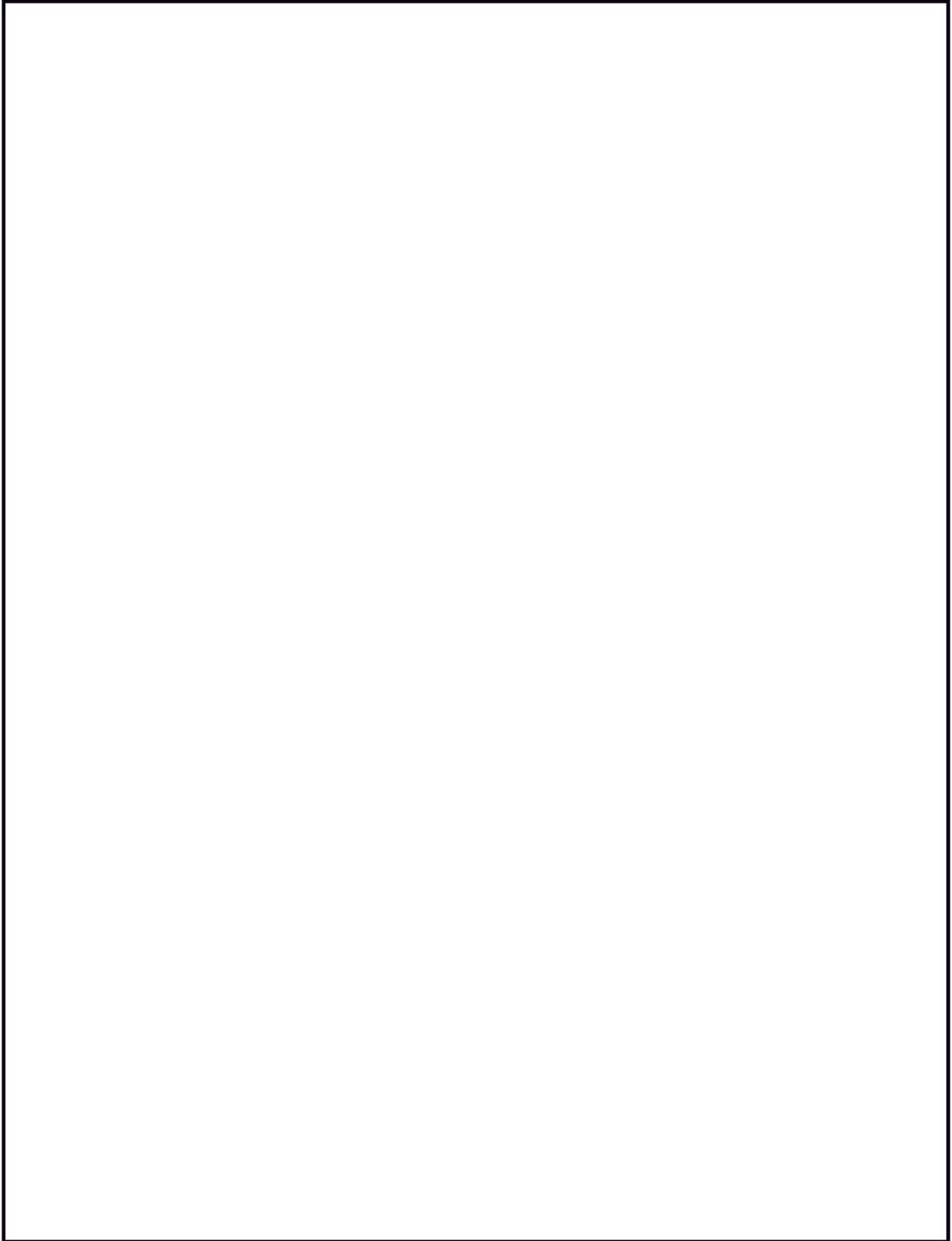
Monetization Panel

Amanda Warfield, Jenny Melrose



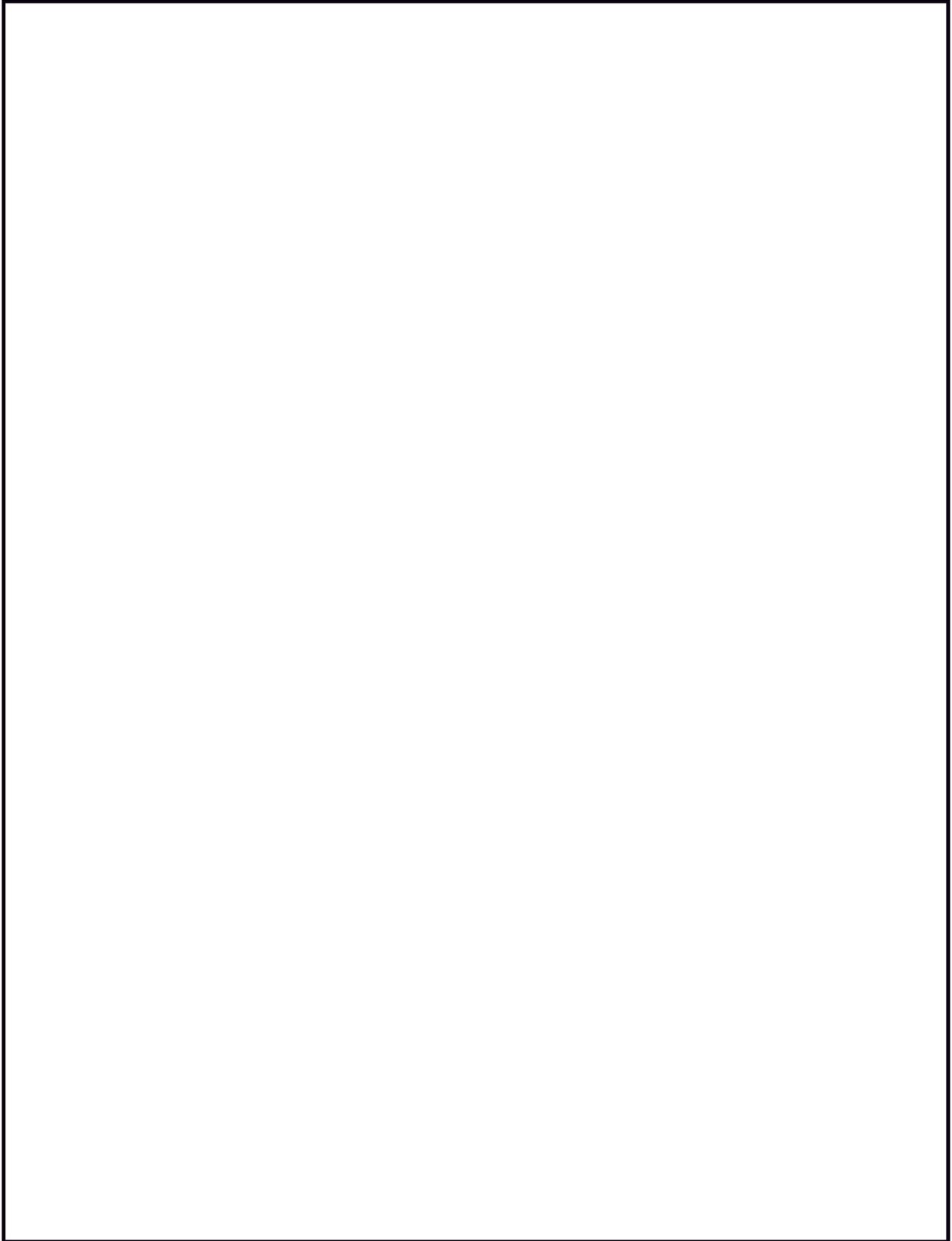
Monetization Panel

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.

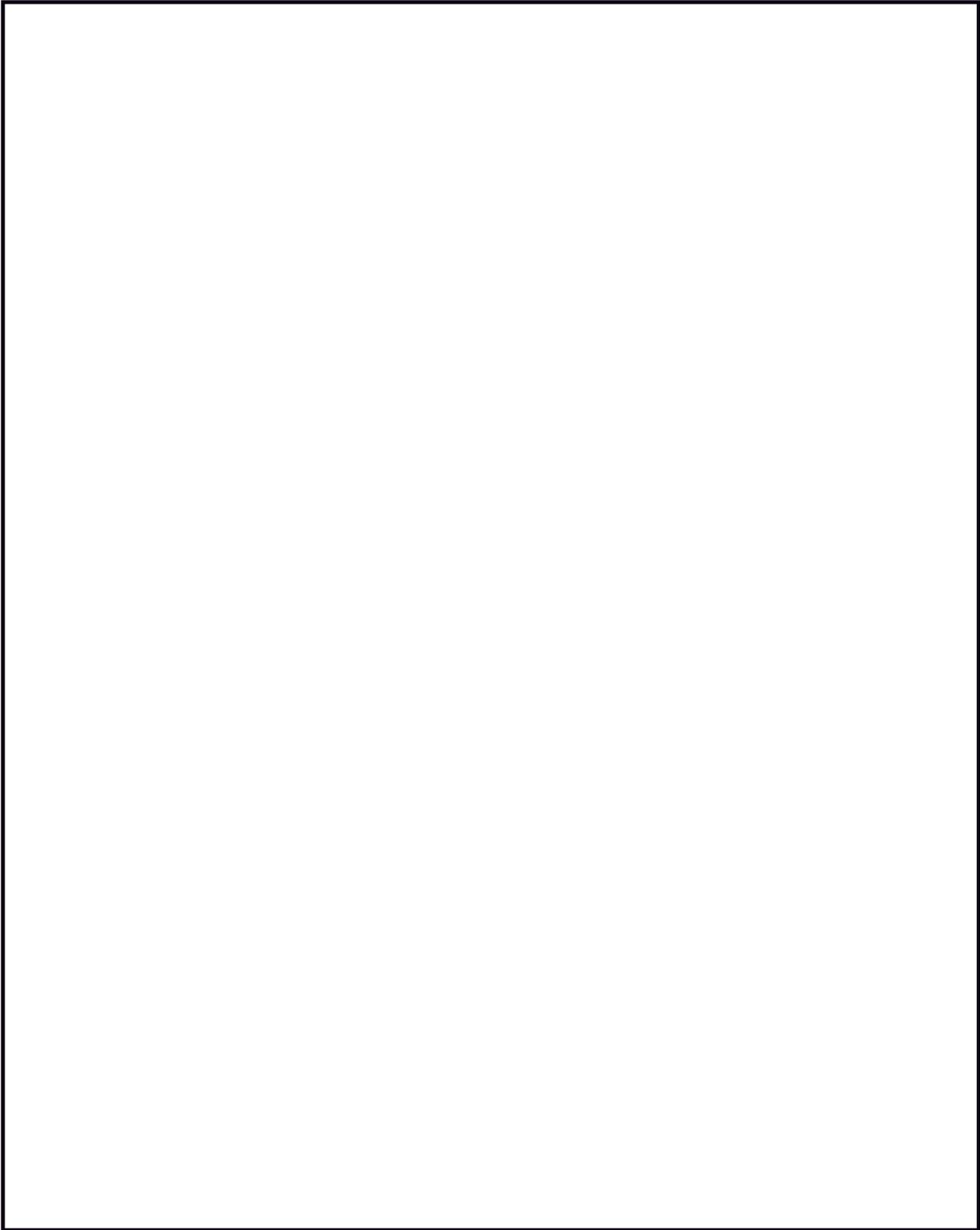
If her nose isn't in a book, you can find Amanda annoying her husband by slipping Disney into every conversation, or forcing her cats to snuggle.



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.

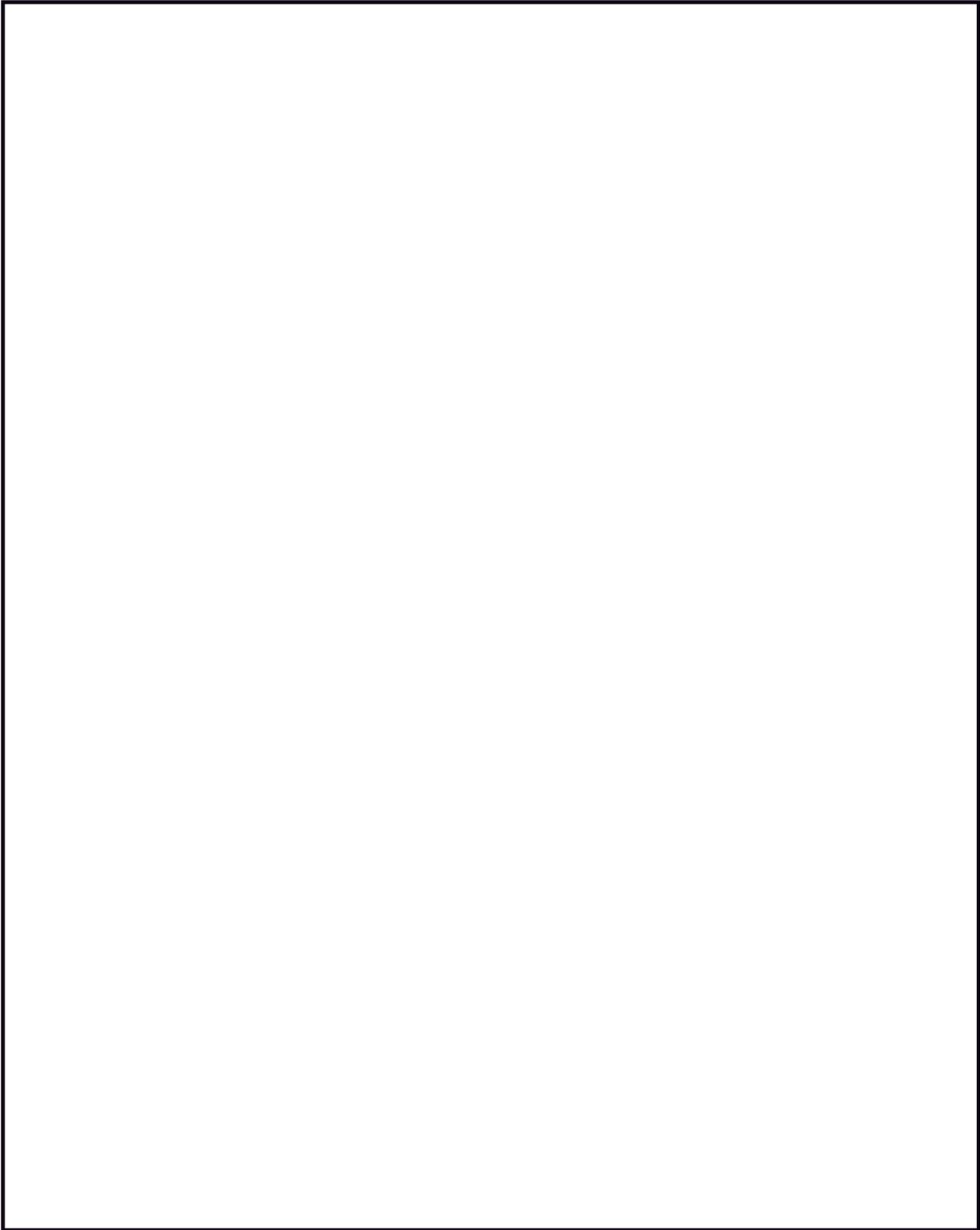
What it Takes to Be a _____ Successful Affiliate

Jessica Evans



What it Takes to Be a _____ Successful Affiliate

Jessica Evans



What it Takes to Be a _____ Successful Affiliate

Jessica Evans



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[Sign up to be an Ultimate Bundles Affiliate](#)

Resources

[Jessica Evans is the Owner of Ultimate Bundles. Before that, she was a customer and affiliate as well as the Customer Happiness Manager, so her roots run deep with UB. Her blog, Follow My Arrow, sparked the entrepreneur bug nearly 7 years ago, and it only seems to be growing with her latest role as CEO. Her journey is why she is so passionate about what they do there! Because she knows how transformational it can be when you connect goal-oriented people with trainings they can afford and an affiliate program that rewards bloggers at every level.](#)



ABOUT

BLOGGER BREAKTHROUGH SUMMIT MEMBERSHIP

Join Today

BLOGGER BREAKTHROUGH SUMMIT Membership

INTERMEDIATE
SESSIONS

ADVANCED
SESSIONS

Blogger Breakthrough Summit Membership

Watch the sessions from the Blogger Breakthrough Summit below. You need to complete your membership or have questions about accessing through the videos, then complete the membership quiz below.

Your progress 0%

ALL CATEGORIES

- Personal Marketing
- Email Marketing
- Legal
- SEO
- Affiliate Marketing
- Productivity
- YouTube
- Team
- Mindset
- List Growth
- Social Media Marketing
- Funnels
- Productivity
- Product Creation
- Design
- Graphic Design
- Content Marketing
- Copywriting
- Marketing & Business
- Monetization
- Business Finance

Summit Year

2020 2021 2022 2023

Quiz

Beginner Intermediate Advanced

10 Quiz Items to display

- How to Make Your First Affiliate Sale - Plus The 1,000 Pageviews**
Making your first affiliate sale can seem impossible, but with the right strategy, it's totally doable. In this session, you're going to learn how you can make your first affiliate sale with less than 1,000 pageviews!
Summit Year: 2022
Video Length: 24:22
- 3-Step Formula For SEO Success!**
Alpha Treves will guide you through a simple 3-step formula to start getting thousands of page views from Google, even if you are a new Blogger!
Summit Year: 2022
Video Length: 31:57
- How to Succeed with Your Goals**
No one will push you to realize your dreams. In this session, Alina will teach you what you need to do to succeed in your business.
Summit Year: 2021
Video Length: 25:47
- 3 Email Strategies To Convert With An Autopilot**
Email is still one of the best ways to grow your business. In this session, Alina will teach you what you need to do to succeed in your business.
Summit Year: 2021
Video Length: 34:57
- 3 Ways to Boost Conversions by Mastering Tags & Segmentation in Your Email Service Provider**
The email marketing world is so much more than just sending out newsletters. It's all about getting the most out of the tools we use. In this session, you'll learn how to use tags and segmentation to boost your conversions.
Summit Year: 2022
- How to Take Back Control of Your Email Marketing in 5 Steps**
This session will give you tips and advice to help you get the most out of the tools we use.
Summit Year: 2022
- Imagine Your Bloggram**
This session will show you how to use your blog to grow your business. It's all about getting the most out of the tools we use.
Summit Year: 2022
- Using Story to Attract an Audience**
Story is one of the most powerful tools you have. In this session, you'll learn how to use story to attract an audience.
Summit Year: 2022

Blogger Breakthrough Summit Membership

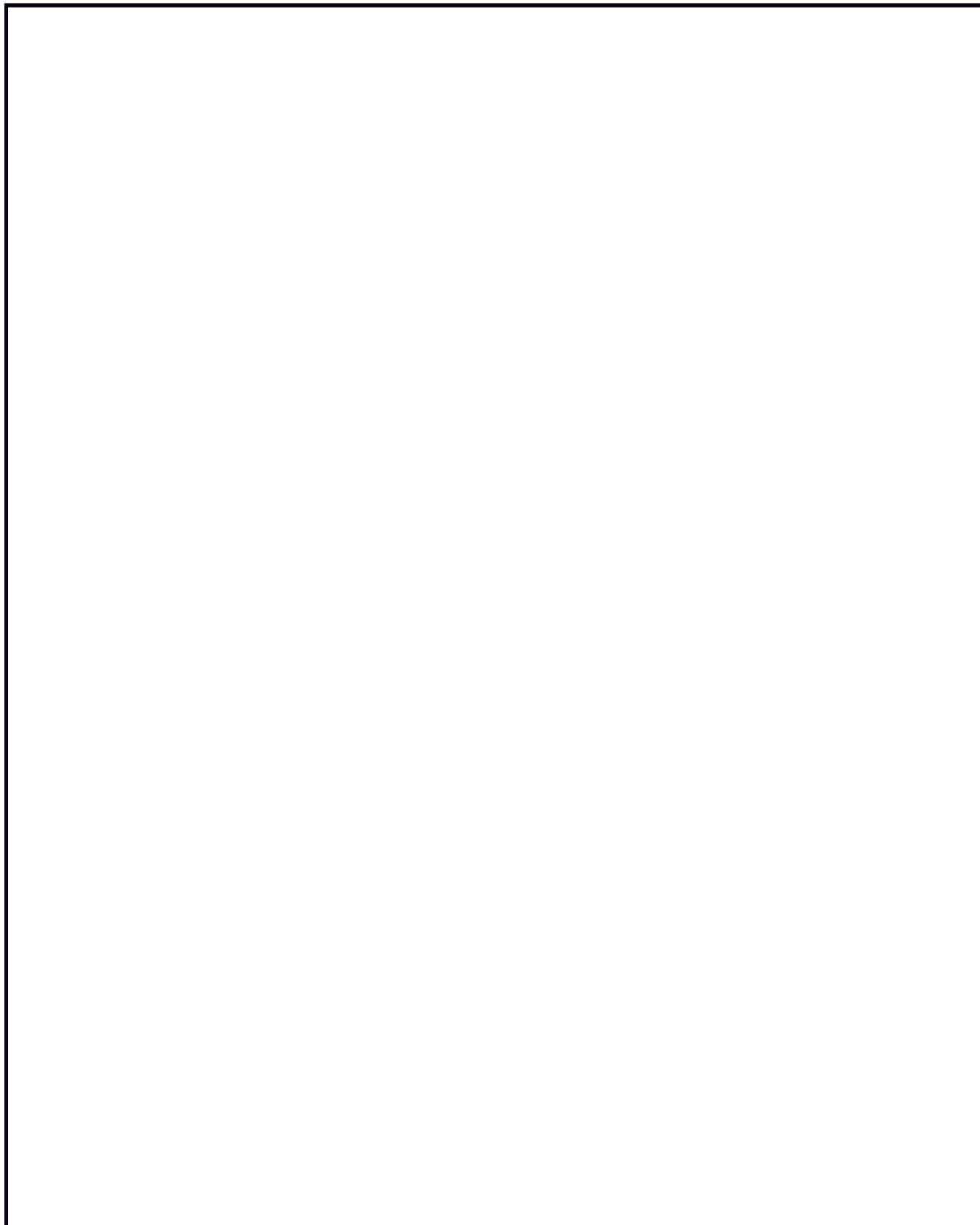
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Your progress 0%

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This session will show you how to use your blog to grow your business. It's all about getting the most out of the tools we use.
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Summit Year: 2022

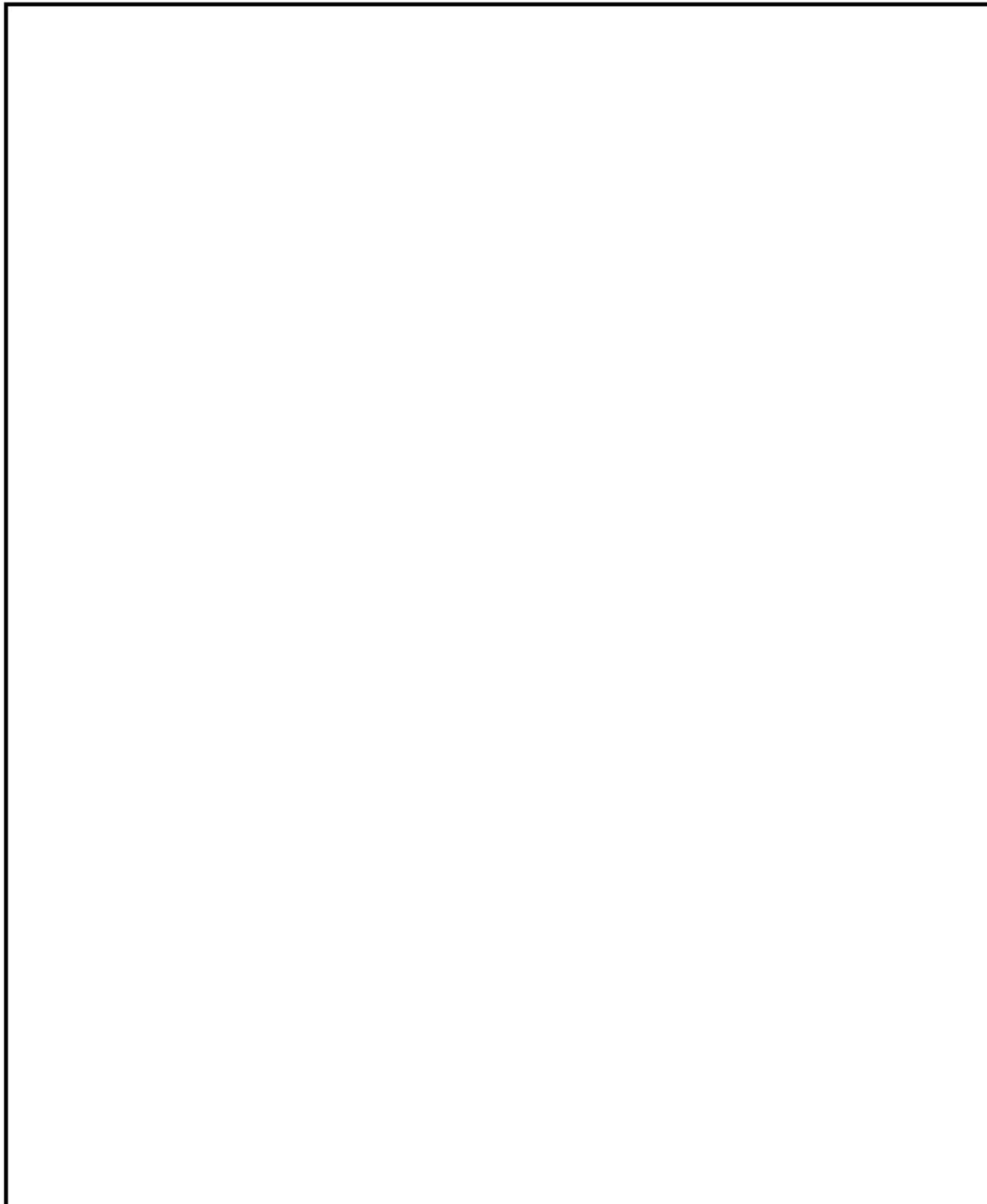
Turning A Freebie into a High Value Digital Product

Sasha Hutchison



Turning A Freebie into a High Value Digital Product

Sasha Hutchison



Turning A Freebie into a High Value Digital Product

Sasha Hutchison



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[Templett](#)

[PDFescape](#)

[Adobe DC](#)

[Foxit](#)

Keynote

[Adobe Indesign](#)

Goodnotes

Google Sheets

Excel

Numbers

Resources

Sasha is a top 1% seller over at [yourfrugalfriend.etsy.com](#). She creates products that help sellers, just like you, make more money and more sales.

She loves being a mom, running her businesses, and helping people thrive in their own small businesses.

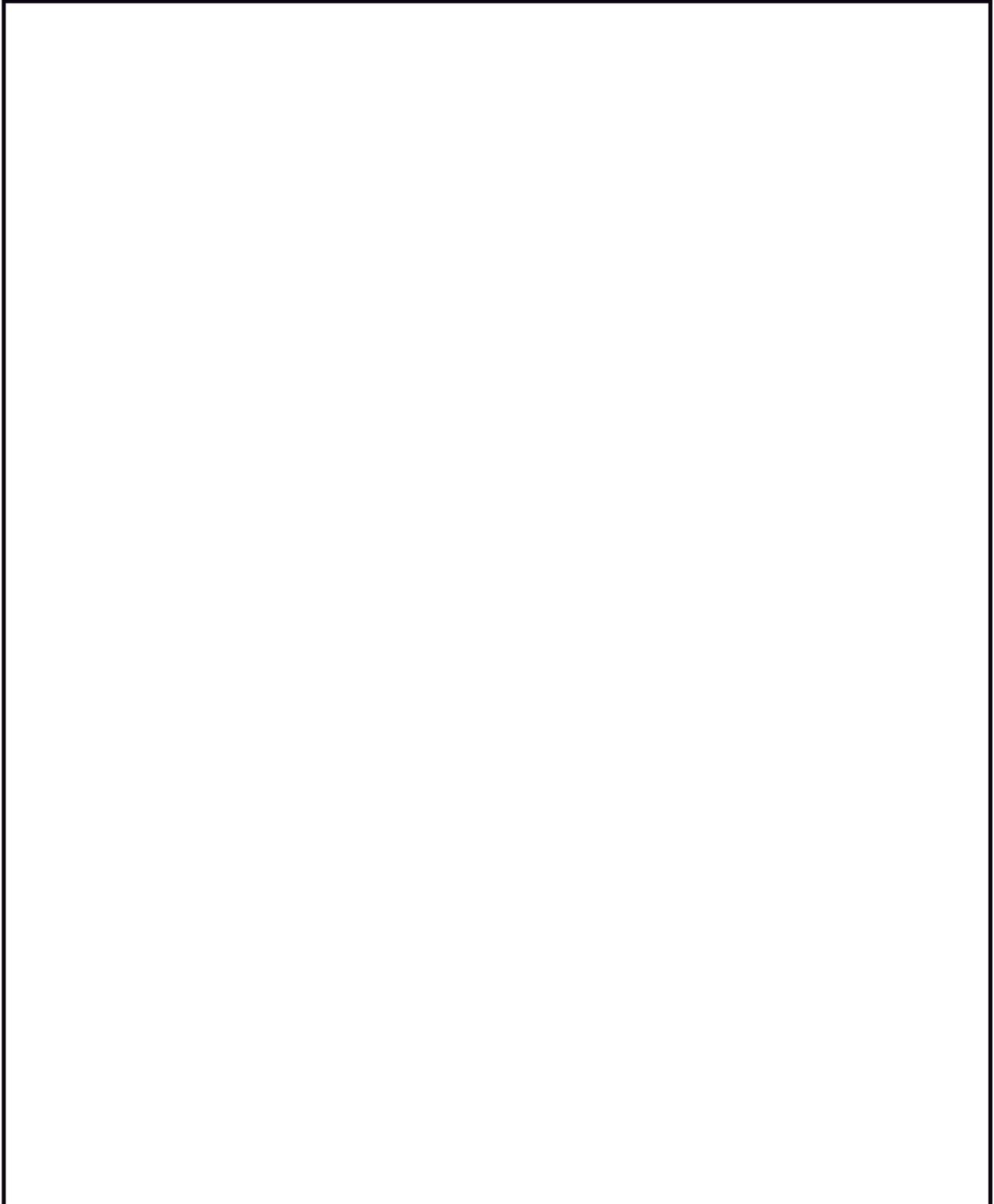
The products and templates below will help you to level up your sales in your Etsy shop, on your blog, or anywhere you make money online.

ABOUT

How to Make Your First Affiliate Sale

with Less Than 1,000 Pageviews

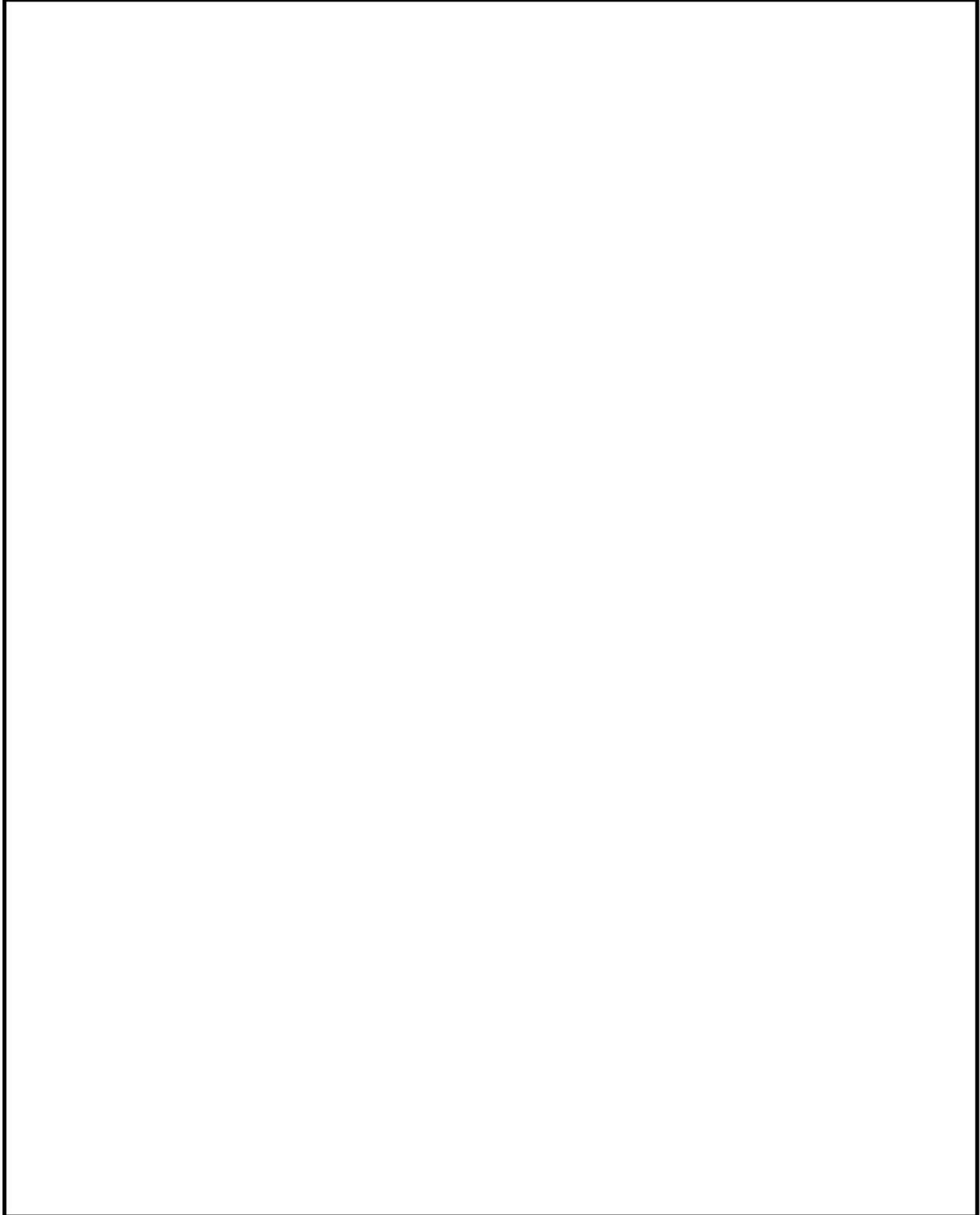
Aisha Preece



How to Make Your First Affiliate Sale

with Less Than 1,000 Pageviews

Aisha Preece



How to Make Your First Affiliate Sale

with Less Than 1,000 Pageviews

Aisha Preece



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[Amazon](#)

[2022 Summit All Access Pass](#)

"Aisha Preece is the founder and owner of side hustle website OutandBeyond.com, as well as 5 other niche websites. She managed to grow Out and Beyond to a revenue of \$18k per month, predominantly from affiliate marketing. Her 5th site made its first affiliate sale with less than 100 pageviews! Aisha quit her corporate job with her blog income and became financially independent and it's something Aisha is incredibly passionate about helping others learn."

Resources

ABOUT

SCHEDULE

DAY 5 - AUGUST 18 - FRIDAY



Action Items

DAY 5 - AUGUST 18 - FRIDAY

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.

CANVA Notebooks & video intro and outro

RELAYTHAT Promo graphics

HEYSUMMIT Hosting the summit videos

THRIVECART Paid pass sales cart and hosting

WISERNOTIFY Social proof

CONVERTBOX Quizzes, pop ups

FOXIT PDF editor

CLICKUP Speaker onboarding

CONVERTKIT Email marketing

LEMLIST Cold outreach

IMOVIE Video editing

ZOOM Recording interviews

SOUNDWISE Private podcast feed

Misc. Notes

