

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.

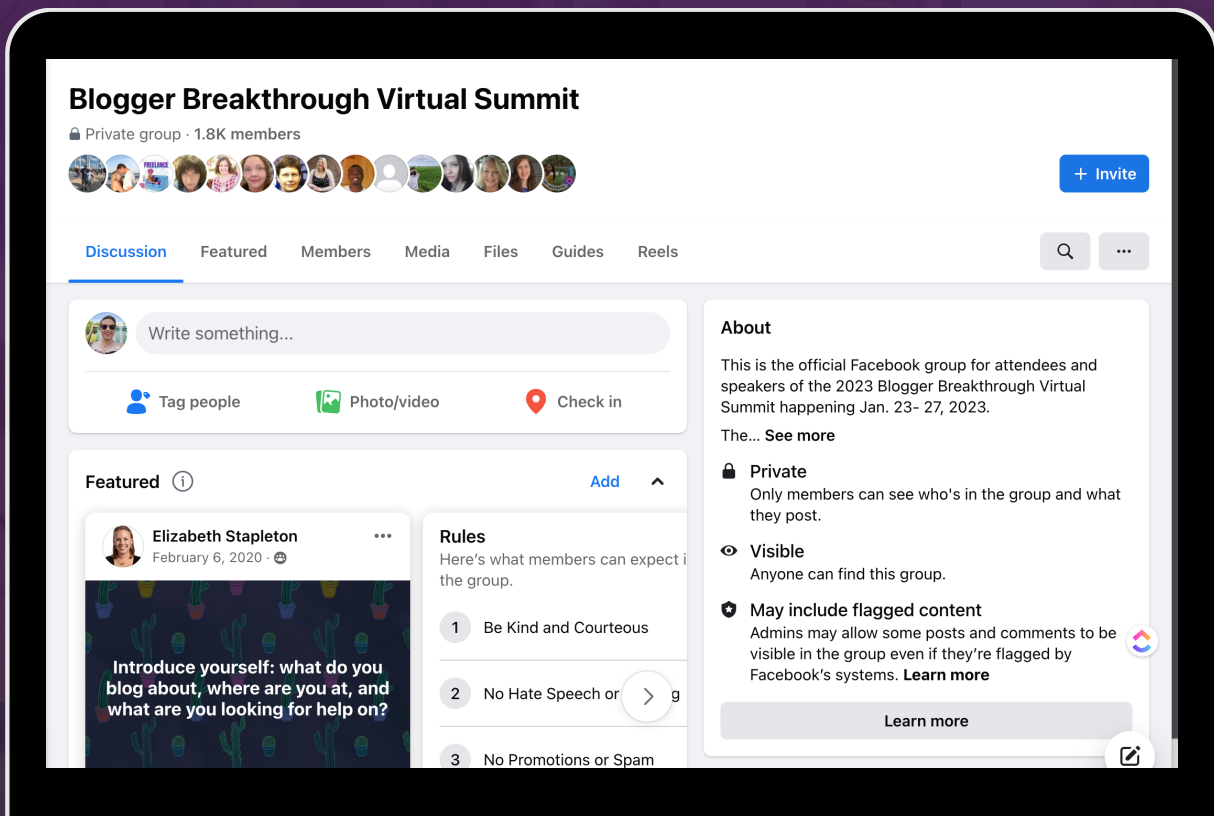
Remember there is no magic wand when it comes to creating a successful blog, you can attend all the sessions and learn all the things, but if you don't take action on what you learn you won't get anywhere.

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?!



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



Join Now

# ABOUT LIZ STAPLETON

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*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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*All the beginner sessions happening day 5 followed by the notes pages for each session.*

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**UPGRADE TO THE BLOGGER  
BREAKTHROUGH SUMMIT  
MEMBERSHIP** *Join for just \$9/month*

16

SHOP



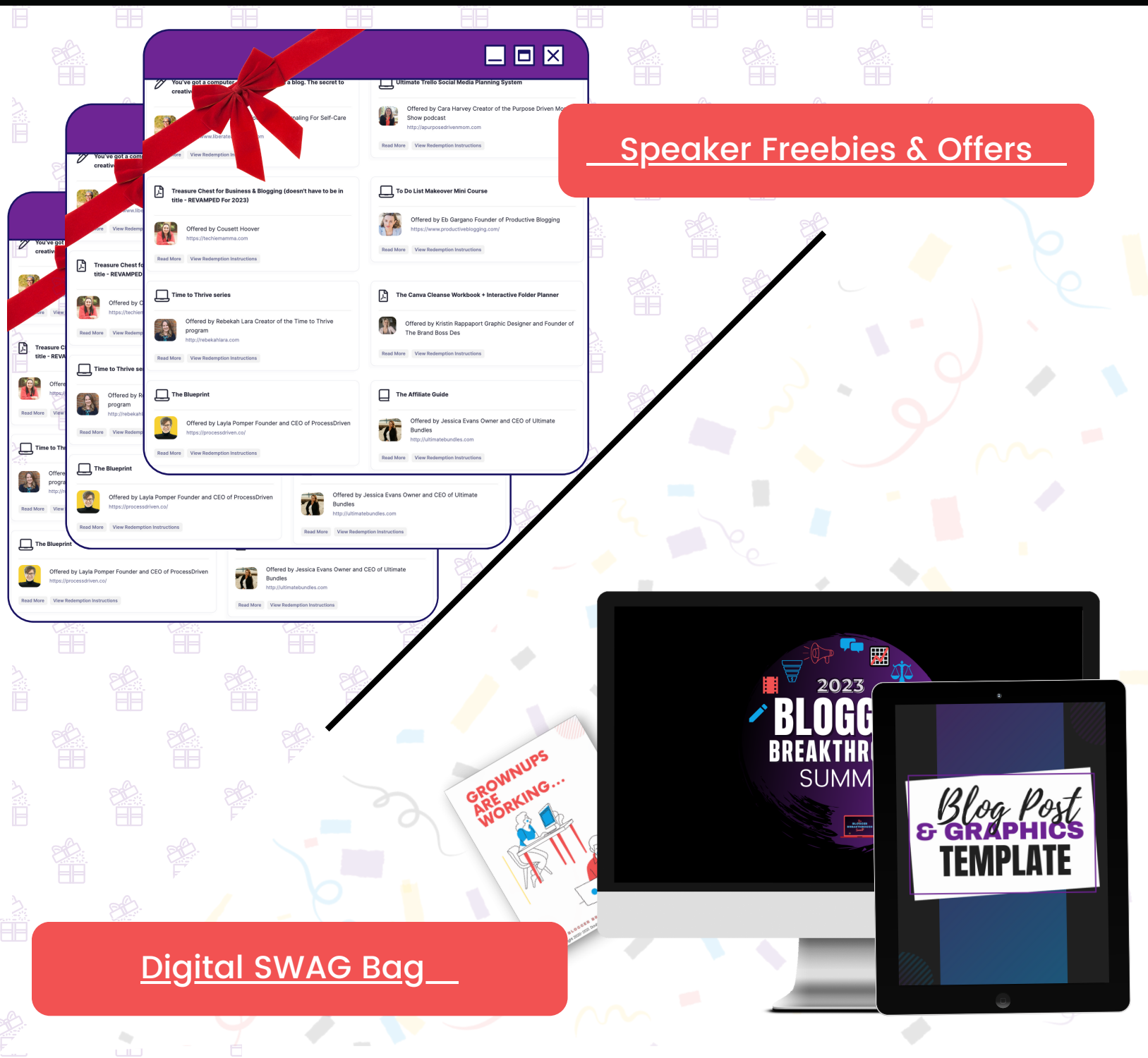
# Don't Forget!

## Take Advantage of the

# SWAG Bag & Speaker Freebies

Speaker Freebies & Offers

Digital SWAG Bag





# BINGO

bloggerbreakthrough.com

## 2023 BLOGGER BREAKTHROUGH SUMMIT REDUX BINGO CARD

**B****I****N****G****O**

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

9:30 AM

BRAND PROTECTION WITH FEDERAL  
TRADEMARK REGISTRATION

Nicole Cheri Oden *Intermediate*



10:30 AM

MASTER YOUR CONTENT  
ORGANIZATION WITH AIRTABLE

Rebekah Lara *Intermediate*



1:30 PM

GOOGLE ANALYTICS 4 FOR BLOGGERS

Sherry Smothermon-Short *Intermediate*



3:30 PM

THE CANVA CLEANSE: DECLUTTER  
YOUR ACCOUNT & DESIGN LIKE A PRO!

Kristin Rappaport *Intermediate*

4:00 PM

HOW TO DISCOVER AND SHARE YOUR  
BRAND VOICE THROUGH YOUR BLOG

Madison Wetherill *Intermediate*



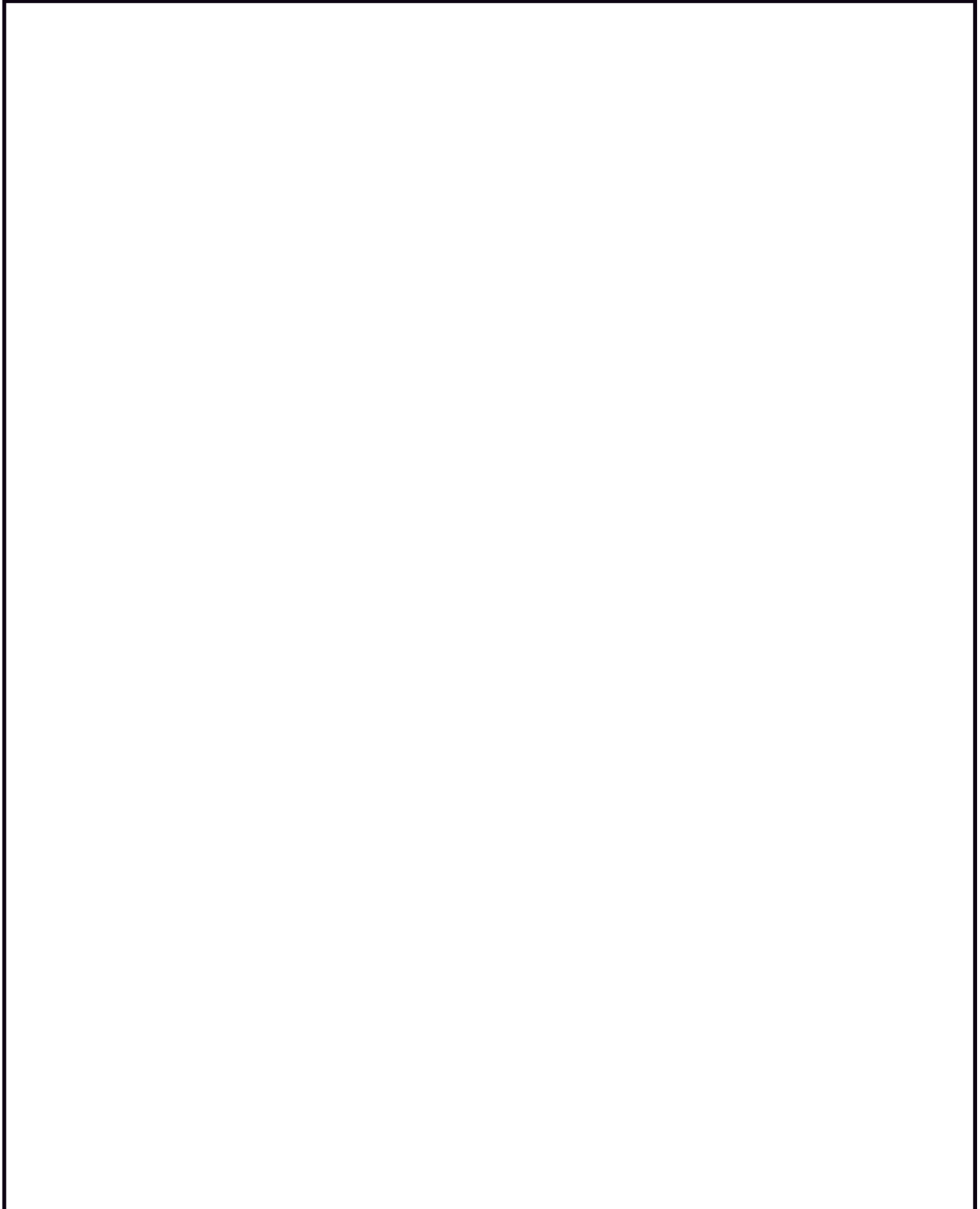
# Action Items

DAY 1 - AUGUST 14 - MONDAY

Brand Protection with

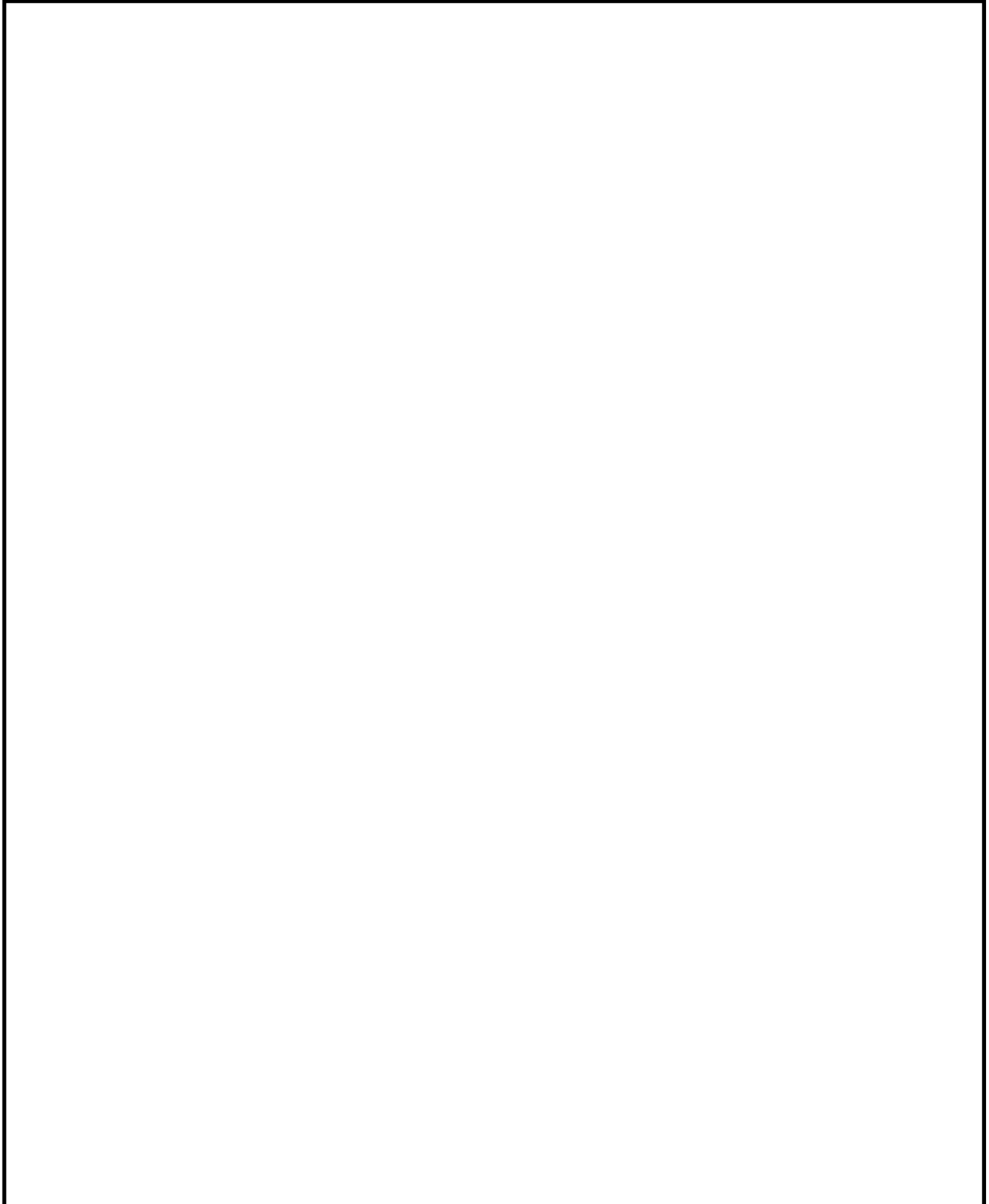
Federal Trademark Registration

**Nicole Cheri Oden**





**Nicole Cheri Oden**



## Nicole Cheri Oden

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[TESS](#)

Resources

Nicole is an attorney licensed in the State of California for almost 11 years and she works with online entrepreneurs to ensure they're protecting their businesses, income, and boundaries.

She has her own virtual law firm - Nicole Cheri Oden Law, PC - where she works with online entrepreneurs to get custom contracts and federal trademark registration in place. She also has an online business - Legal Templates and More - providing legal resources, including templates, for other online business owners.

ABOUT

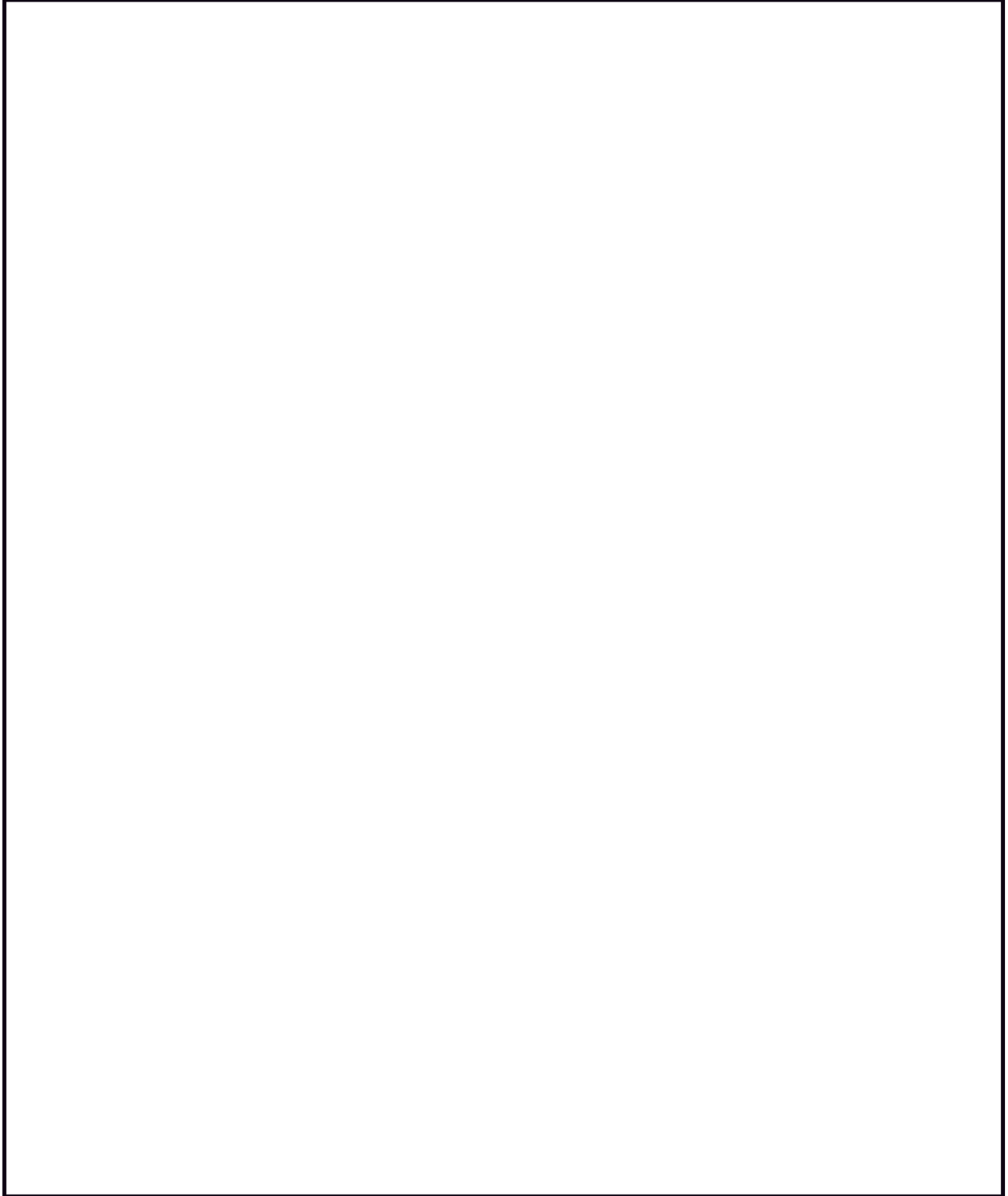




# Master Your Content Organization

## Using Airtable

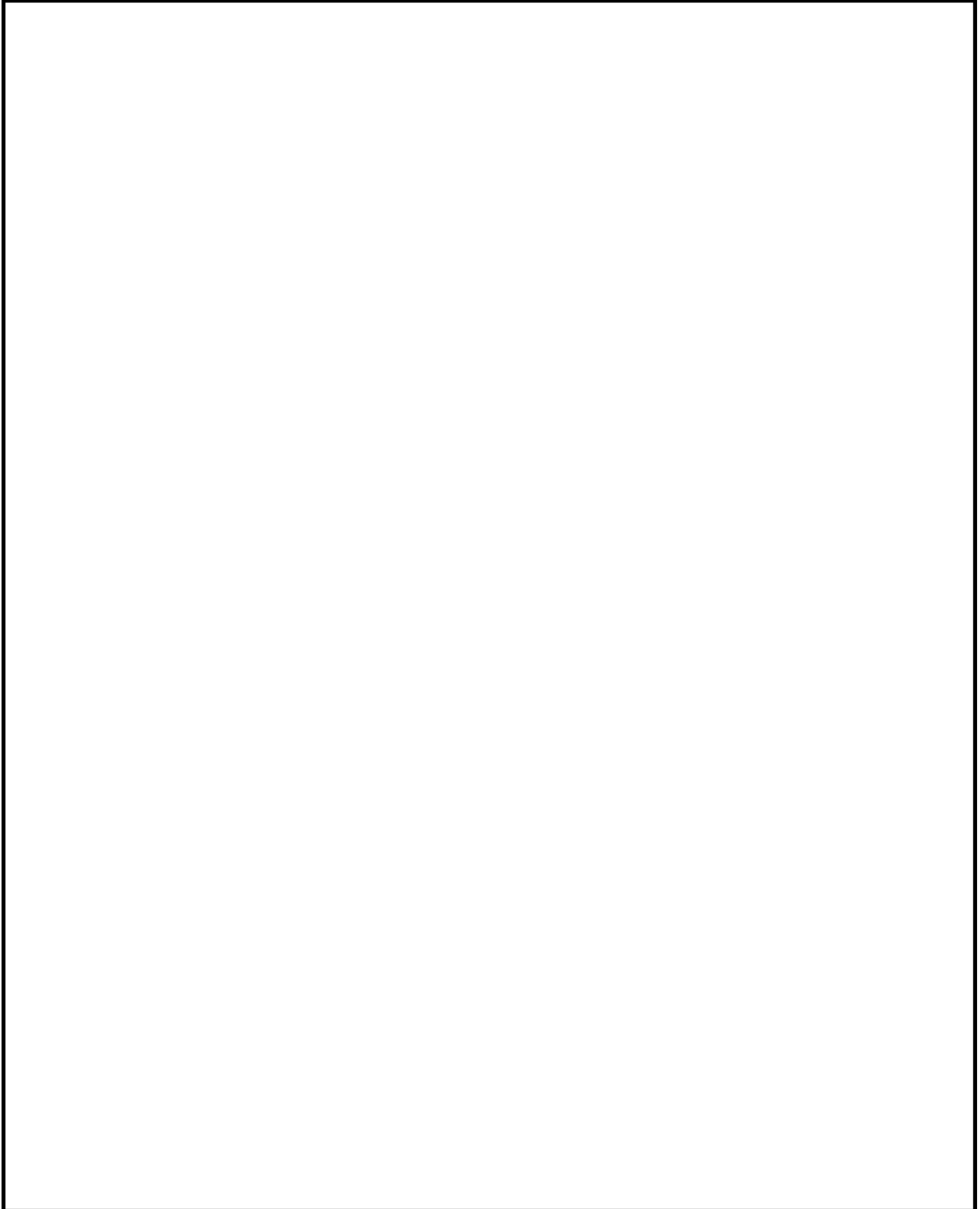
**Rebekah Lara**



# Master Your Content Organization

## Using Airtable

**Rebekah Lara**



# Master Your Content Organization

## Using Airtable

## Rebekah Lara



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Airtable

Resources

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.

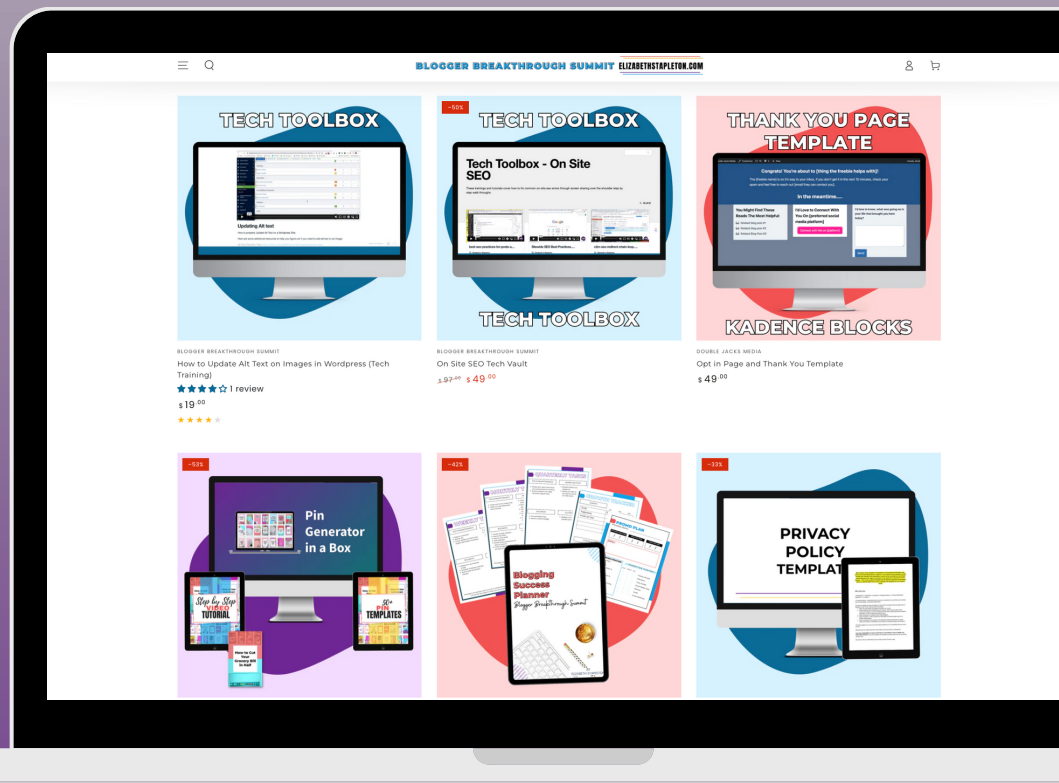
ABOUT



# BLOGGER BREAKTHROUGH SUMMIT

## ELIZABETHSTAPLETON.COM

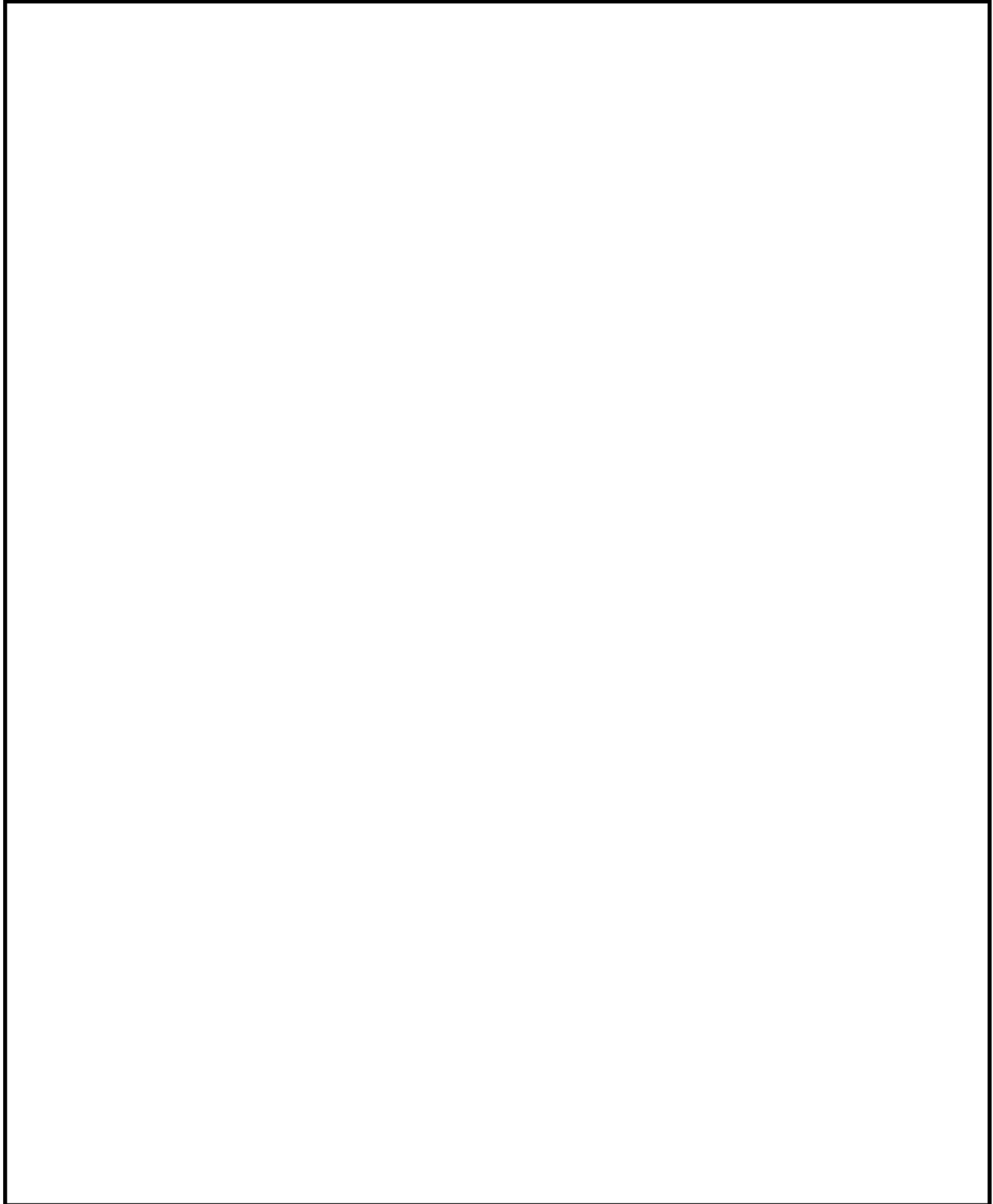
*Save time. Stress less. Blog better. with Trainings and Tools to help. Check out the Blogger Breakthrough Summit & Elizabethstapleton.com Shop!*



Shop now and save 25% with code:  
**BBSREDUX**

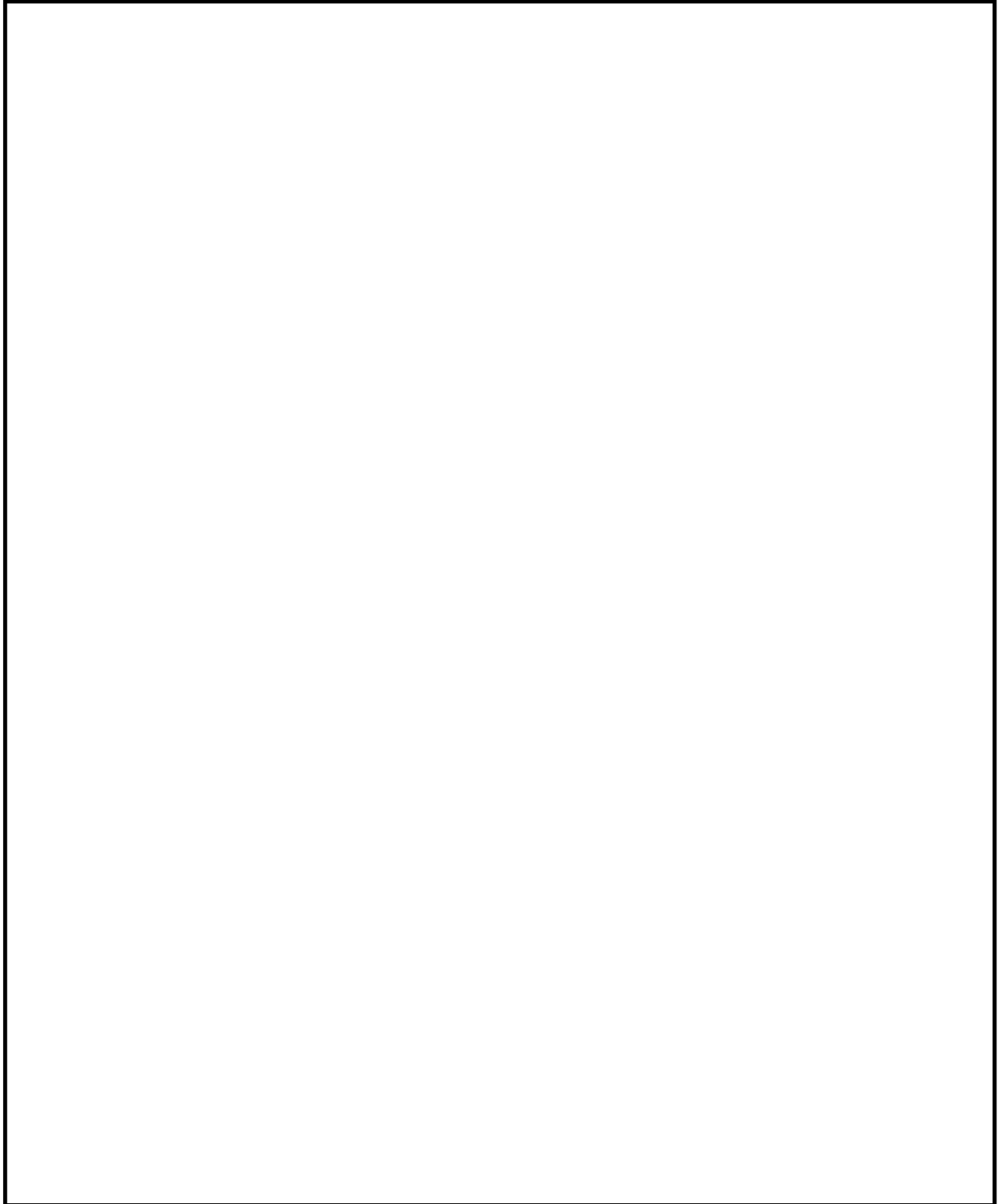
# What Bloggers Need to Know About Google Analytics 4

**Sherry Smothermon Short**



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# What Bloggers Need to Know About Google Analytics 4

## Sherry Smothermon Short

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[Google Analytics 4](#)

[Google Search Console](#)

Resources

Sherry Smothermon-Short is a self-described multi-passionate entrepreneur in the online space. She is a blogger, course creator, consultant, and Etsy shop owner.

She owns and runs four blogs--Cub Scout Ideas, Painless Blog Analytics, Easy Blog School, and The Facts Vault. Her decade of blogging has taught her how to use data to grow and improve her blog. She loves sharing what she learned with other content creators by providing information, resources, training, and services. In addition, Sherry owns three Etsy shops.

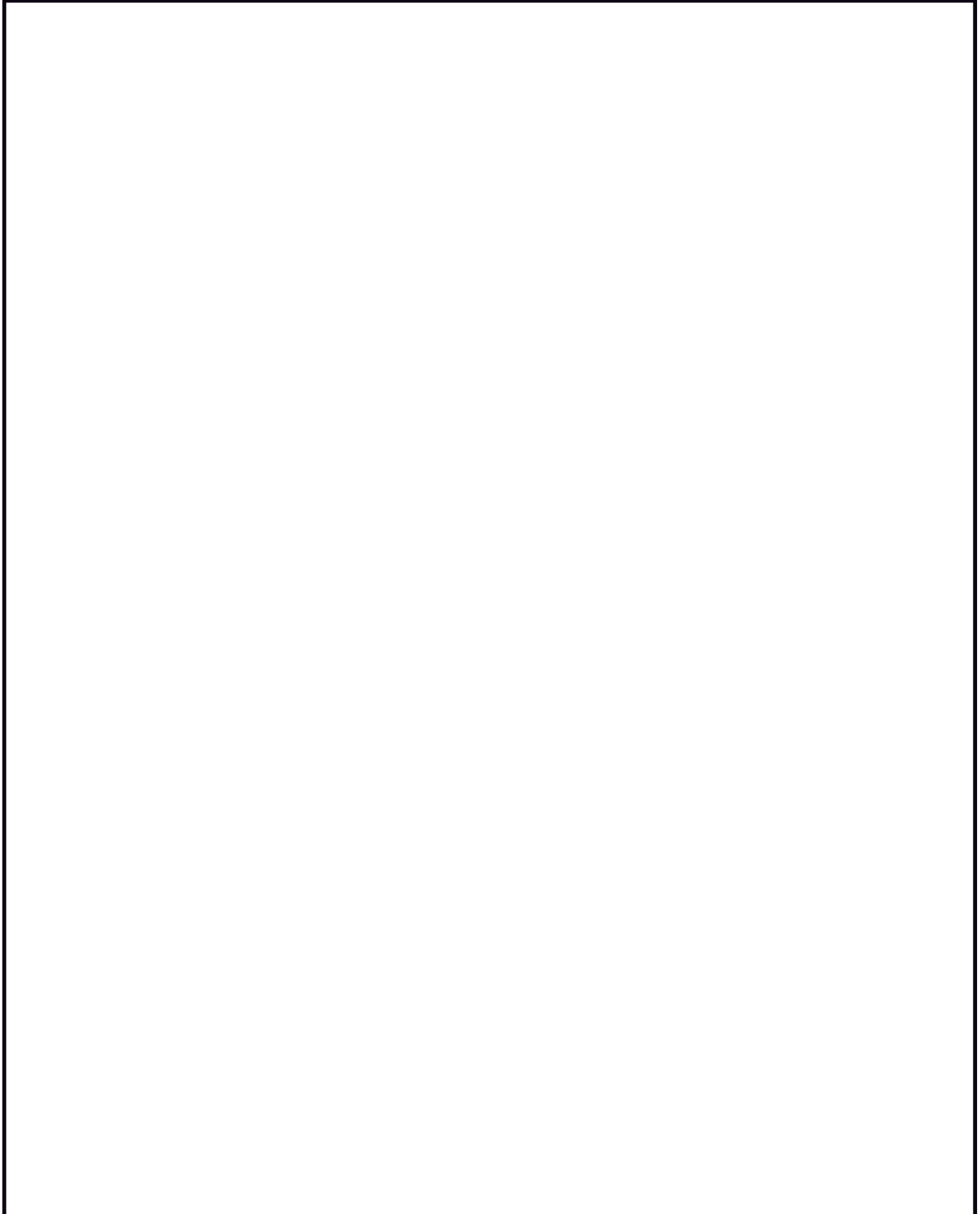
ABOUT



# The Canva Clense

Declutter Your Account & Save Time Designing!

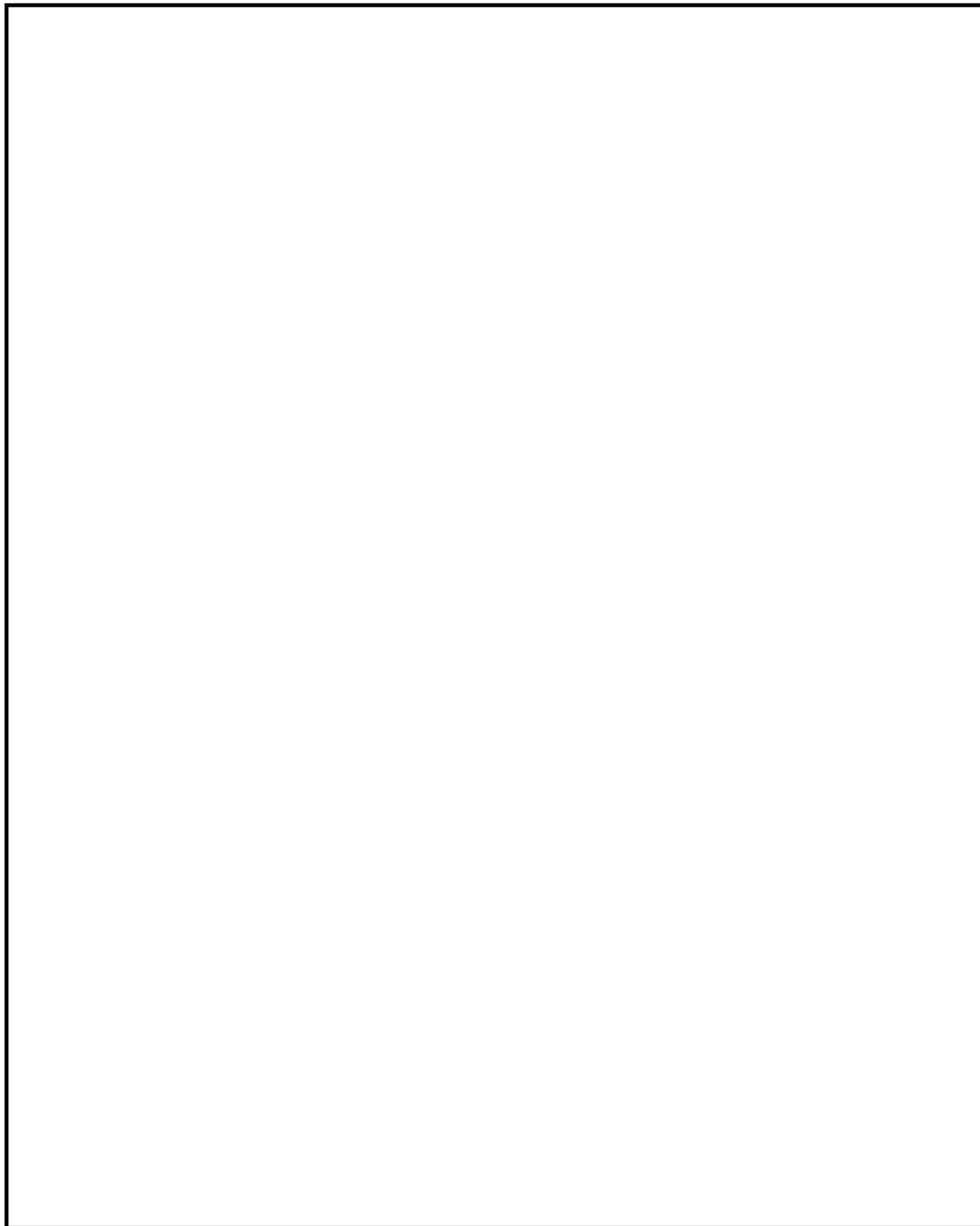
**Kristin Rappaport**



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Declutter Your Account & Save Time Designing!

**Kristin Rappaport**





# The Canva Clense

Declutter Your Account & Save Time Designing!

## Kristin Rappaport



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[Canva](#)

Resources



Kristin Rappaport is a Graphic Designer and the founder and voice behind [Kristinrappaport.com](#), where she helps online business owners better manage the design side of running their businesses. With 18 years of design and marketing experience and 5+ years of running her online business, Kristin's expertise is helping bloggers and online entrepreneurs learn the basics of graphic design and branding so they can look and feel professional online.

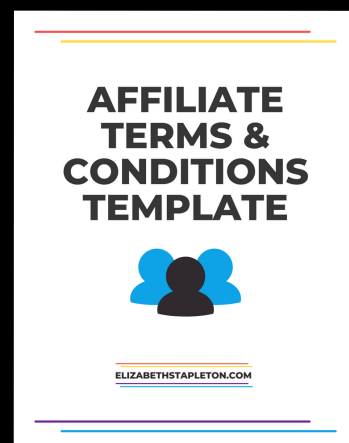
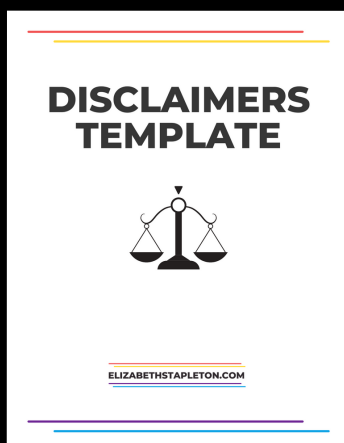
ABOUT



# WEBSITE LEGAL TEMPLATES BUNDLE

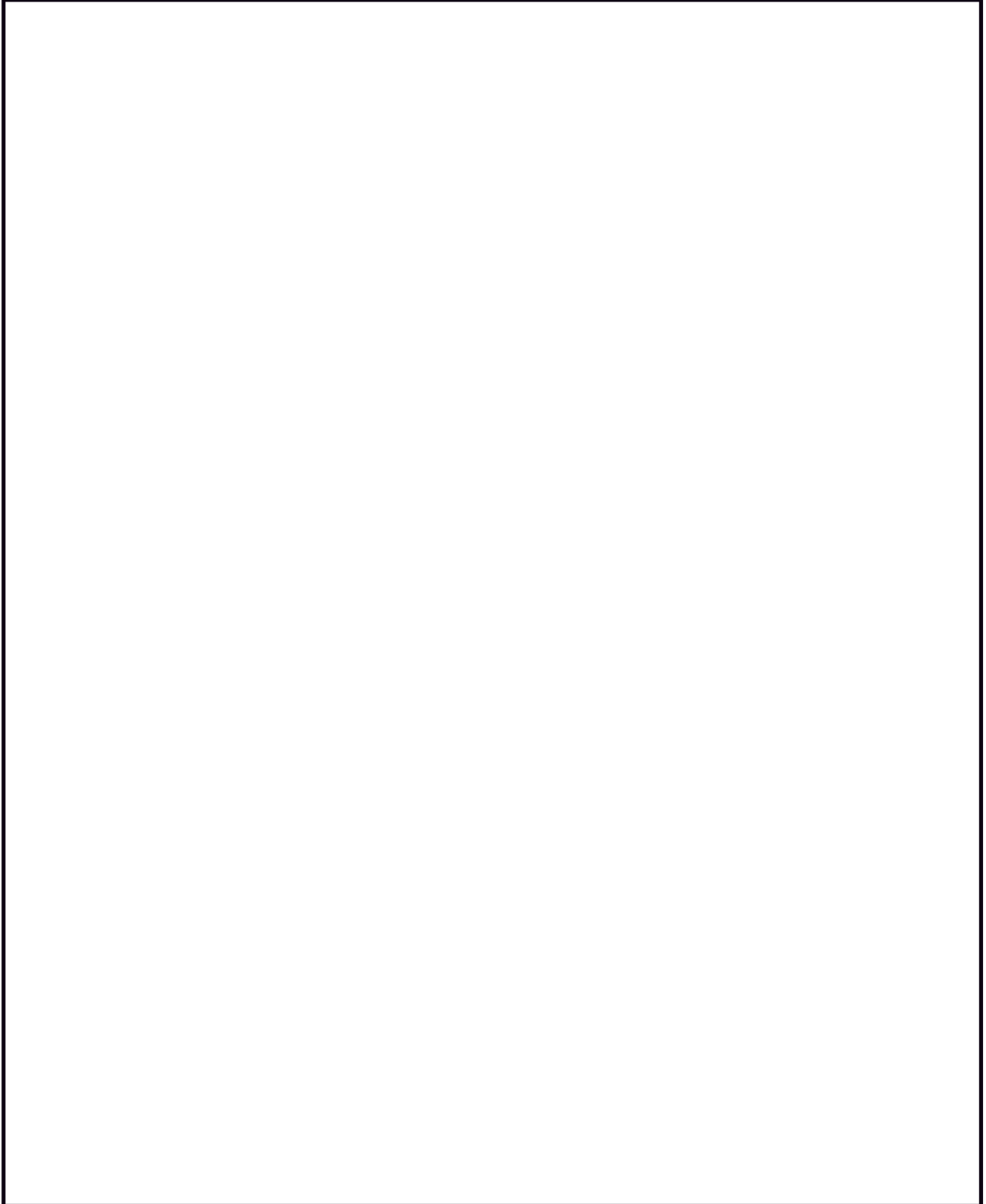
Save 35% Today!

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



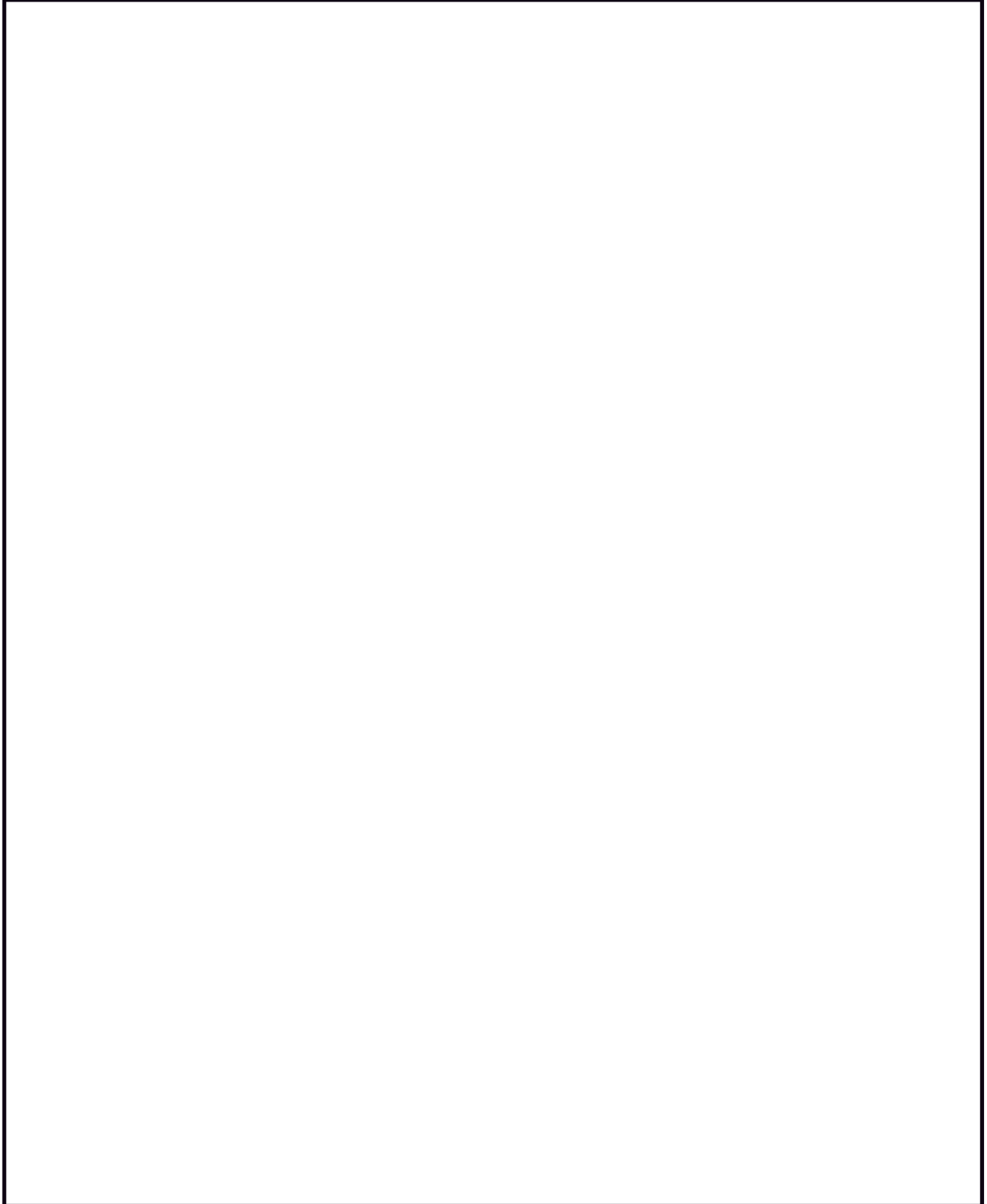
# How to Discover & Share Your Brand Voice Through Your Blog

**Madison Wetherill**



# How to Discover & Share Your Brand Voice Through Your Blog

**Madison Wetherill**





# How to Discover & Share Your Brand Voice Through Your Blog

## Madison Wetherill



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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.



Resources

ABOUT

# SCHEDULE

DAY 2 - AUGUST 15 - TUESDAY

**9:00 AM**

**THE SECRET SAUCE FOR CLICK-WORTHY PINS**

Ana Skyes *Intermediate*



**10:00 AM**

**HOW TO RANK ON GOOGLE WITH AI CONTENT**

Nina Clapperton *Intermediate*

**10:30 AM**

**Q4 MARKETING PANEL**

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

**12:00 PM**

**CONTENT PLANNING PANEL REPLAY**

Ryan Robinson, Mariah Magazines, Rebekah Lara, Liz Theresa

**1:30 PM**

**THE CRAZY SIMPLE WAY TO GET LOTS OF TRAFFIC FROM PINTEREST**

Nadalie Bardo *Intermediate*



**2:30 PM**

**THE SECRETS TO PUBLISHING MORE CONTENT IN LESS TIME WITH PLR**

Gina Lincicum *Intermediate*

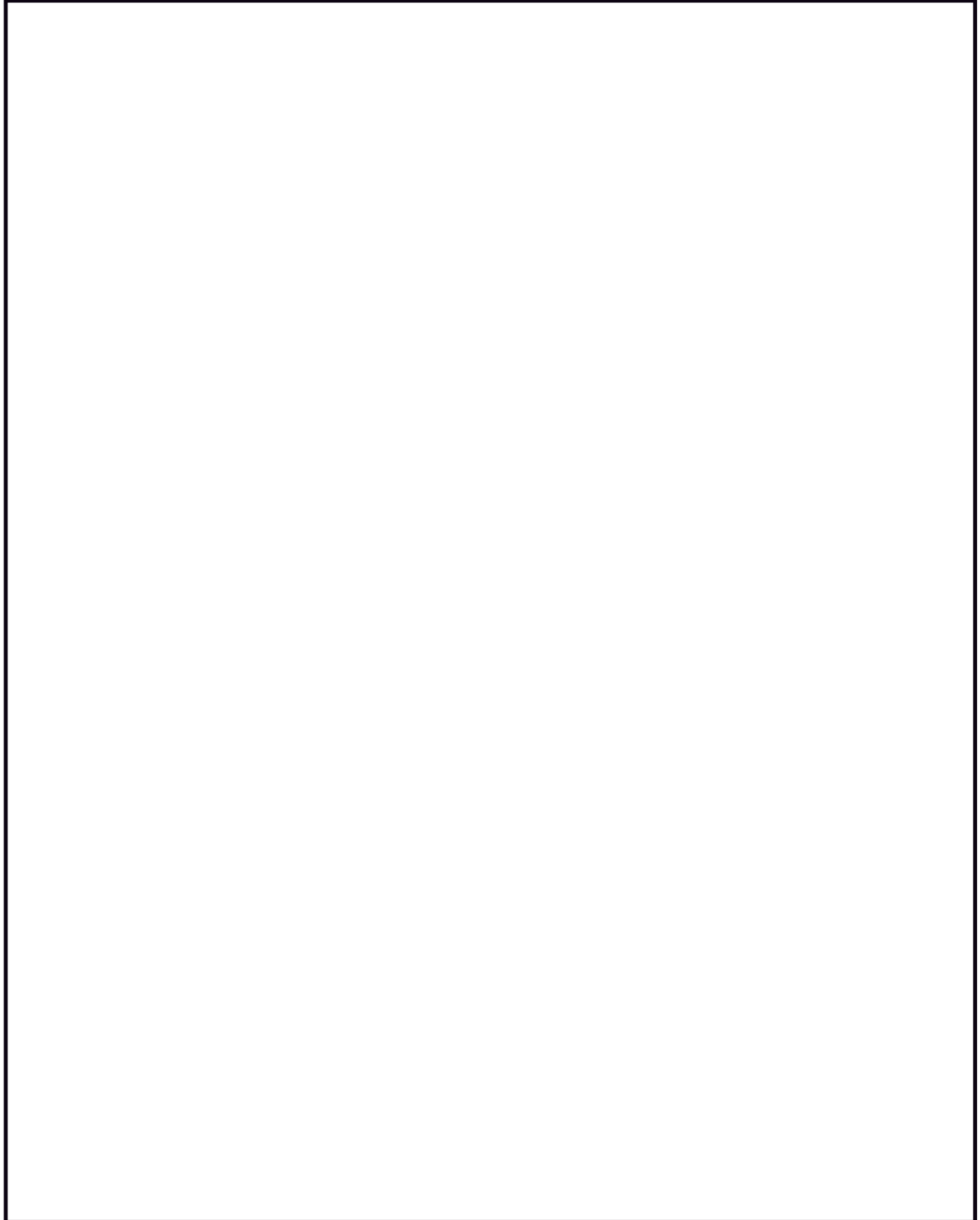


# Action Items

DAY 2 - AUGUST 15 - TUESDAY

# The Secret Sauce of Click Worthy Pins

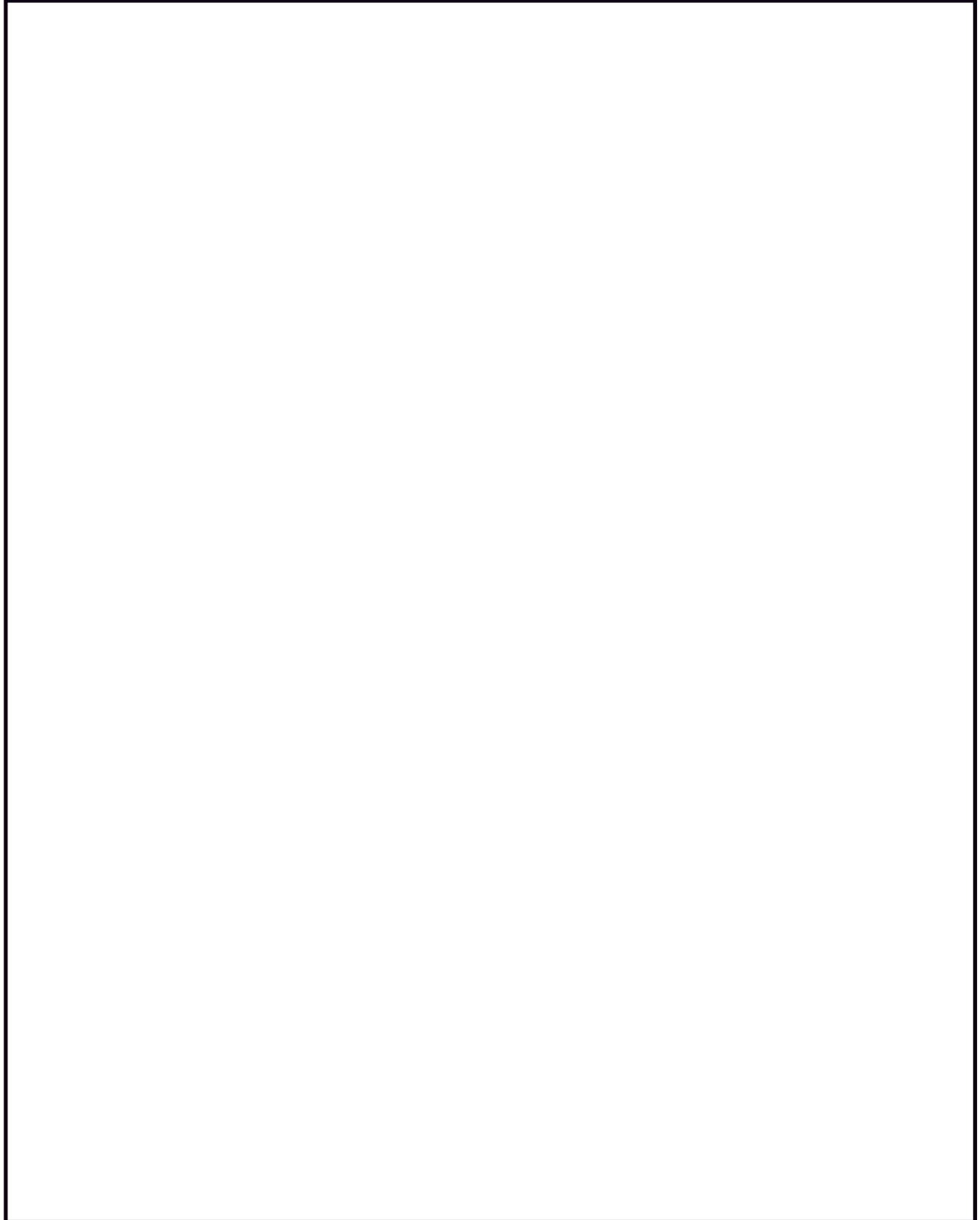
**Ana Skyes**



# The Secret Sauce of \_\_\_\_\_

## Click Worthy Pins

**Ana Skyes**





# The Secret Sauce of Click Worthy Pins

## Ana Skyes



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[Tailwind](#)

Ana is a [blogging coach](#) and [strategist](#) passionate about [helping content creators](#) [monetize their expertise](#) and [grow their online audiences](#). She's [helped thousands of bloggers get started](#) and [grow their blogging businesses](#) through her [free courses & blog tutorials](#), [paid training](#), [in-person workshops](#) and [1-on-1 coaching sessions](#).

Resources

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 the videos, then complete the "Accessing" section below.

Your progress 0%

ALL CATEGORIES

Personal Marketing Email Marketing Legal Affiliate Marketing Productivity YouTube  
Tech Mindset List Growth Social Media Marketing Finance Productivity Product Creation  
Data Graphic Design Content Marketing Copywriting Marketing & Business Monetization  
Business Finance

Summit Year

2020 2021 2022 2023

Beginner

Intermediate

Advanced

Sign here to search

#### How to Make Your First Affiliate Sale (Over 1,000 Pageviews)

Adding your first affiliate sales 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 in less than 1000 pageviews!

Summit Year: 2020

Video Length: 24:52

#### 3-Step Formula To Grow Your Email List

After this session, you'll be able to use a simple 3-step formula to start getting thousands of page views from Google, even if you are a new blogger!

Summit Year: 2020

Video Length: 31:57

#### How to Succeed as a Freelancer and Win Your Clients

As a freelancer, you'll be able to use a simple 3-step formula to start getting thousands of page views from Google, even if you are a new blogger!

Summit Year: 2020

Video Length: 25:47

#### 3 Email Strategies To Grow Your Email List

After this session, you'll be able to use a simple 3-step formula to start getting thousands of page views from Google, even if you are a new blogger!

Summit Year: 2020

Video Length: 34:57

#### 3 Ways to Boost Conversions by Mastering Tags & Segmentation in Your Email Service Provider

You and your marketing would be the more organized and more directly in the hands of your email subscribers but you already know that. You want to optimize how you use your...

Summit Year: 2020

#### How to take back control of your email marketing in 5 steps

This session will give you tips and advice to take back control of your email marketing in 5 steps!

Summit Year: 2020

#### Imagine Your Ideal Client

This session will give you tips and advice to take back control of your email marketing in 5 steps!

Summit Year: 2020

#### Using Story to Attract an Audience

After this session, you'll be able to use a simple 3-step formula to start getting thousands of page views from Google, even if you are a new blogger!

Summit Year: 2020

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Data Graphic Design Content Marketing Copywriting Marketing & Business Monetization  
Business Finance

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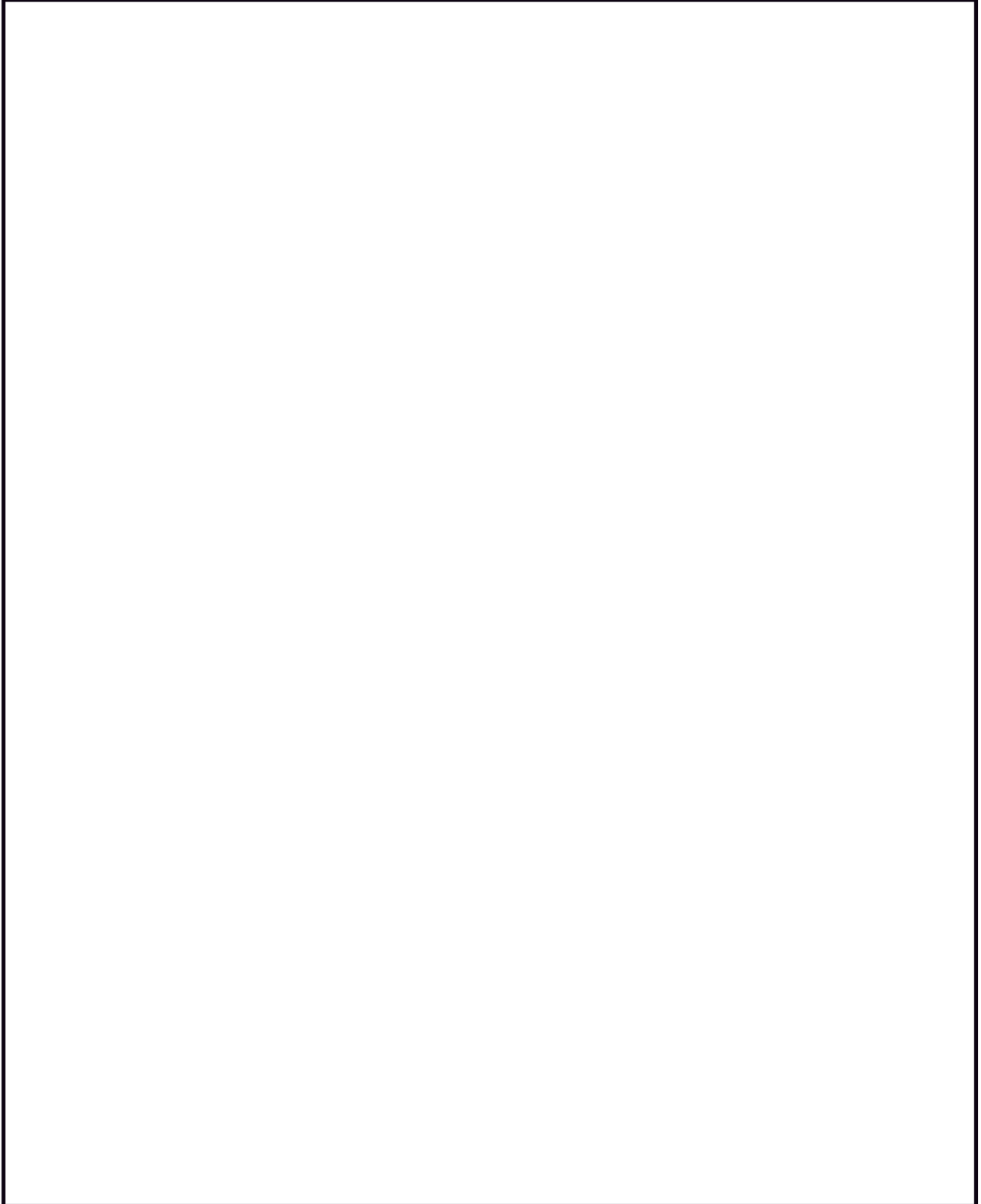
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# How to Rank on Google

With Artificial Intelligence (AI) Content

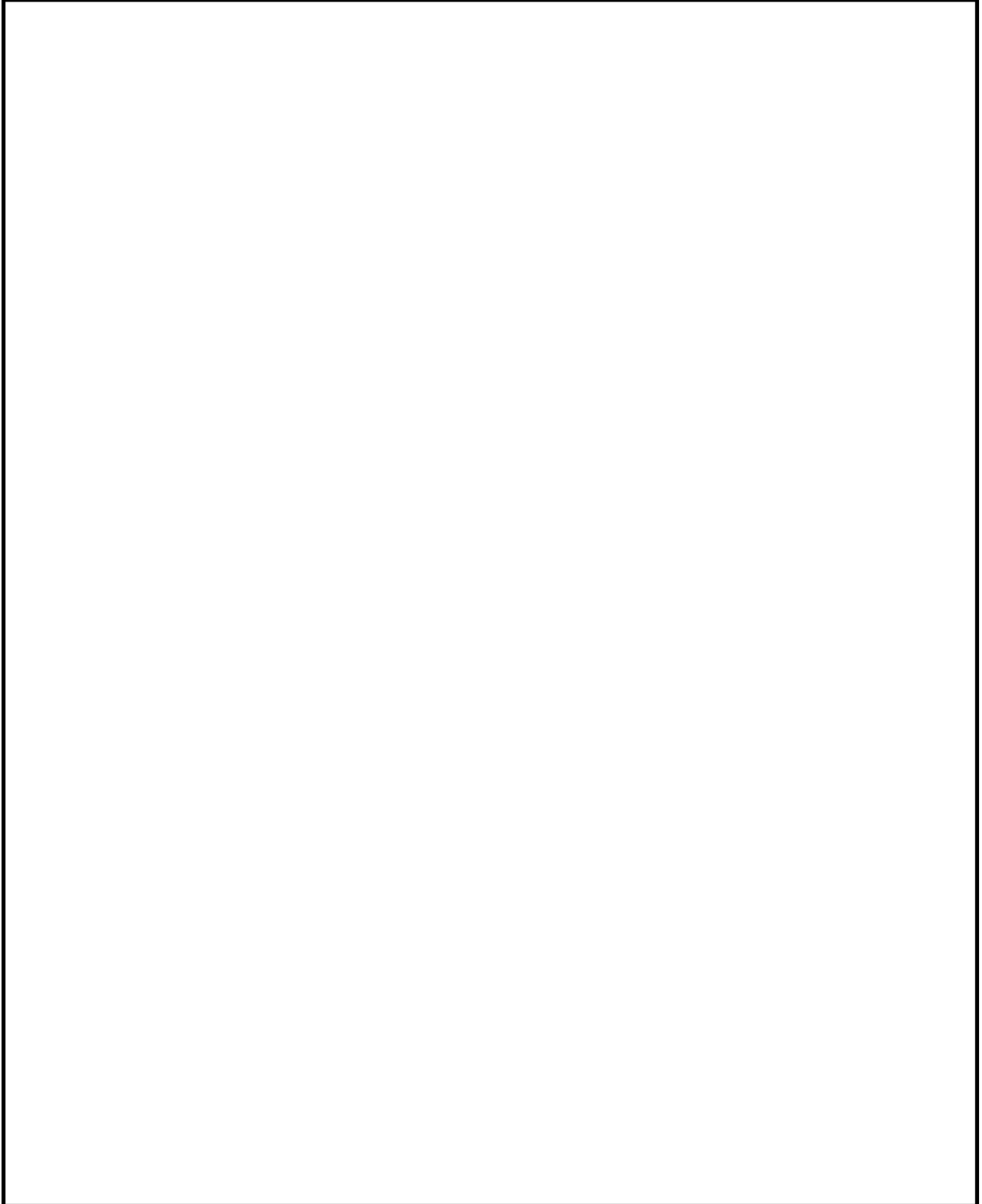
**Nina Clapperton**



# How to Rank on Google

With Artificial Intelligence (AI) Content

**Nina Clapperton**



# How to Rank on Google

## With Artificial Intelligence (AI) Content

# Nina Clapperton

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[Jasper](#)

[Surfer SEO](#)

[RankIQ](#)

[Keysearch](#)

Resources



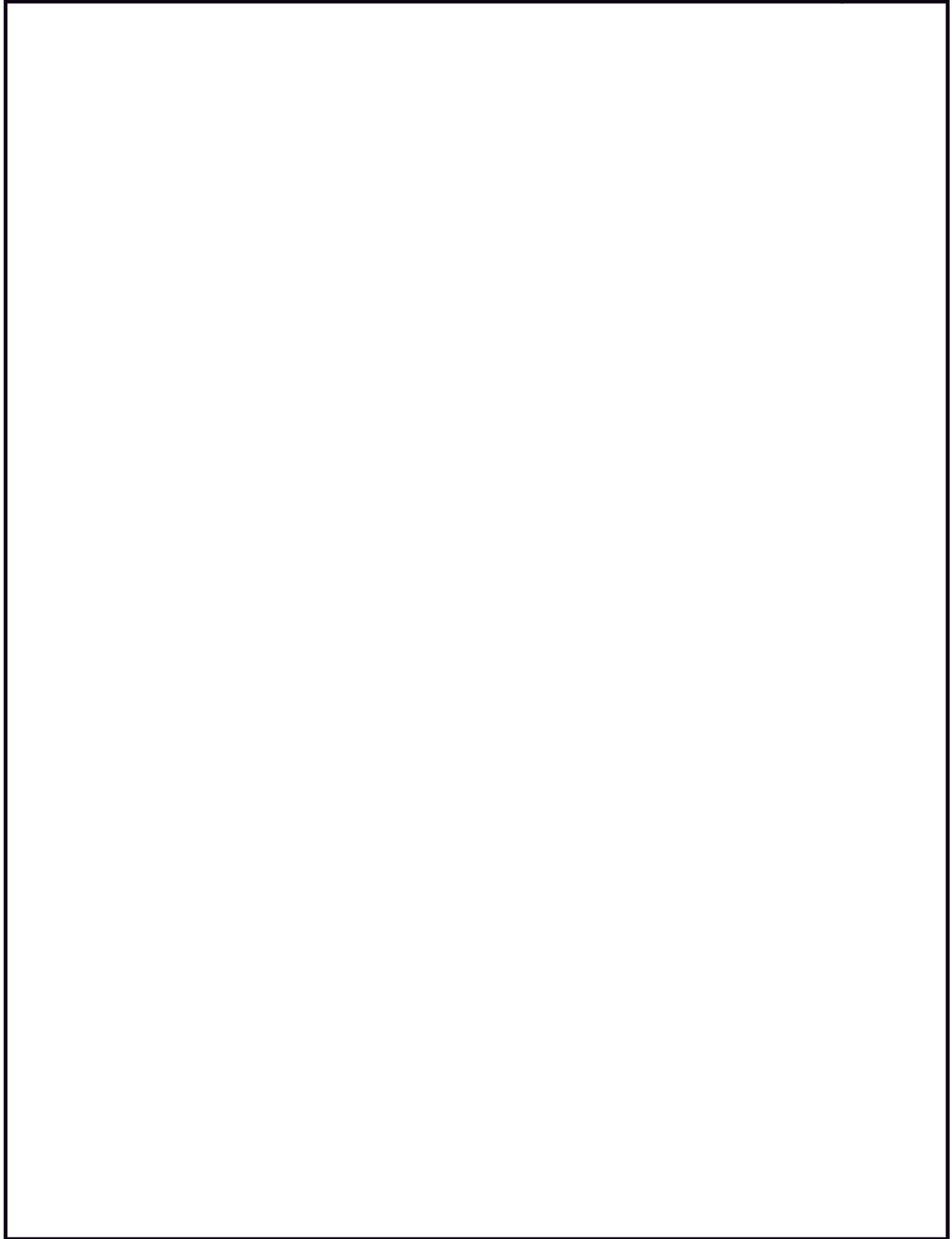
Nina Clapperton founded She Knows SEO to help women achieve financial freedom through their online businesses. She teaches SEO in plain English, so even her 93 year old grandmother can understand how to get on Google's good side! Nina has helped bloggers from around the globe gain organic traffic to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

ABOUT



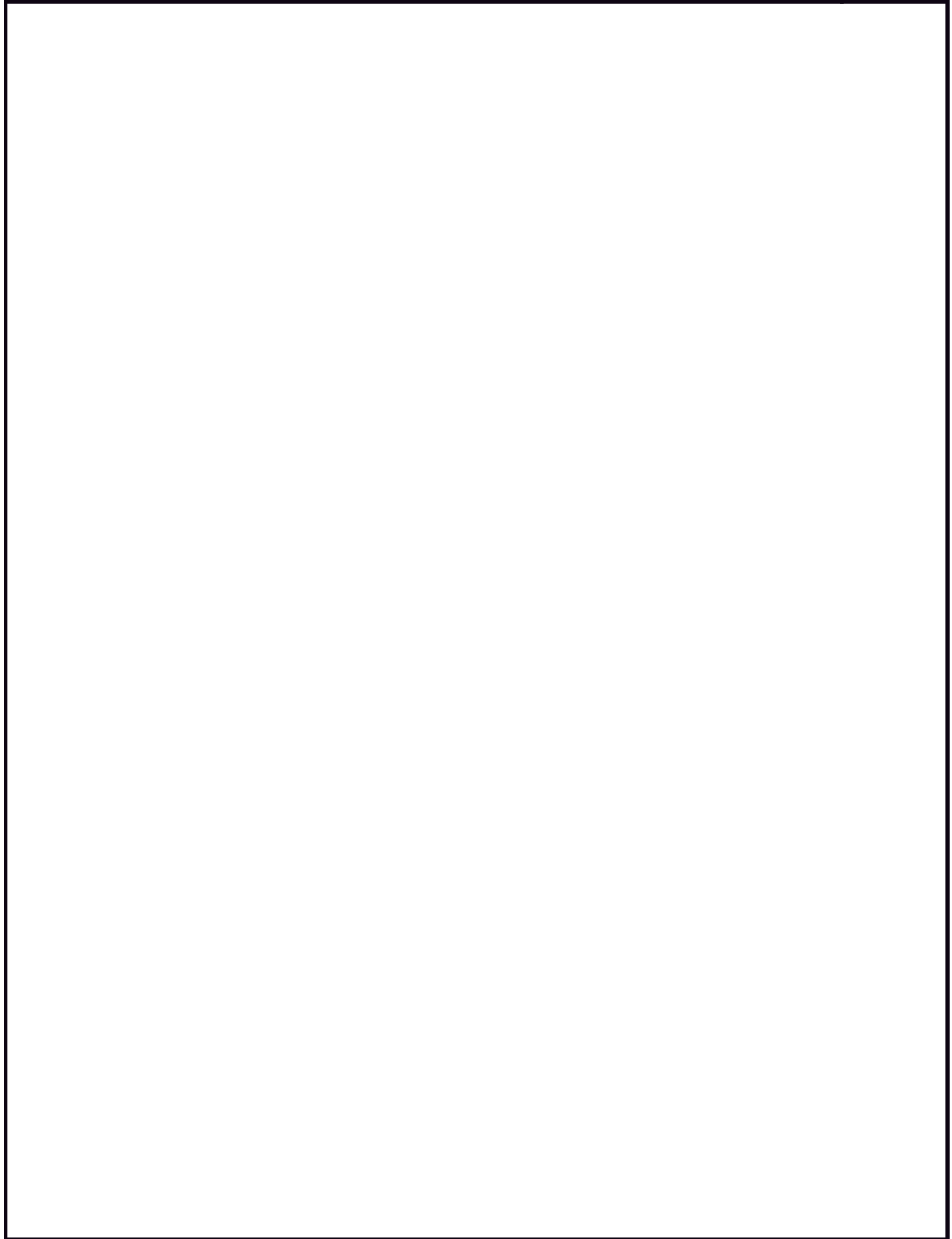
# Q4 Marketing Panel

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



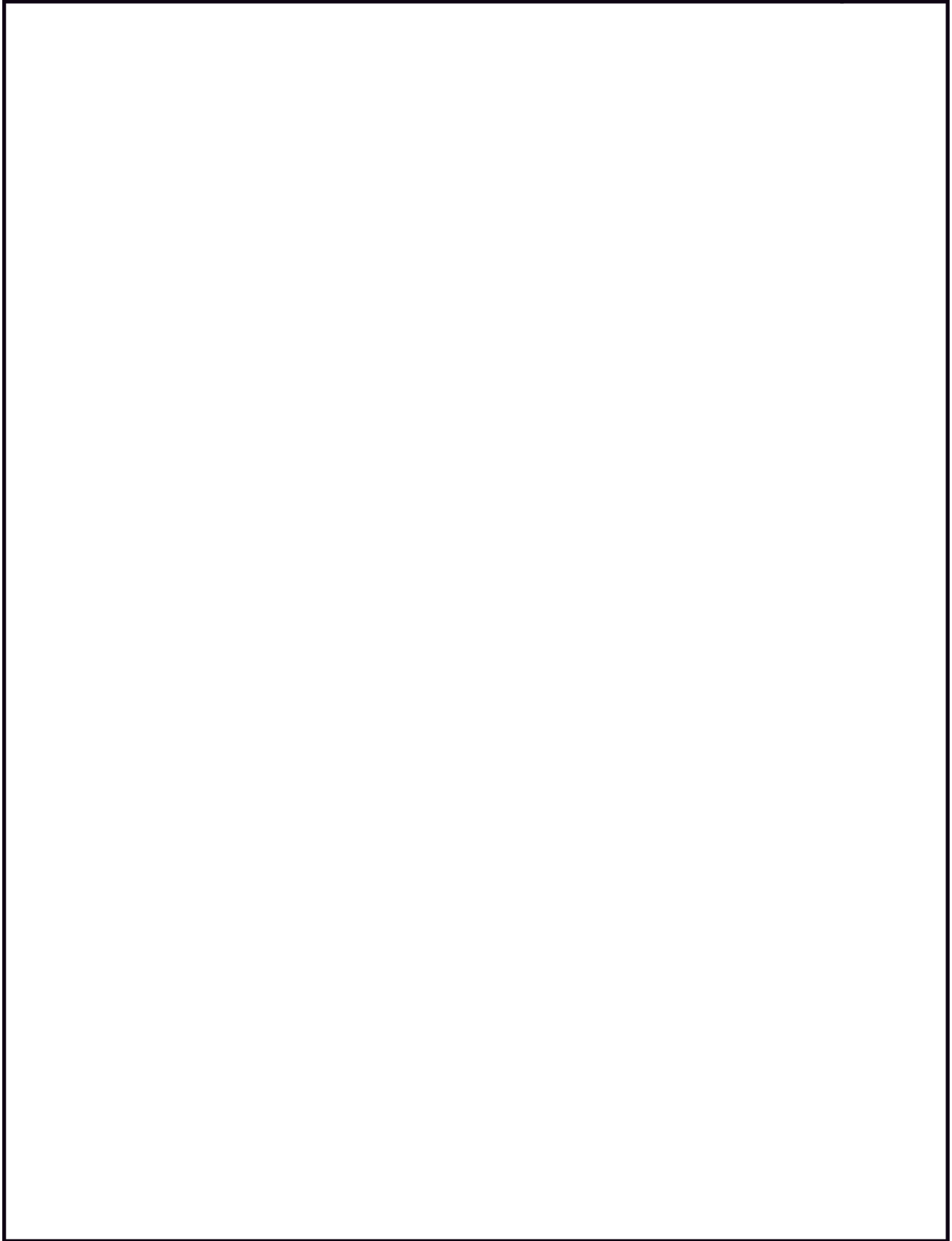
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& Ashley Mason



# 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.



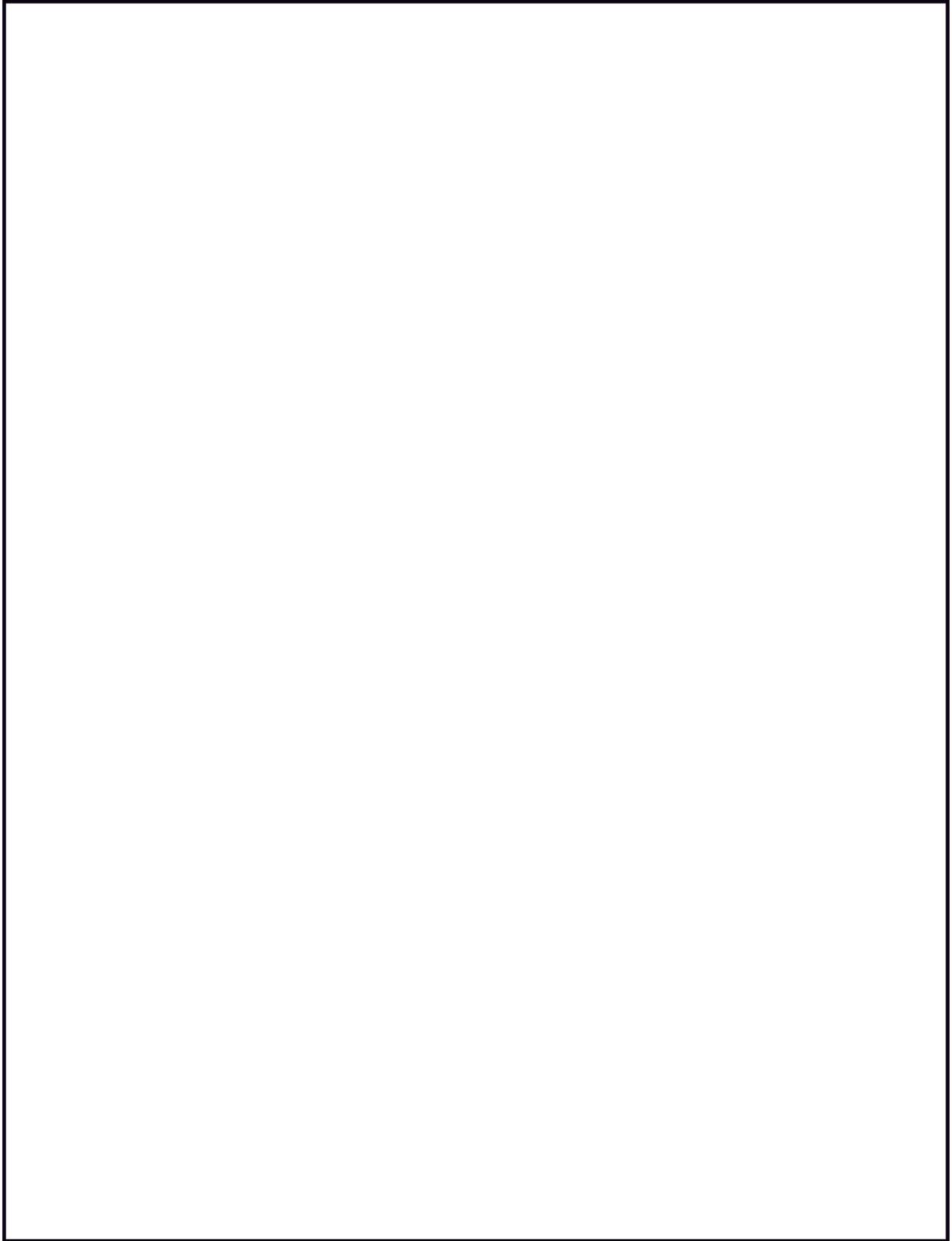
Ann Marie O'Braskin is an Office-binging, IPA-drinking, perpetually snacking child wrangler who loves helping busy entrepreneurs grow their businesses through marketing, 5 minutes at a time.



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.

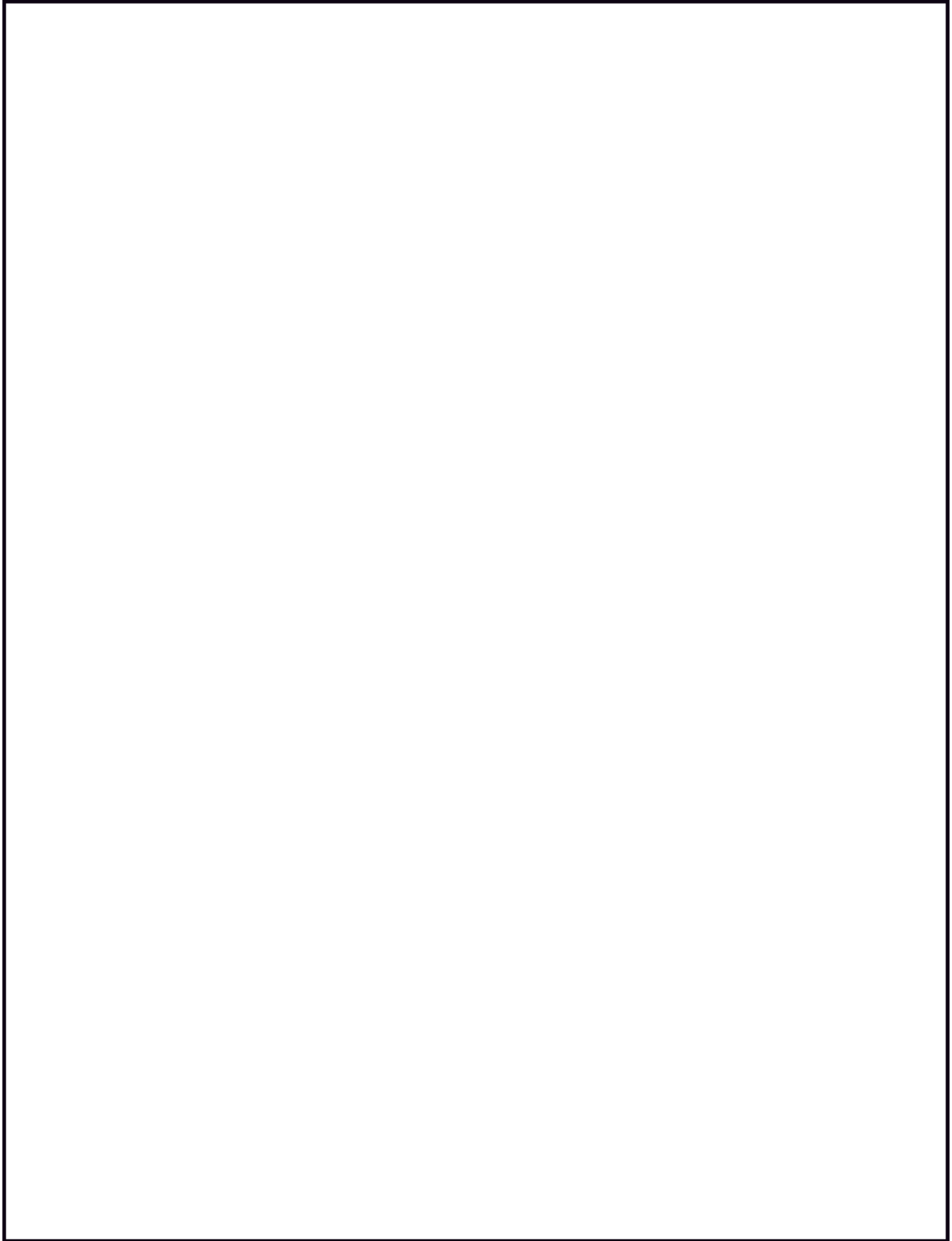
# Content Planning & Systems Panel

Ryan Robinson, Rebekah Lara, & Mariah Magazine



# Content Planning & Systems Panel

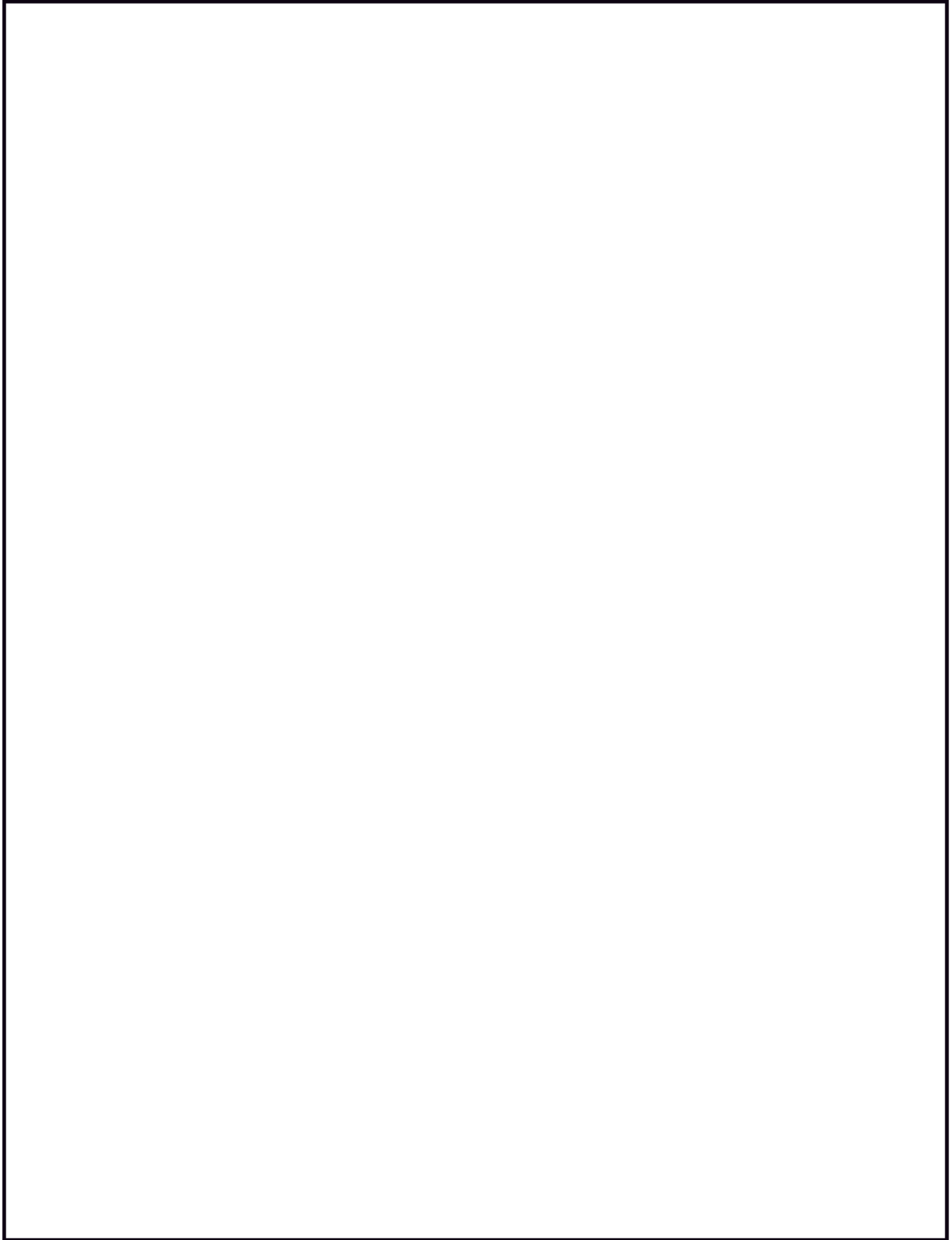
Ryan Robinson, Rebekah Lara, & Mariah Magazine





# 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.



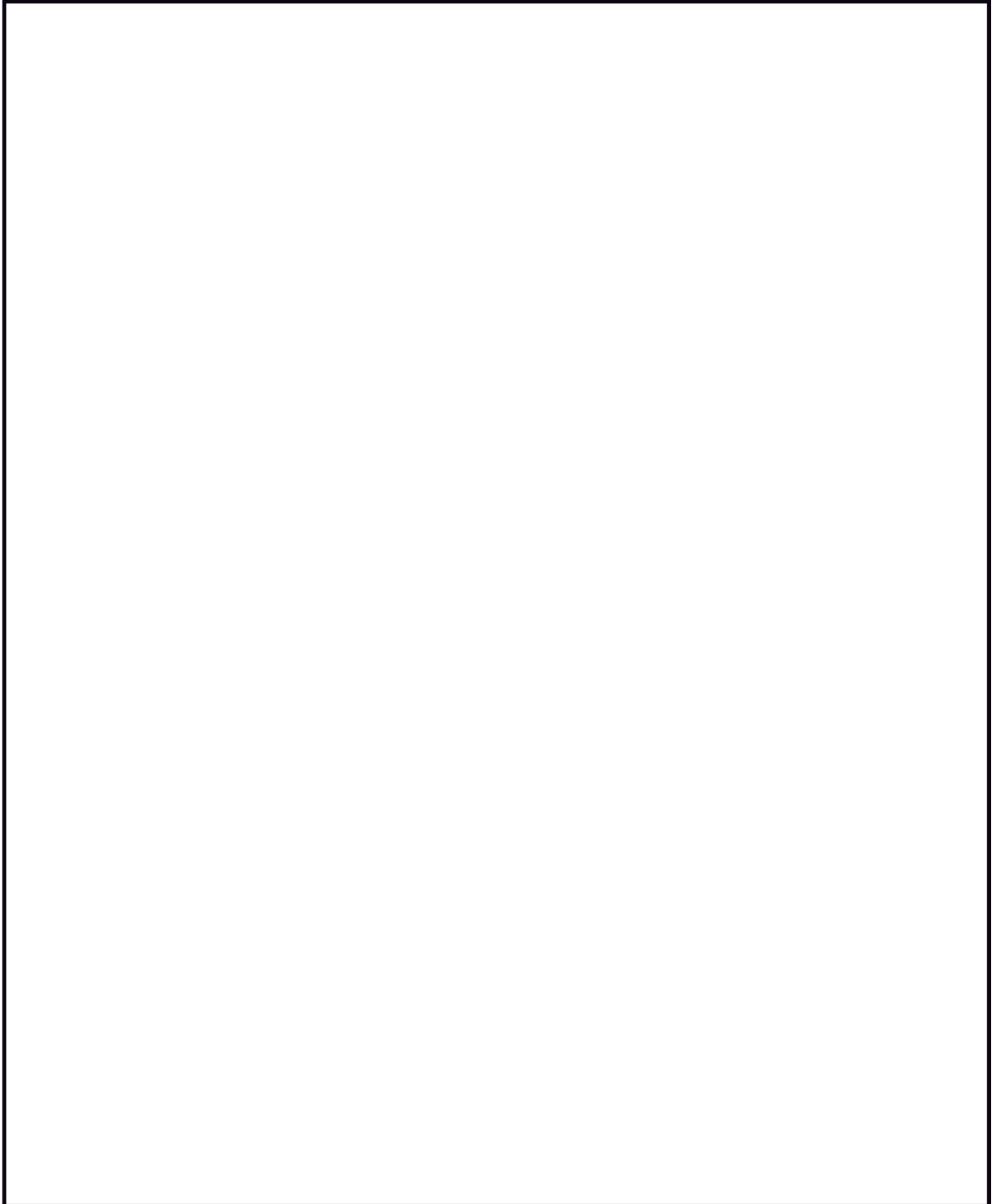
Rebekah Lara is a certified life coach and creator of the Time to Thrive program, where she helps mom entrepreneurs build their businesses while working less, so they can be a caregiver without giving up their own dreams. With two businesses and 3 young daughters with multiple needs, Rebekah has streamlined 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.

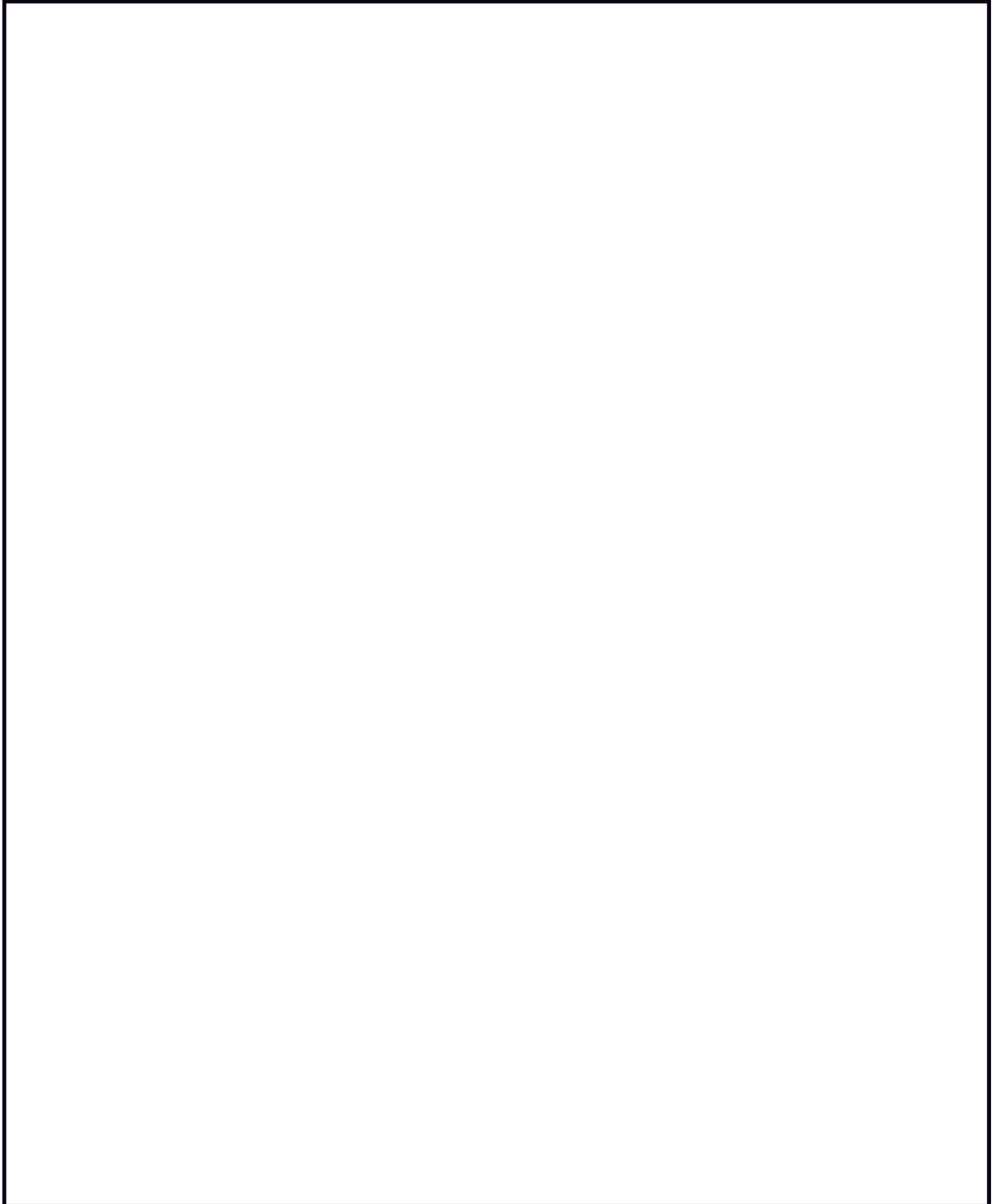
# The Crazy Simple Way to Get Lots of Traffic from Pinterest

**Nadalie Bardo**



# The Crazy Simple Way to Get Lots of Traffic from Pinterest

**Nadalie Bardo**



# The Crazy Simple Way to Get

## Lots of Traffic from Pinterest

# Nadalie Bardo

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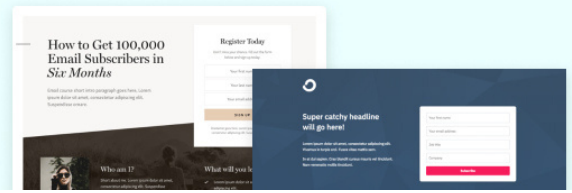
[Tailwind](#)

Resources

Nadalie Bardo simply LOVES Pinterest. As a Pinterest Coach, she's dedicated to helping blogs, brands, and businesses like yours achieve their goals of more traffic, more subscribers, and more sales. Achieving 1M views on Pinterest since her very first month for her personal development blog, It's All You Boo, she's grown organically. grown her email list to 15K subscribers and has sold 1000s of copies of her digital products and courses. As a Pinterest Coach, Nadalie has taught thousands of creators how to market for free on Pinterest.



ABOUT



## The Free plan includes:

- Unlimited landing pages
- Unlimited, customizable CTAs & signup forms
- 30+ premium landing page templates
- 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!](#)

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# BIGSCOOTS



# COMPLETELY MANAGED WORDPRESS HOSTING!

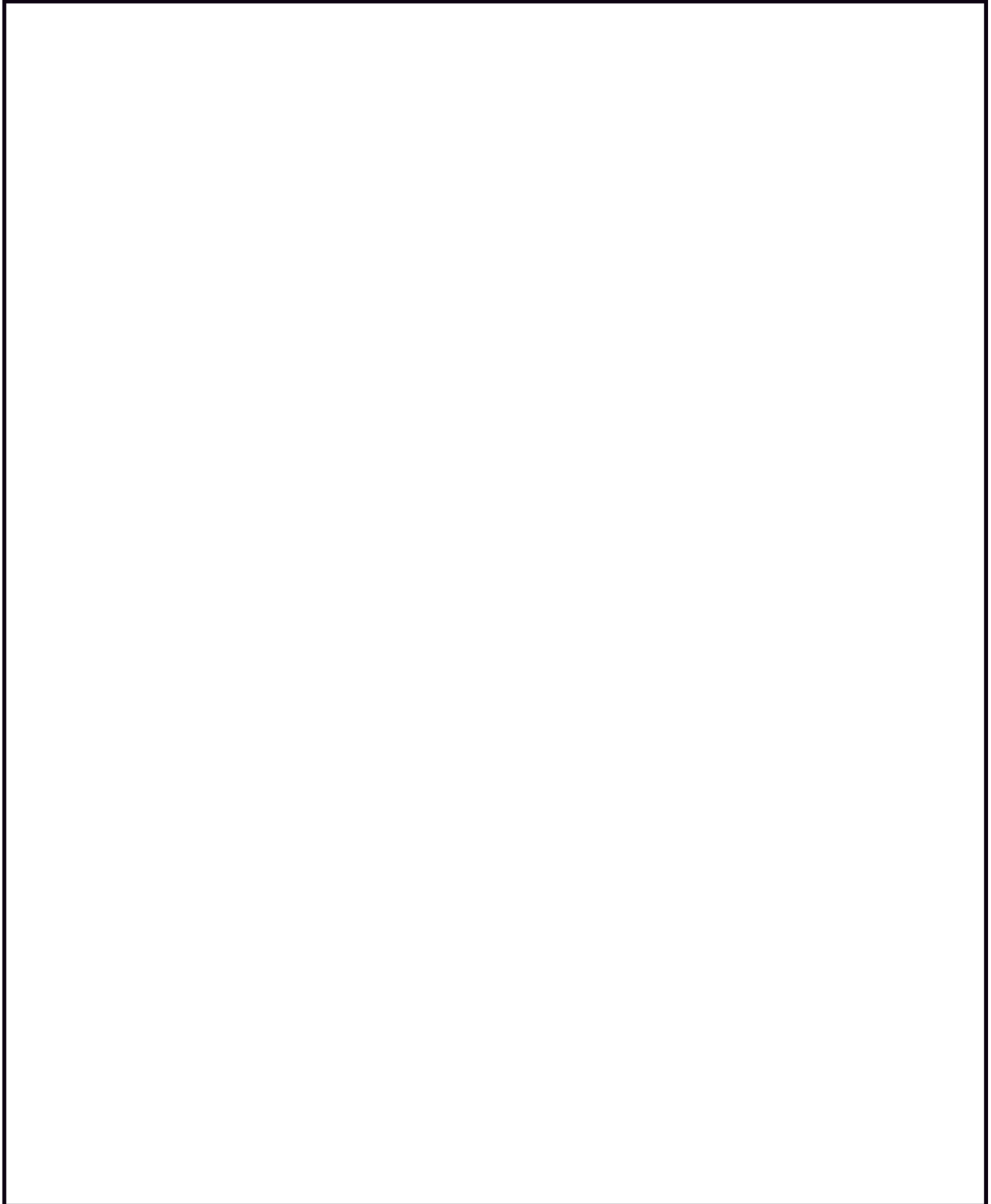
[Switch to BigScoots Today!](#)



# The Secrets to Publishing

More Content in Less Time with PLR

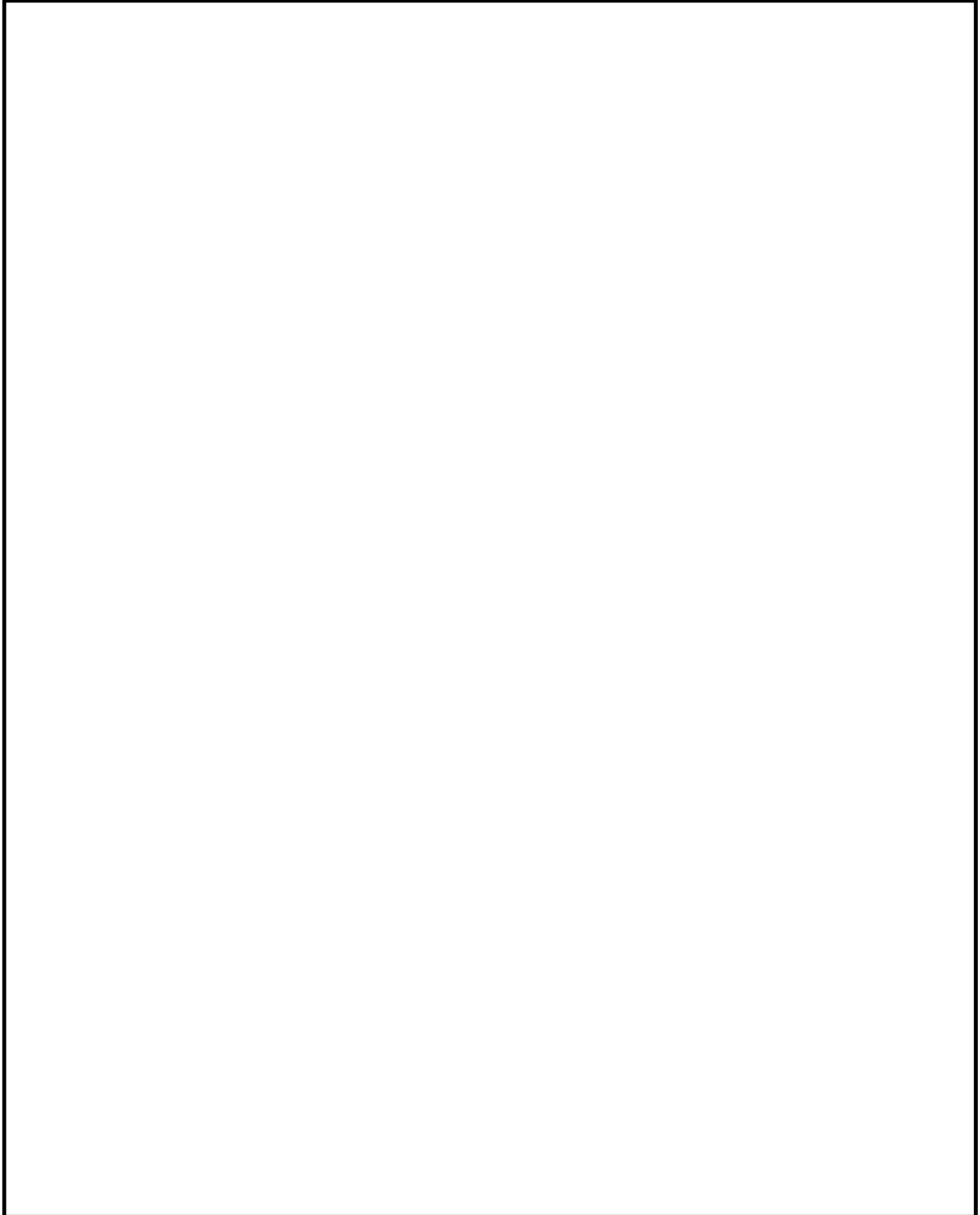
**Gina Lincicum**



# The Secrets to Publishing

More Content in Less Time with PLR

**Gina Lincicum**



# The Secrets to Publishing

More Content in Less Time with PLR

## Gina Lincicum



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[Picmonkey](#)

Gina Lincicum and Michele Brosius are the partnership that makes up the Connect and Learn Blogging Community. Together they have 24+ years of experience in the blog space where they have each grown their businesses into a full-time income. The mission of Connect and Learn is to provide an online space where content creators connect with like-minded peers and explore the best business practices for growth and success.

Resources

ABOUT

# SCHEDULE

DAY 3 - AUGUST 16 - WEDNESDAY

**9:00 AM**

**HOW TO GET MAXIMUM RESULTS FROM SOCIAL MEDIA**

Anca Pop *Intermediate*



**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



**2:00 PM**

**STREAMLINE YOUR BLOG CONTENT PROCESS**

Stacy Zant *Intermediate*

**2:30 PM**

**SYSTEMIZING YOUR CONTENT & REPURPOSING WORKFLOWS**

Layla Pomper *Intermediate*



**3:30 PM**

**HOW TO RUN A 6+ FIGURE BUSINESS IN <20 HOURS/WEEK**

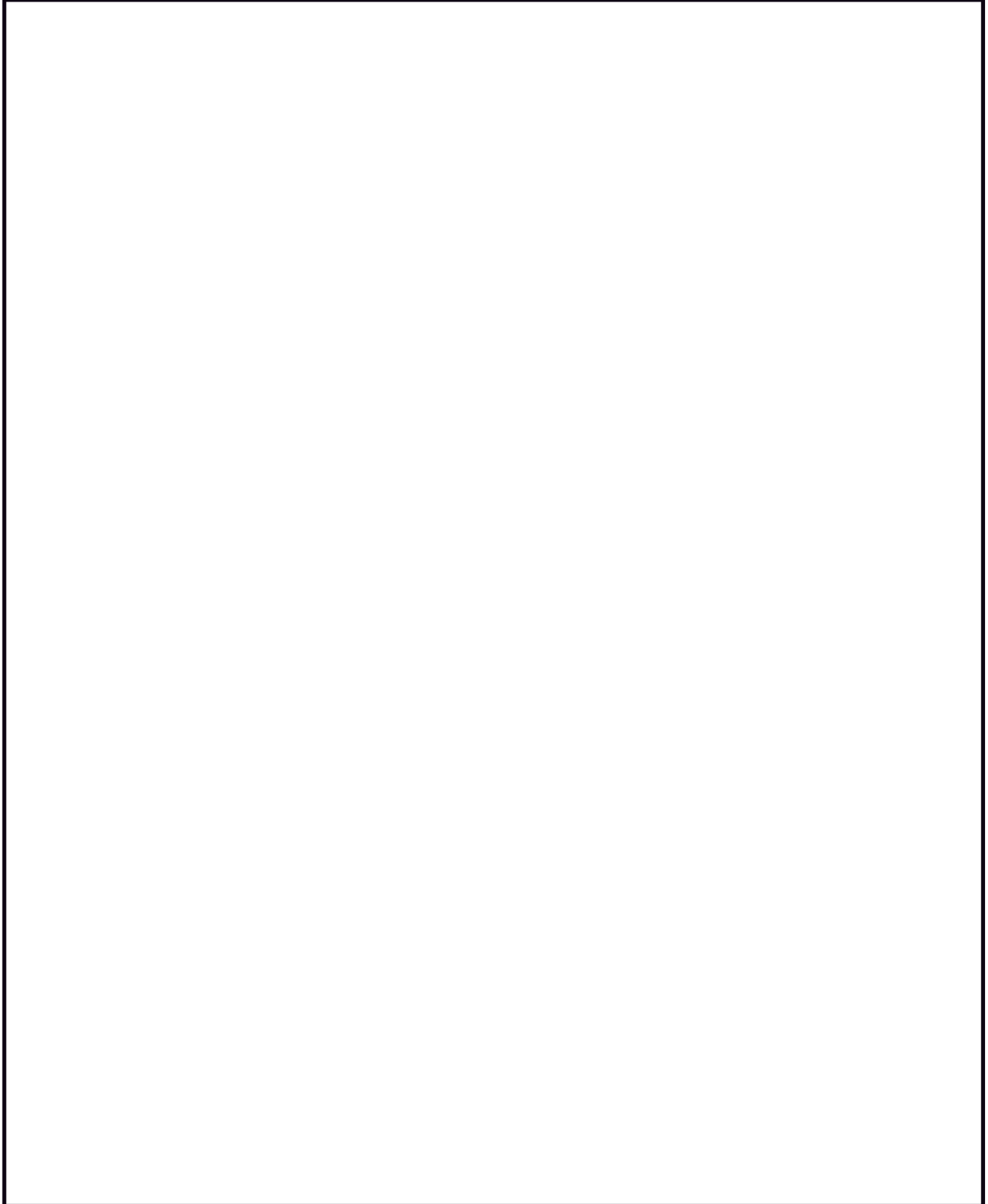
Stephanie Blake *Intermediate*

# Action Items

DAY 3 - AUGUST 16 - WEDNESDAY

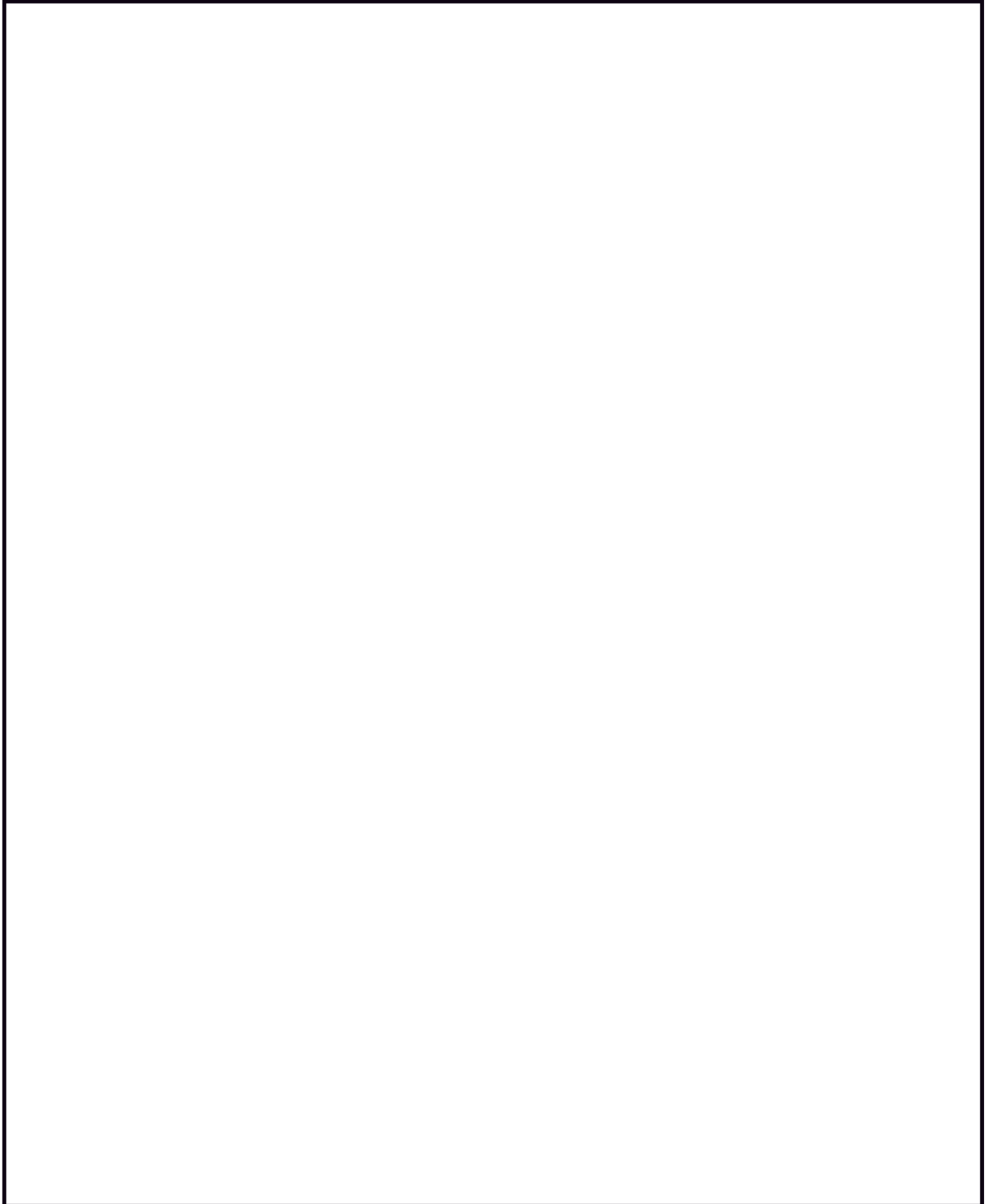
# How to Get Maximum Results From Social Media as a Blogger

**Anca Pop**



# How to Get Maximum Results From Social Media as a Blogger

**Anca Pop**





# How to Get Maximum Results From Social Media as a Blogger

## Anca Pop



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[SocialBee](#)

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.

Resources

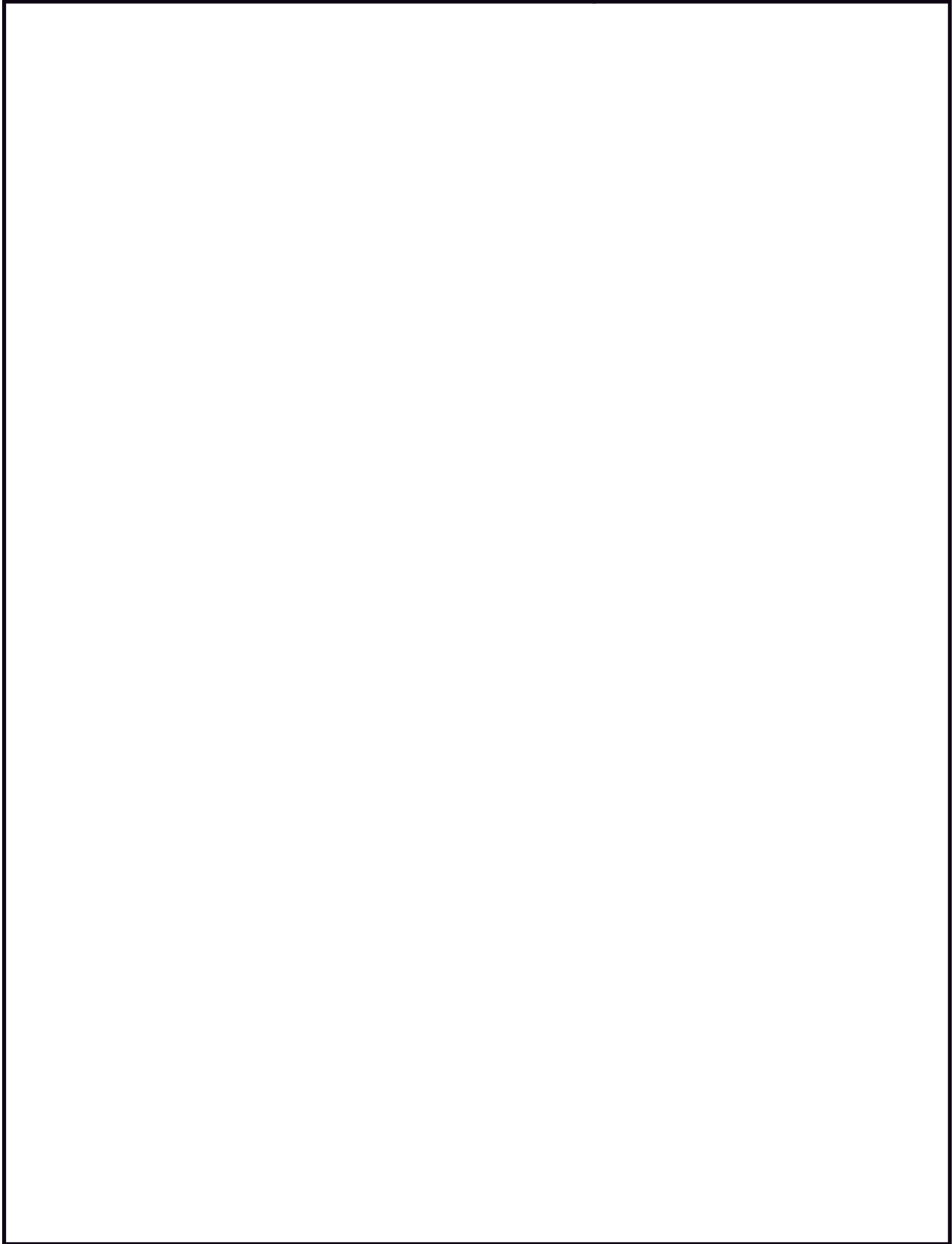
ABOUT

# Blogging & AI Predictions Panel

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

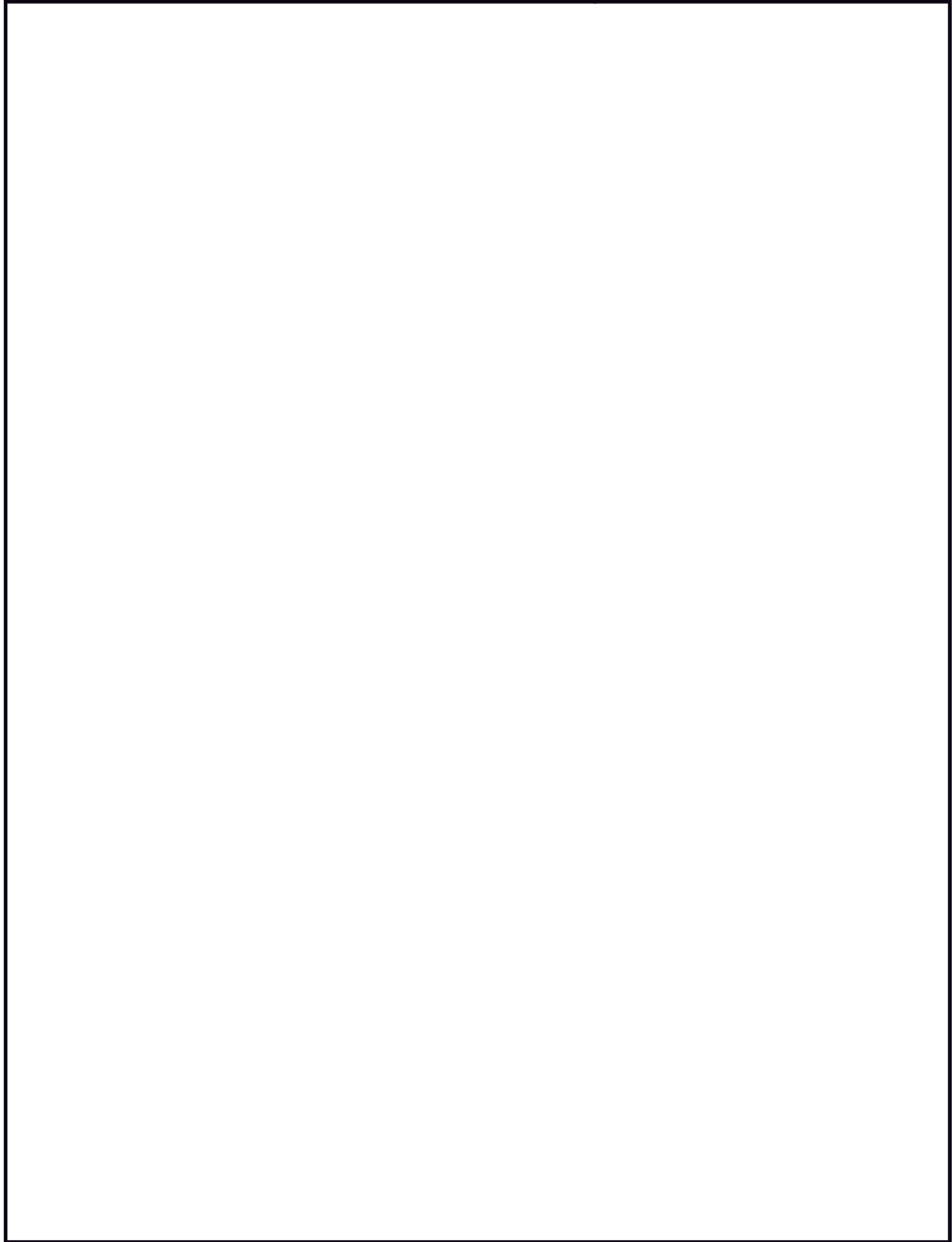
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# Blogging & AI Predictions Panel

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.



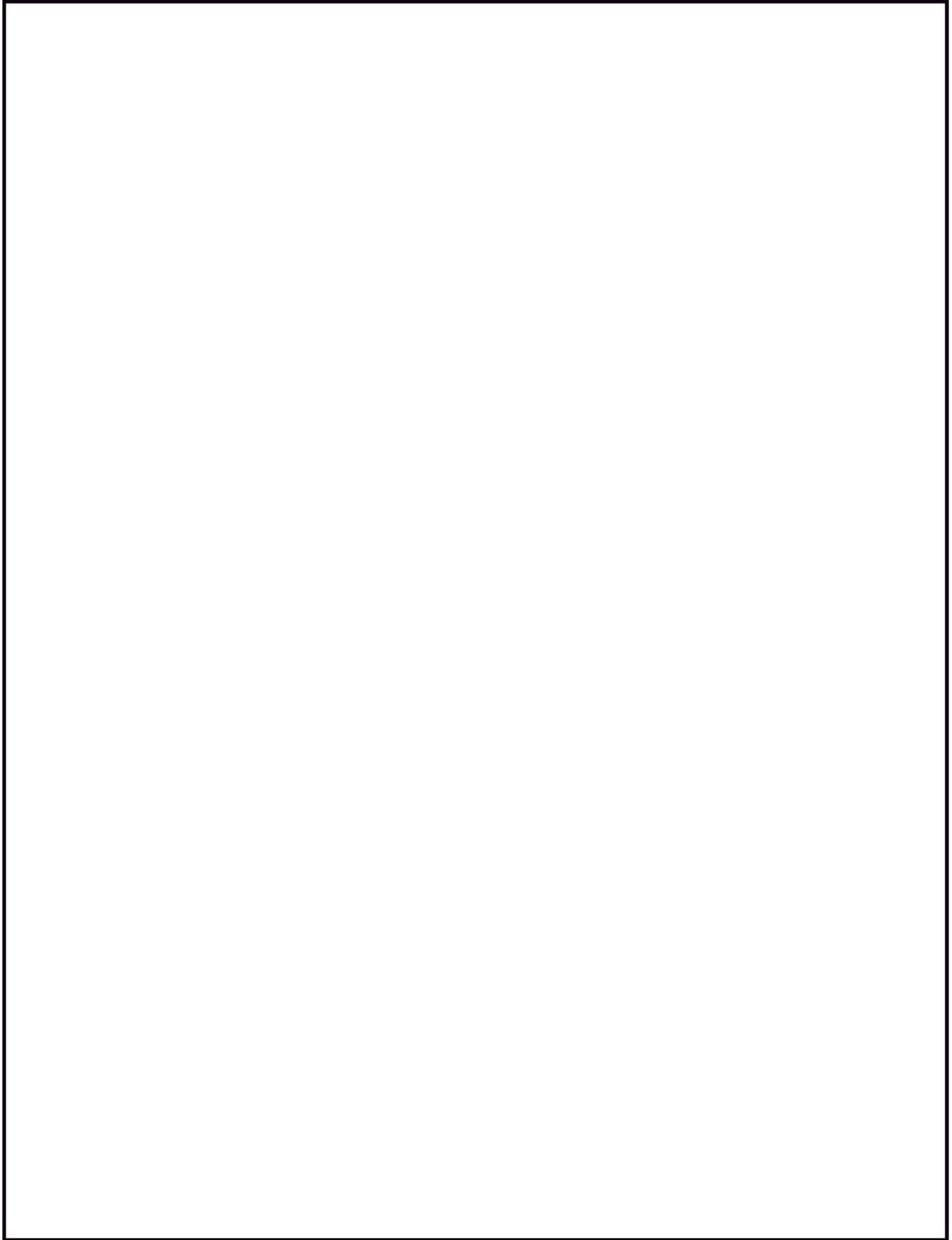
Jenny is a former reading specialist who "retired" from her teaching career when her blogging income far exceeded her salary. Through hard work and dedication, her lifestyle blog, The Melrose Family, became regularly sought out by nationally recognized brands such as Neutrogena, Smuckers, Glad, Costco,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

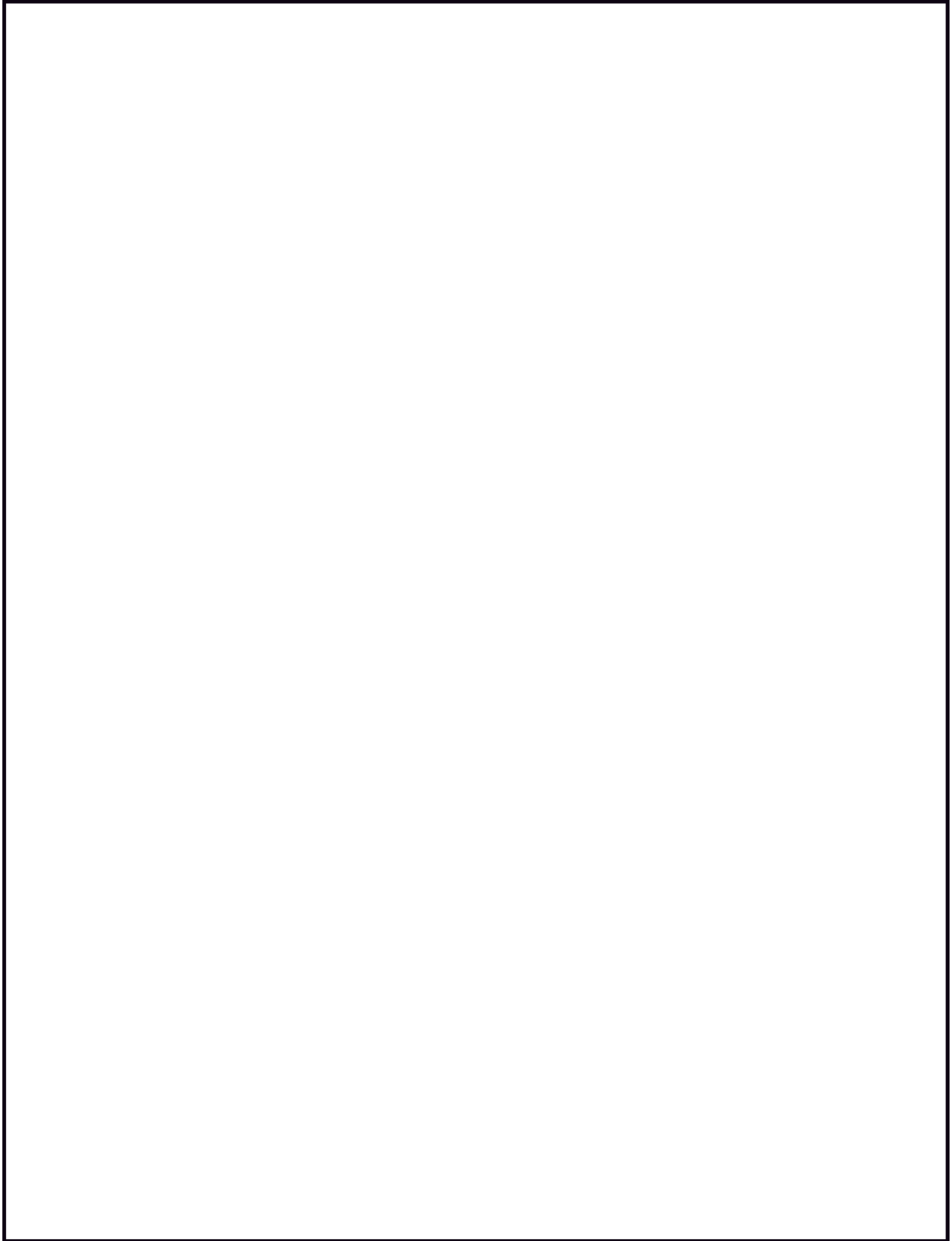
# Marketing Panel

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



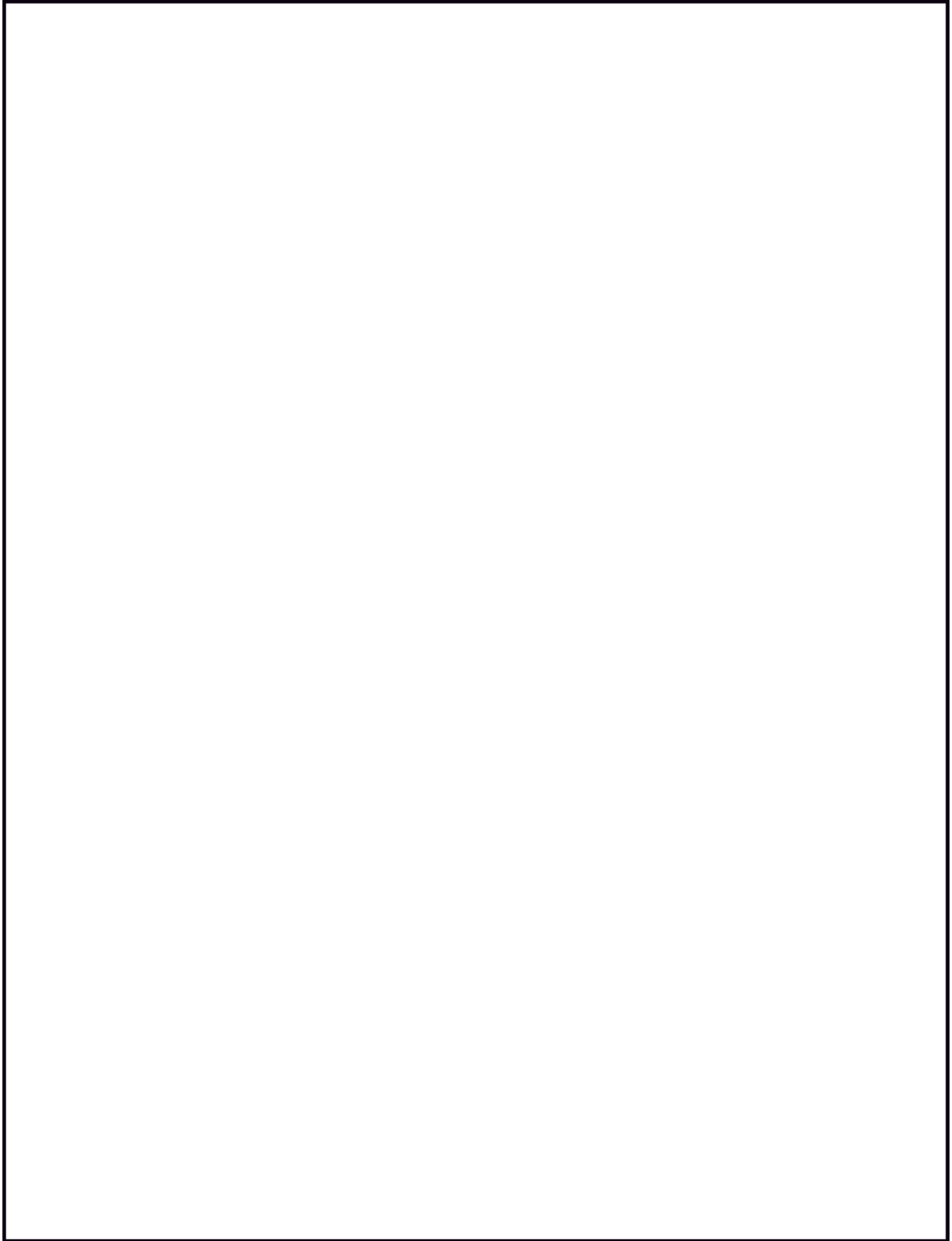
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# Marketing Panel

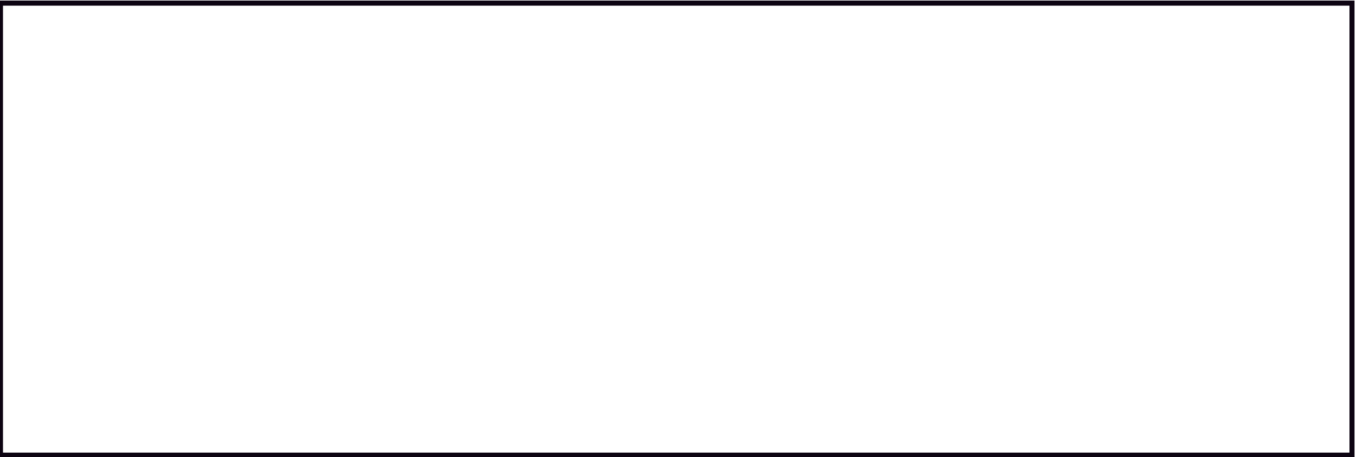
Liz Wilcox, Stephanie Blake, & Ann Marie O'Braskin





# 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.

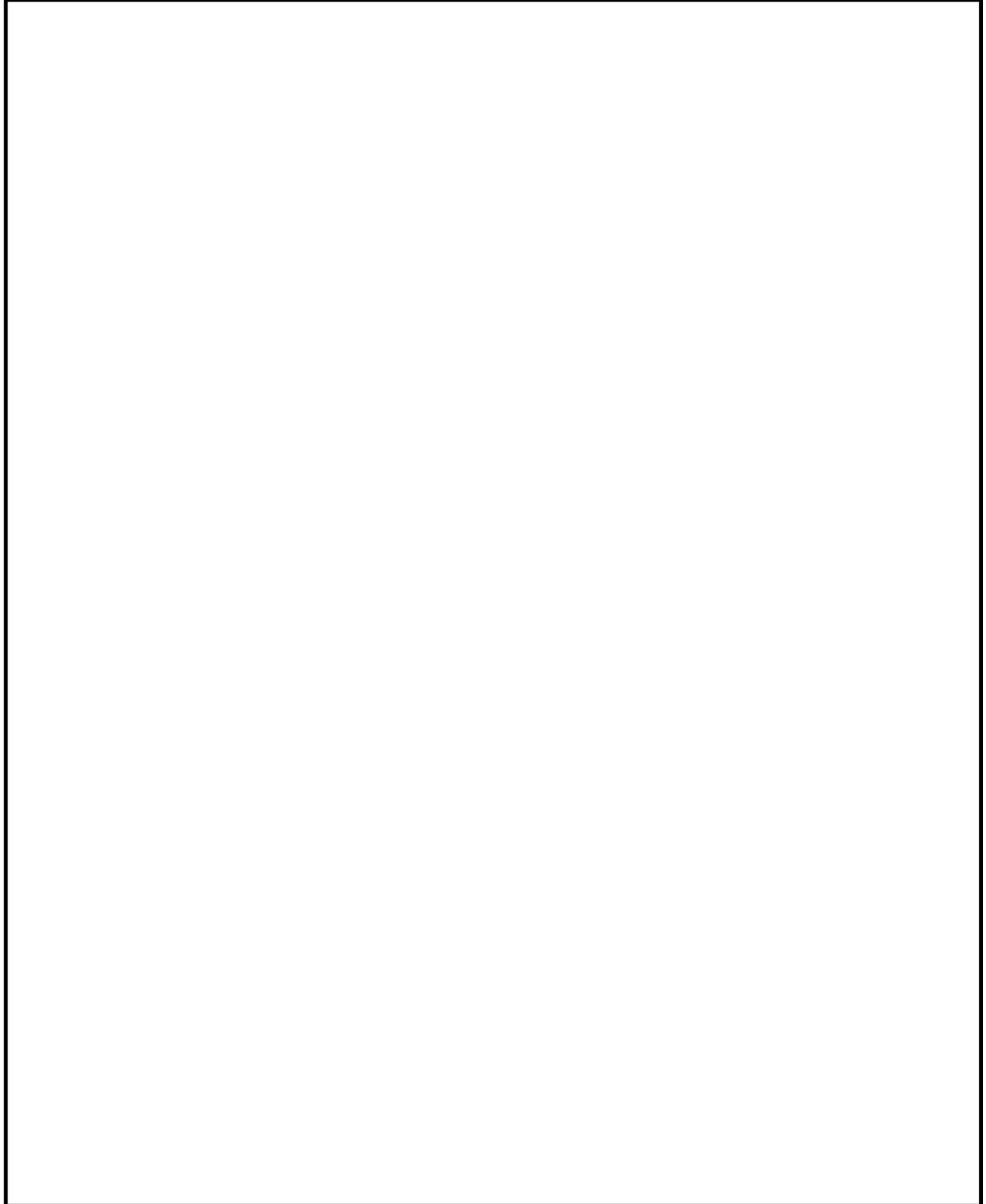
She helps them simplify, streamline and scale their businesses to reach 6+ figures while keeping them in the CEO seat and working less than 20 hours/week.

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

# Streamline Your Blog Content Process

to Create More Productivity & Profitability

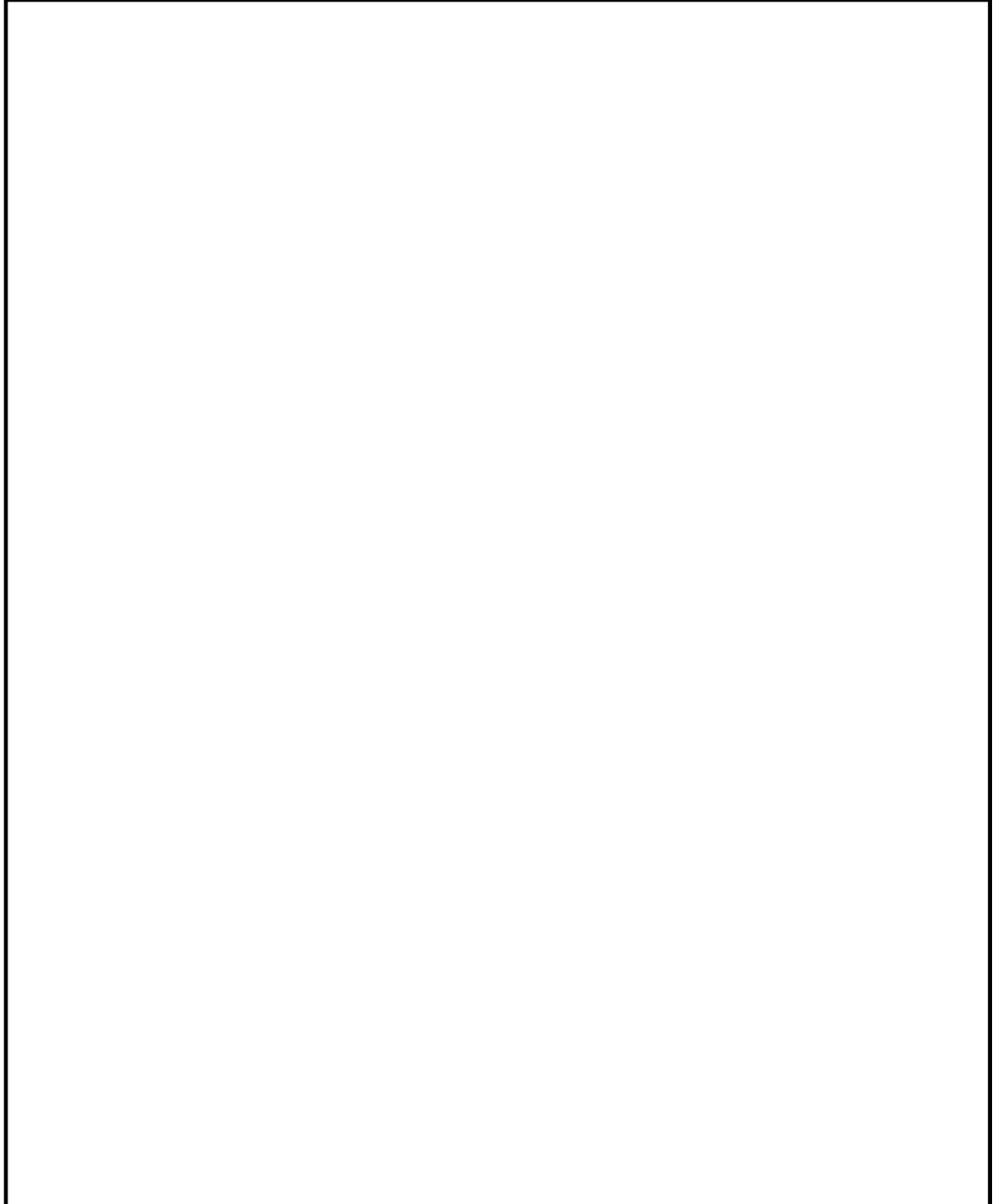
**Stacy Zant**



# Streamline Your Blog Content Process

to Create More Productivity & Profitability

**Stacy Zant**



# Streamline Your Blog Content Process

## to Create More Productivity & Profitability

## Stacy Zant

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Resources

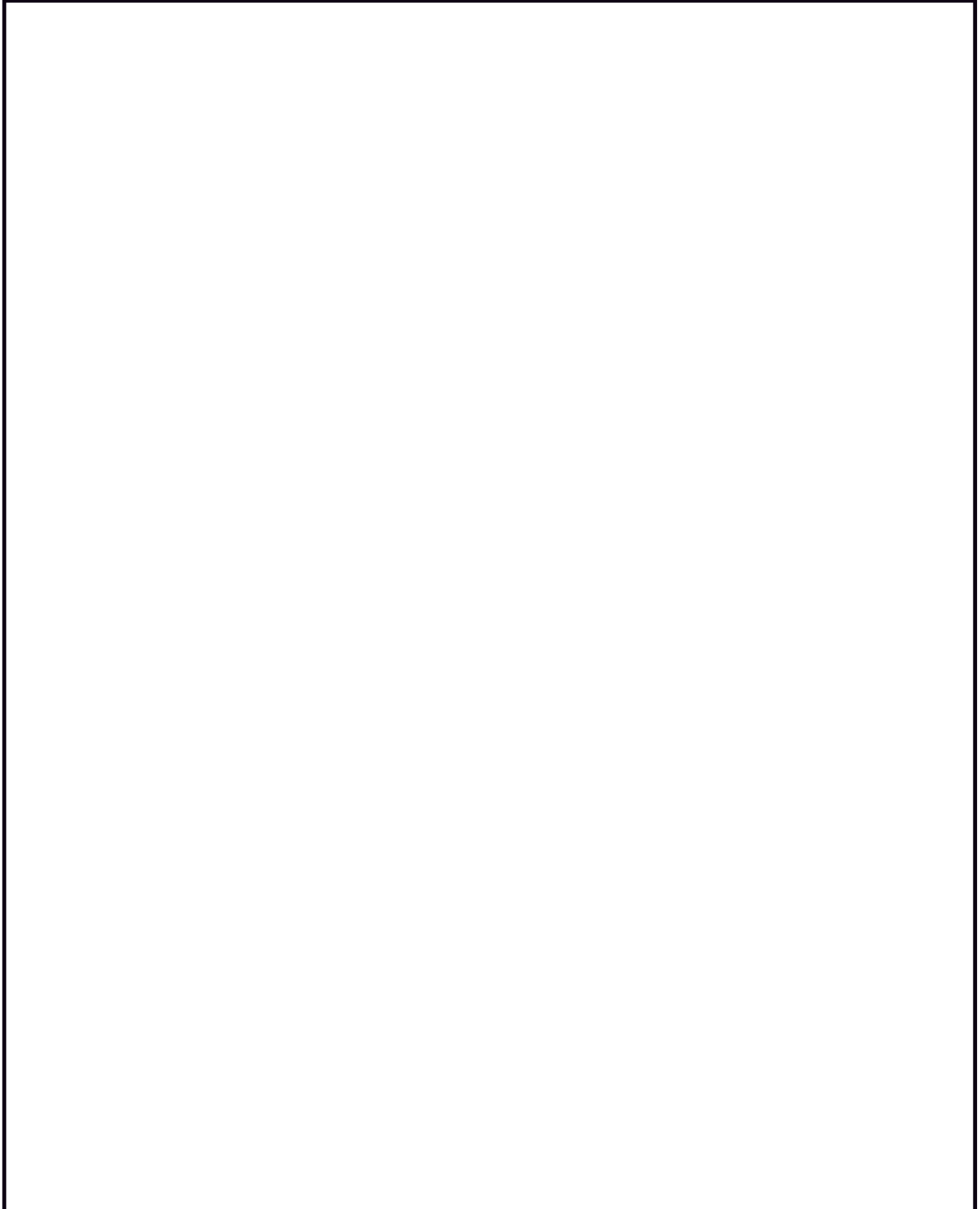
Stacy Zant #1 International best-selling Author is a passionate speaker, recording artist, television featured performing artist/actress, founder, content creator, podcast strategist, mentor/coach and host of The Radiant Pearl Living Podcast and The Fearless Creator Podcast. She enjoys publishing, producing and sharing amazing resources that will make a difference in the lives of others. You can find her passionately hosting summits for Fearless Creators & Christian Content Creators as a founder of these dynamic widely supported brands.



ABOUT

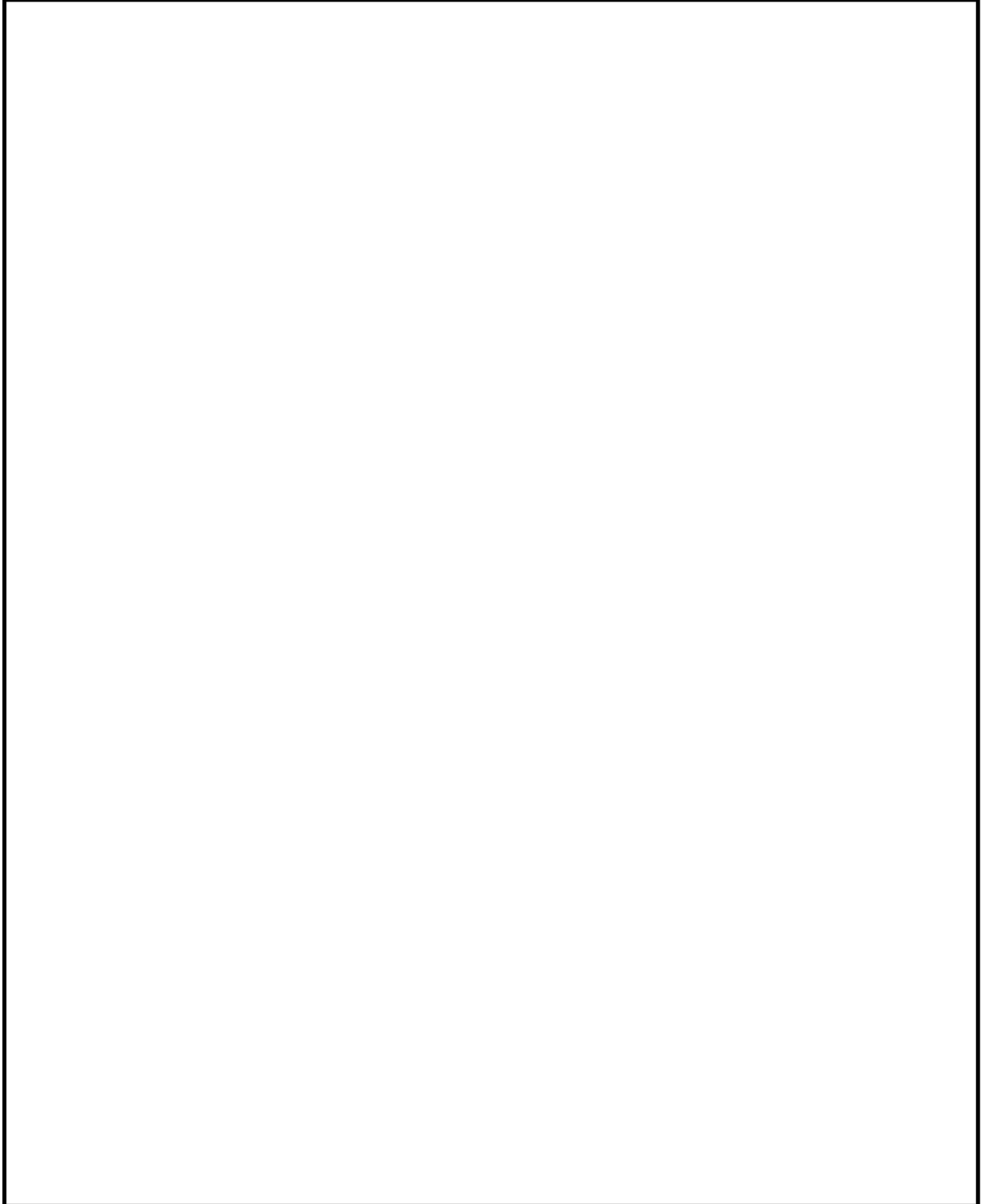
# Systemizing Your Content & Repurposing Workflows

**Layla Pomper**



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**Layla Pomper**

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[Clickup](#)

[Trello](#)

[Asana](#)

[Airtable](#)

[Layla's Youtube](#)

Resources

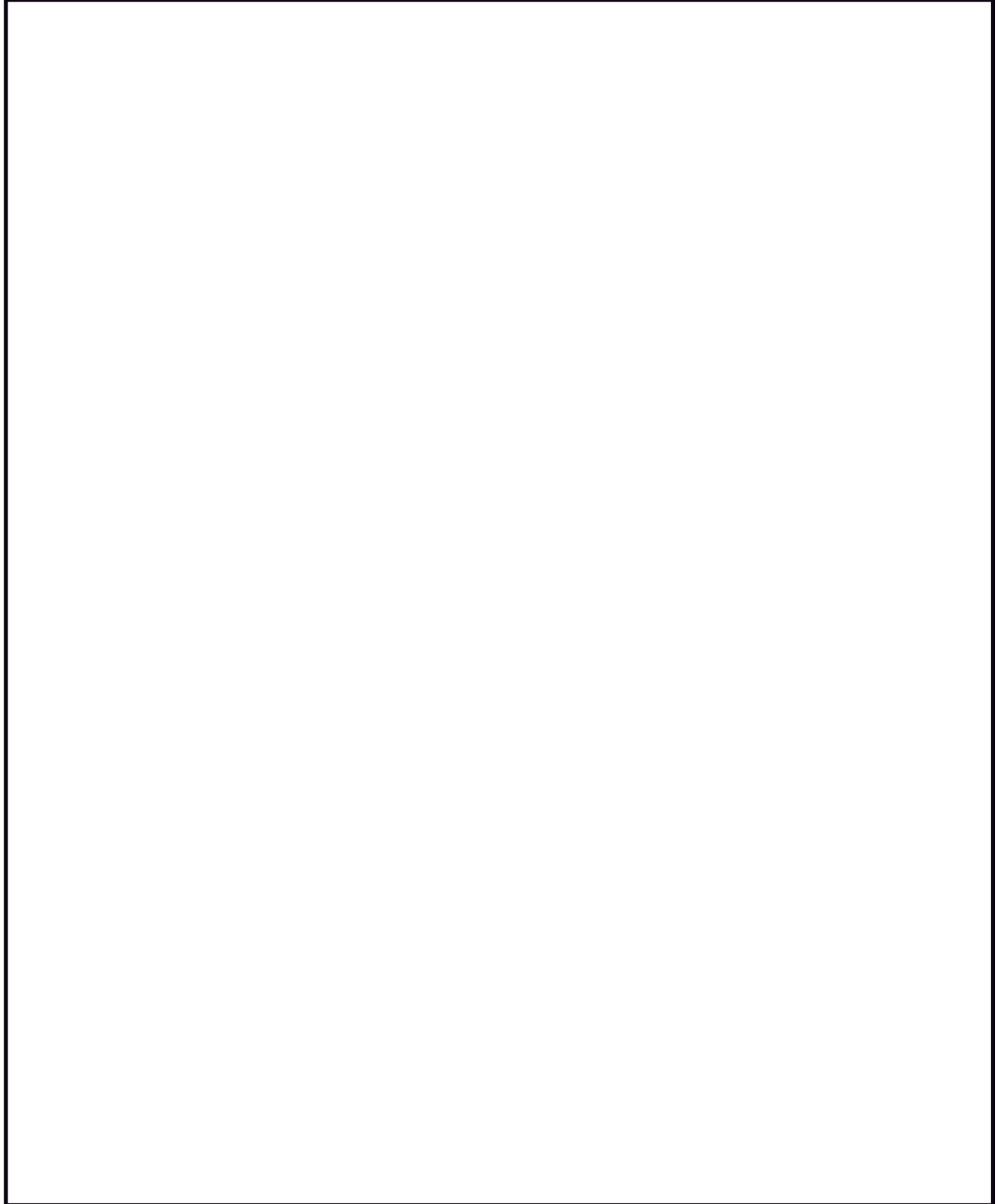


Layla is the owner of ProcessDriven, where she helps small teams systemize their entire team operations by mastering ClickUp.

ABOUT

# How to Run a 6+ Figure Business in <20 Hours/Week

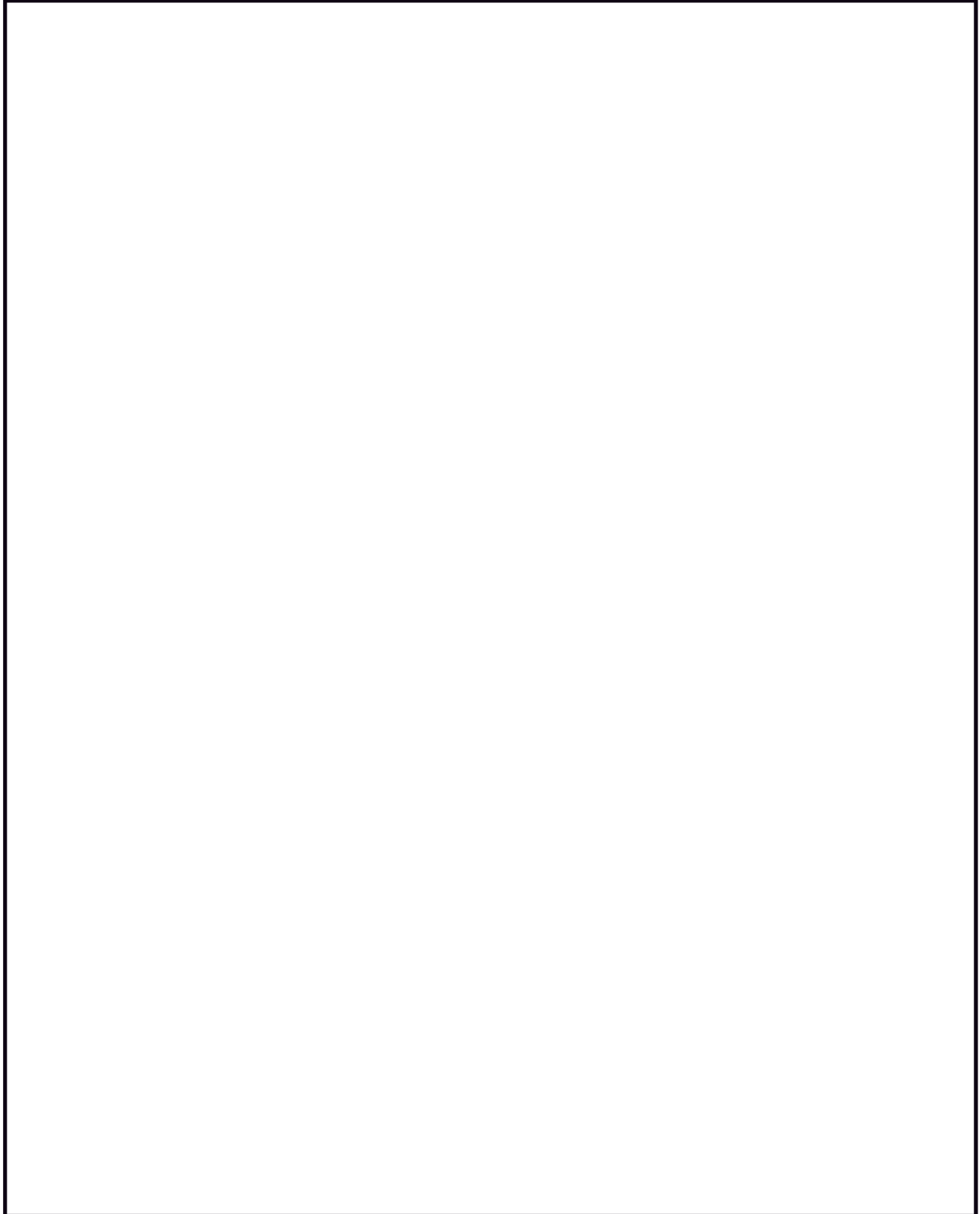
**Stephanie Blake**





# How to Run a 6+ Figure Business in <20 Hours/Week

**Stephanie Blake**



# How to Run a 6+ Figure Business in <20 Hours/Week

## Stephanie Blake

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[Zapier](#)

[Plann](#)

Resources



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.

ABOUT

# SCHEDULE

DAY 4 - AUGUST 17 - THURSDAY

**9:00 AM**

**TURBOCHARGE YOUR PRODUCTIVITY  
WITH ONE SIMPLE, TO DO LIST HACK**

*Eb Gargano* *Intermediate*

**10:00 AM**

**CREATE MORE RESULTS IN ONE WEEK  
THAN YOU DID IN THE LAST 30 DAYS**

*Faith Mariah* *Intermediate*

**10:30 AM**

**BLACK FRIDAY MONETIZATION PANEL**

*Liz Stapleton, Kate Doster, Marlene Srdic*

**11:30 AM**

**HOW TO USE COLLABORATION TO  
GROW YOUR TRAFFIC & INCOME**

*Jessie Festa* *Intermediate*

**12:00 PM**

**MONETIZATION PANEL REPLAY**

*Liz Stapleton, Jenny Melrose, Amanda Warfield*

**3:00 PM**

**HOW TO GROW YOUR RECURRING  
REVENUE FOR YOUR MEMBERSHIP**

*Melody Johnson* *Intermediate*

**3:30 PM**

**RECESSION PROOF YOUR BUSINESS BY  
ADDING DIGITAL PRODUCTS TO YOUR  
PORTFOLIO**

*Destini Copp* *Intermediate*



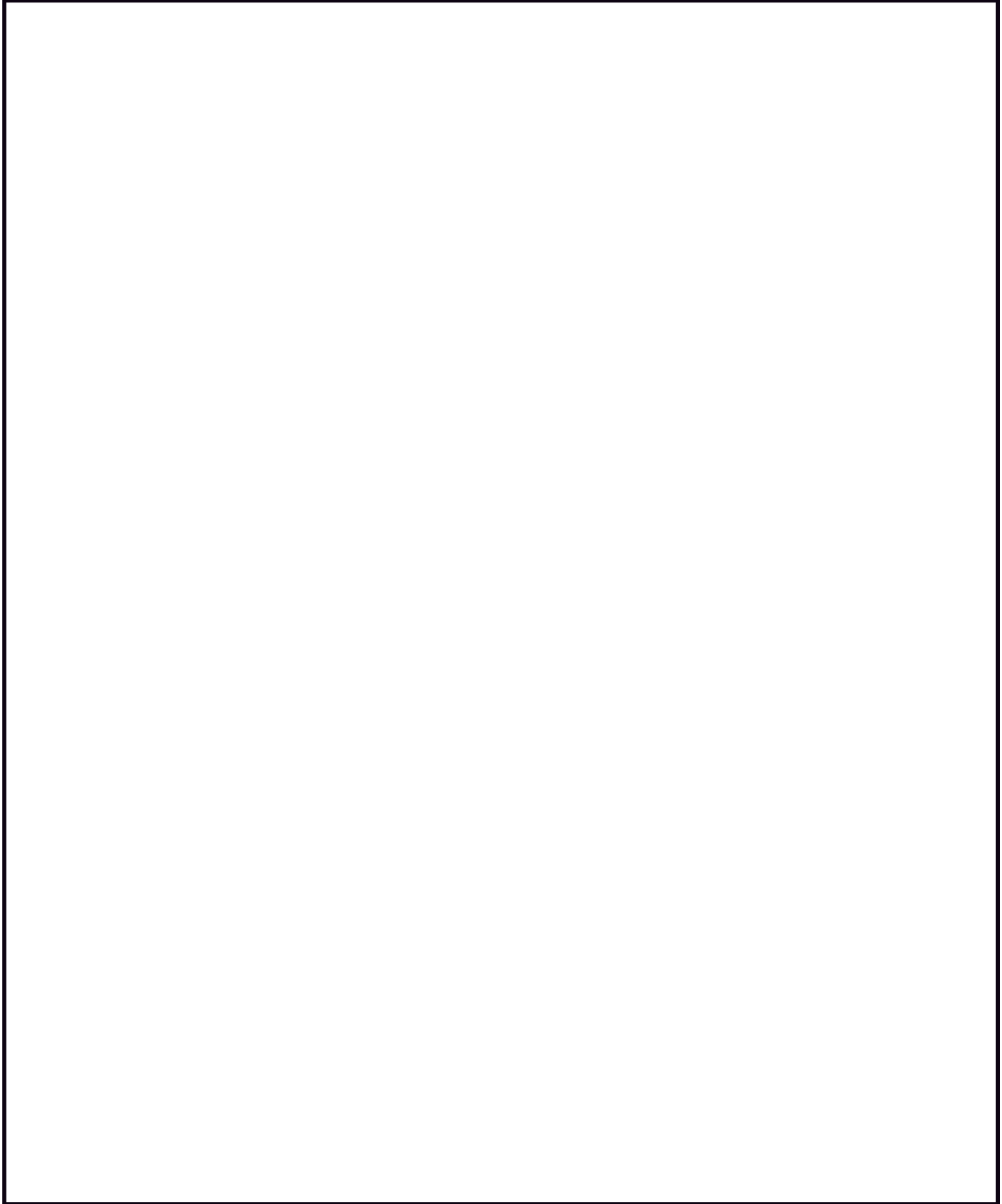
# Action Items

DAY 4 - AUGUST 17 - THURSDAY

# How to Turbo Charge Your Productivity

## With ONE Simple To-Do List Hack

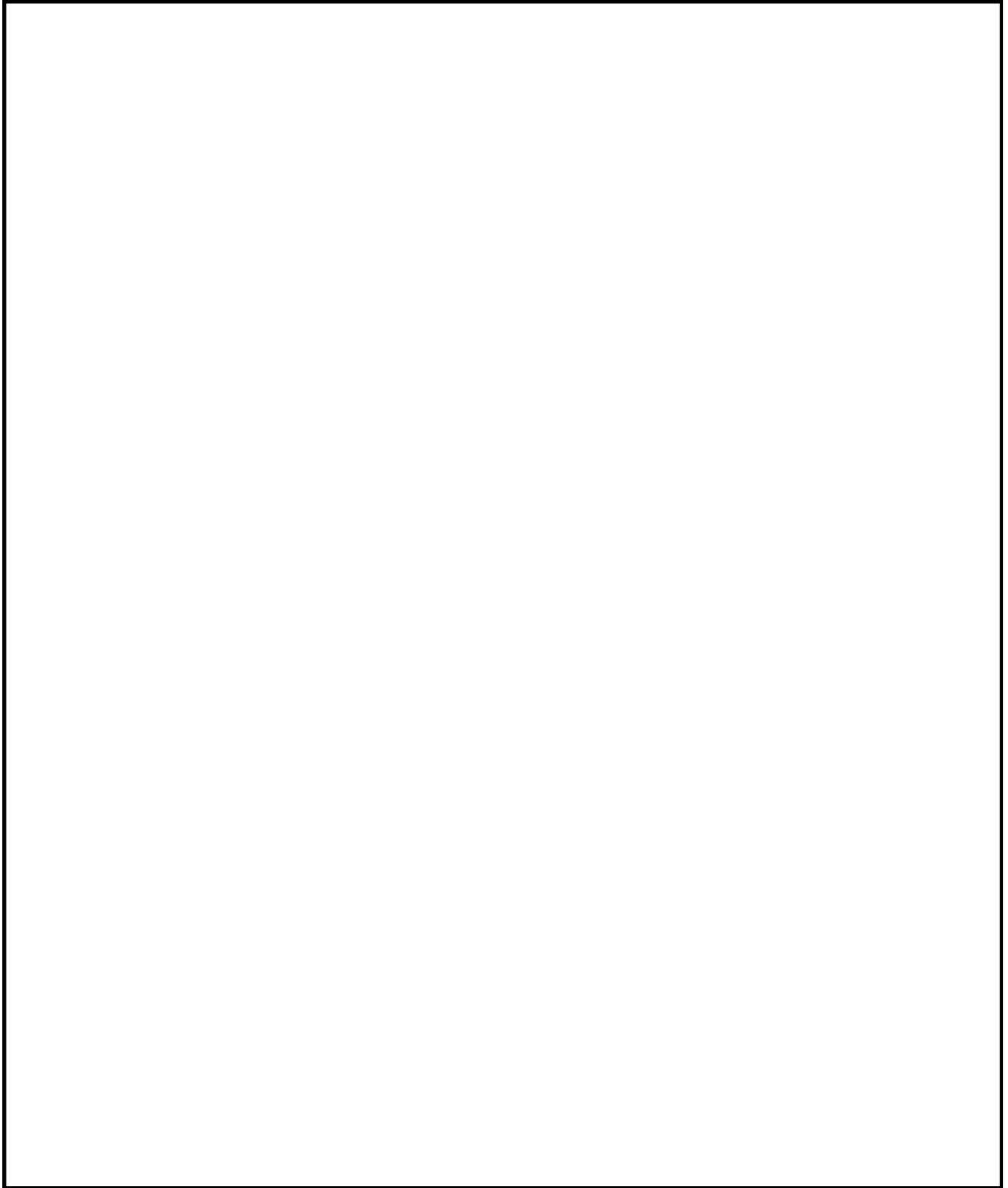
**Eb Gargano**



# How to Turbo Charge Your Productivity

## With ONE Simple To-Do List Hack

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# How to Turbo Charge Your Productivity

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**Eb Gargano**

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Resources

Eb Gargano is a professional blogger who blogs at [easypeasyfoodie.com](http://easypeasyfoodie.com) and [productiveblogging.com](http://productiveblogging.com). Drawing on her business and marketing background, she has turned blogging into a successful career. Known as 'the organized blogger' in blogging circles, she's passionate about sharing her business, blogging and productivity tips and seeing bloggers turn their blogs into successful businesses, without burning out. She has helped over 2000 students learn to become more successful and productive bloggers through her popular blogging, SEO and email marketing courses.

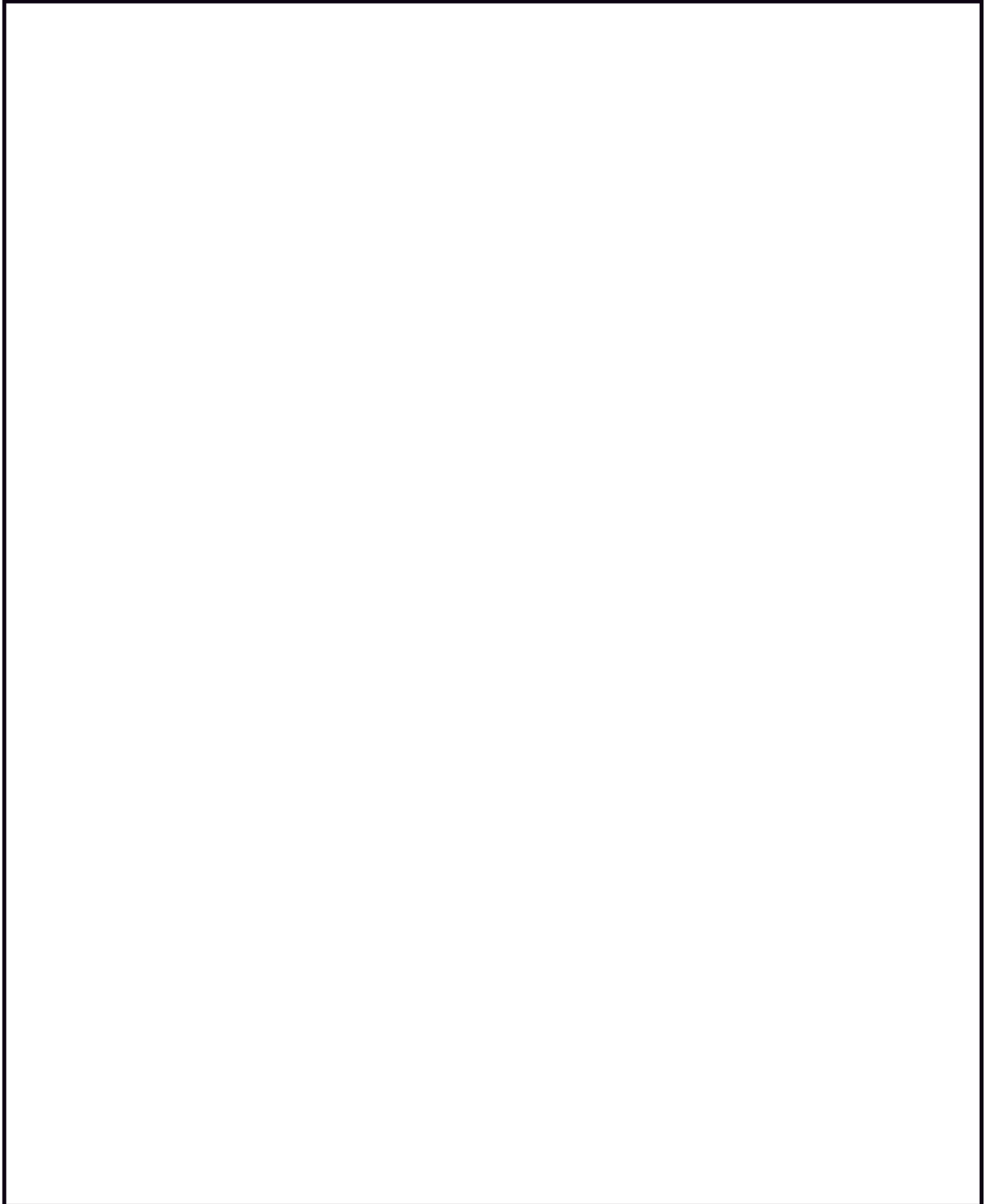


ABOUT

# How to Get More Done in ONE Week

## Than You Did in the Last 30 Days

**Faith Mariah**

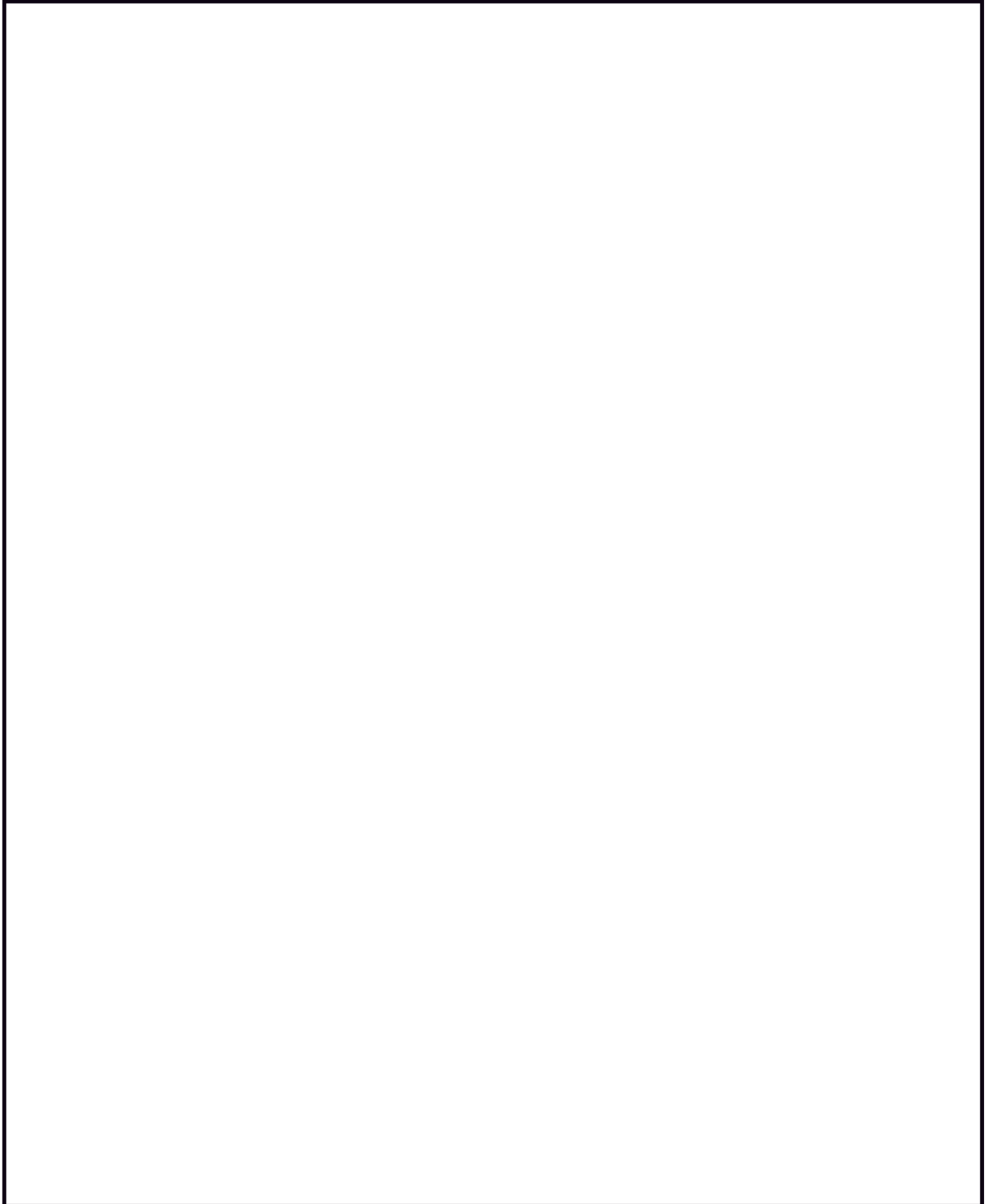




# How to Get More Done in ONE Week

## Than You Did in the Last 30 Days

**Faith Mariah**



# How to Get More Done in ONE Week Than You Did in the Last 30 Days

## Faith Mariah

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Resources

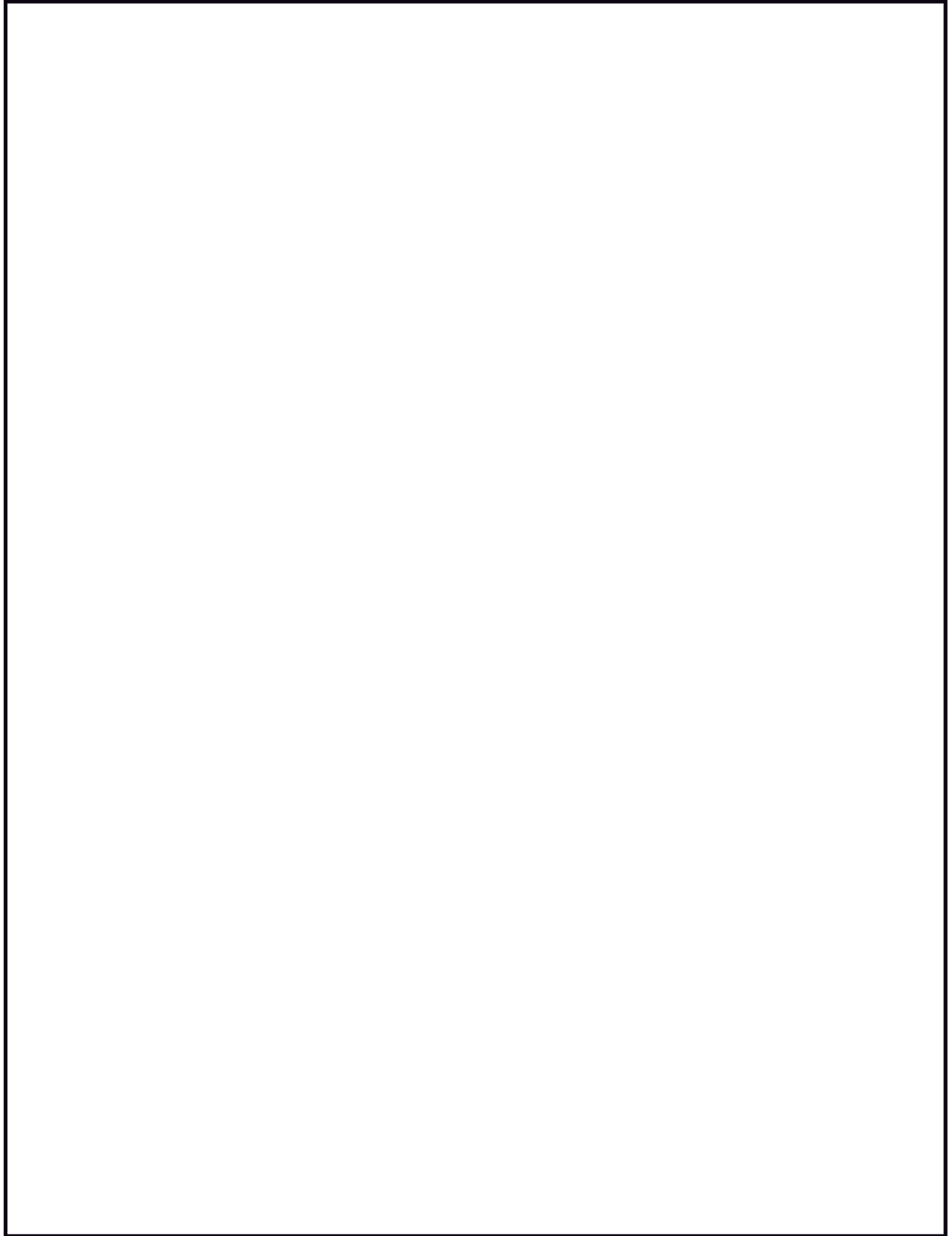


Faith Mariah, a no-BS business coach and the host of the Blogging Breakthroughs podcast, is on a mission to teach women how to start earning a 6-figure income online ASAP. Through tough-love coaching and an incredibly supportive community, her Becoming Boss Mastermind has quickly become one of the blogging community's fastest-growing & most affordable business coaching memberships for profitable blogs, coaches, and personal brands.

ABOUT

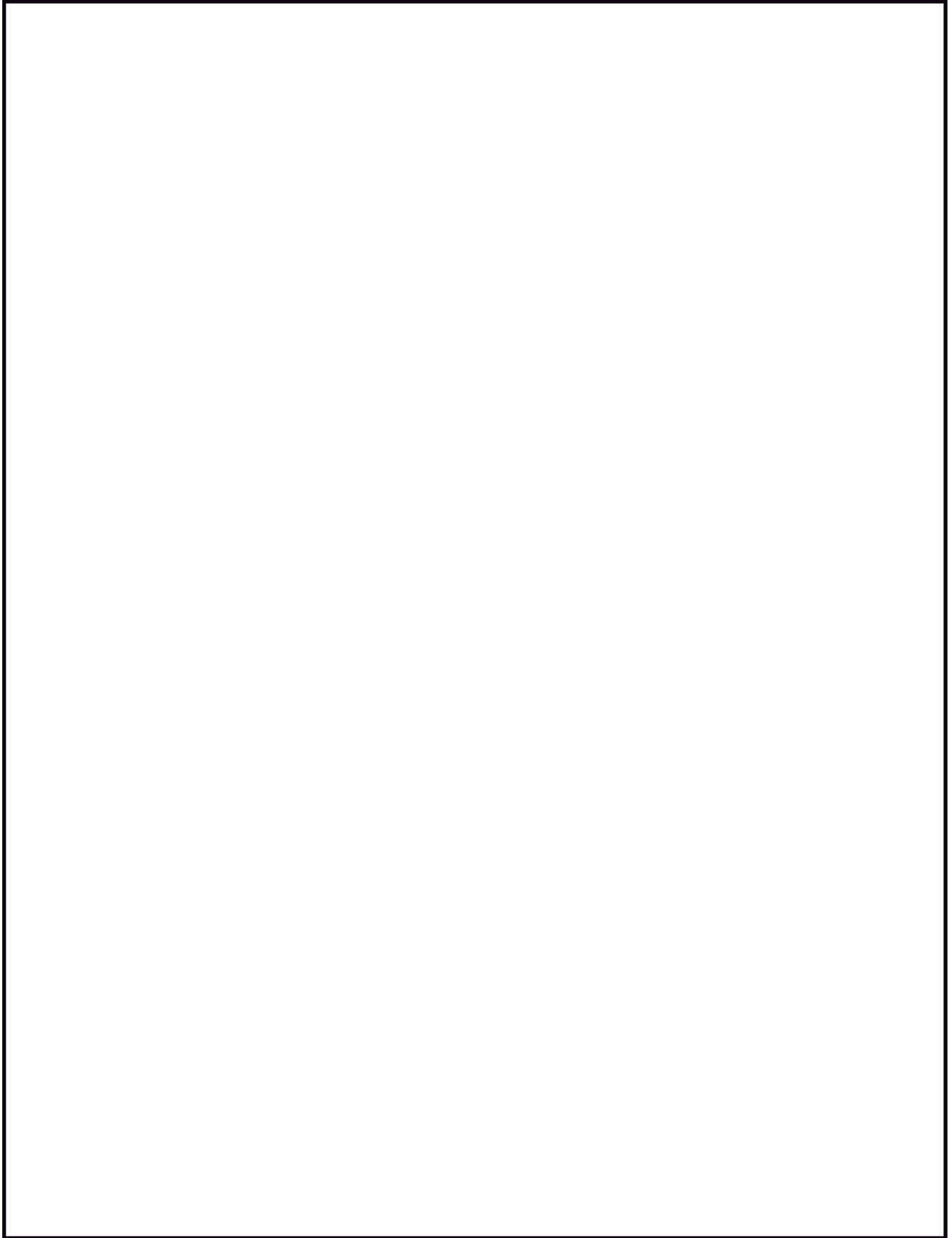
# Black Friday Monetization Panel

Kate Doster, Marlene Srdic, & Liz Stapleton



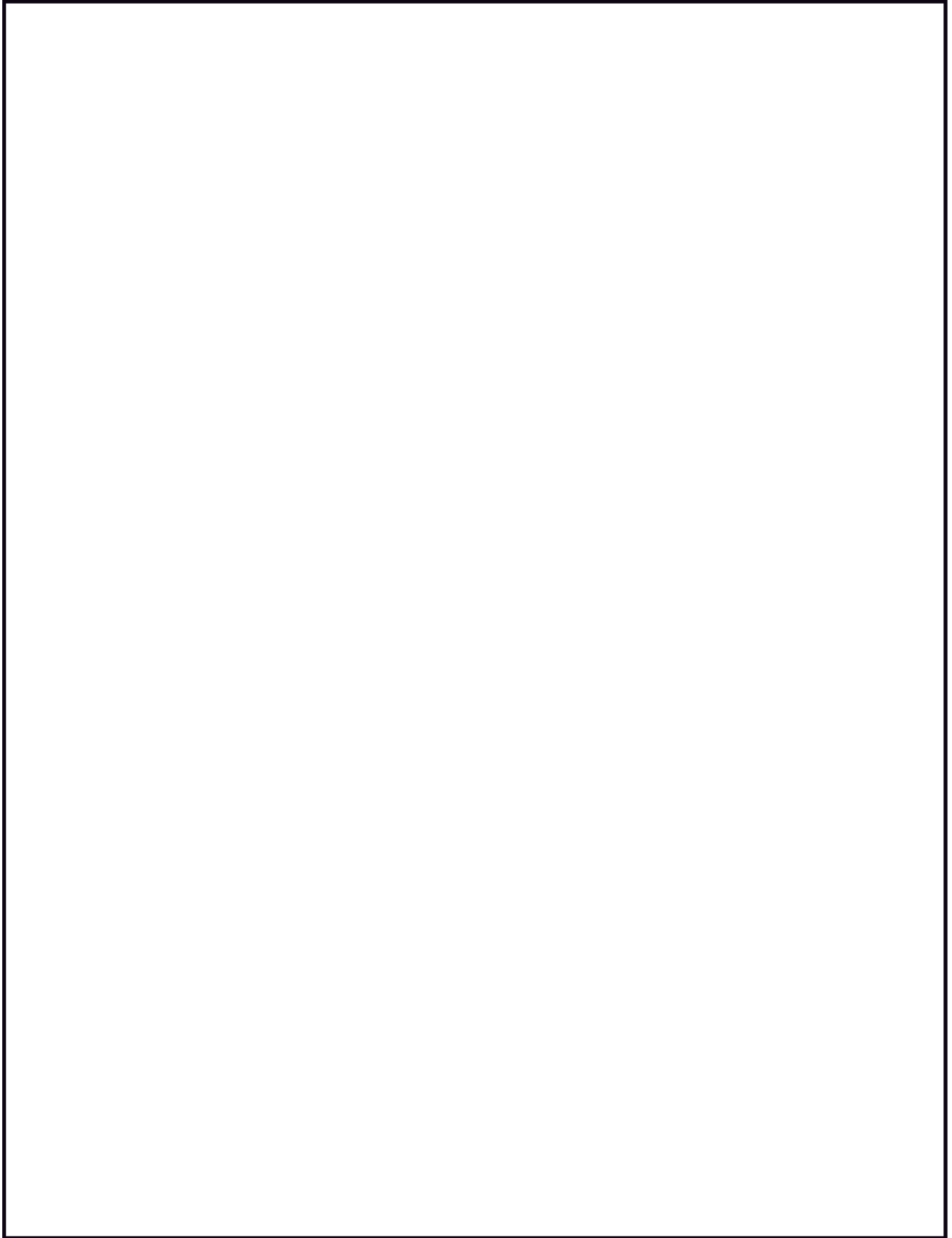
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Kate Doster is the host of the Do the Brave Thing Podcast, and is dangerously obsessed with helping ethical entrepreneurs carve out their slice of the interwebs by wooing the hearts (and wallets) open of their small but mighty audiences thanks to fun 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](http://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.

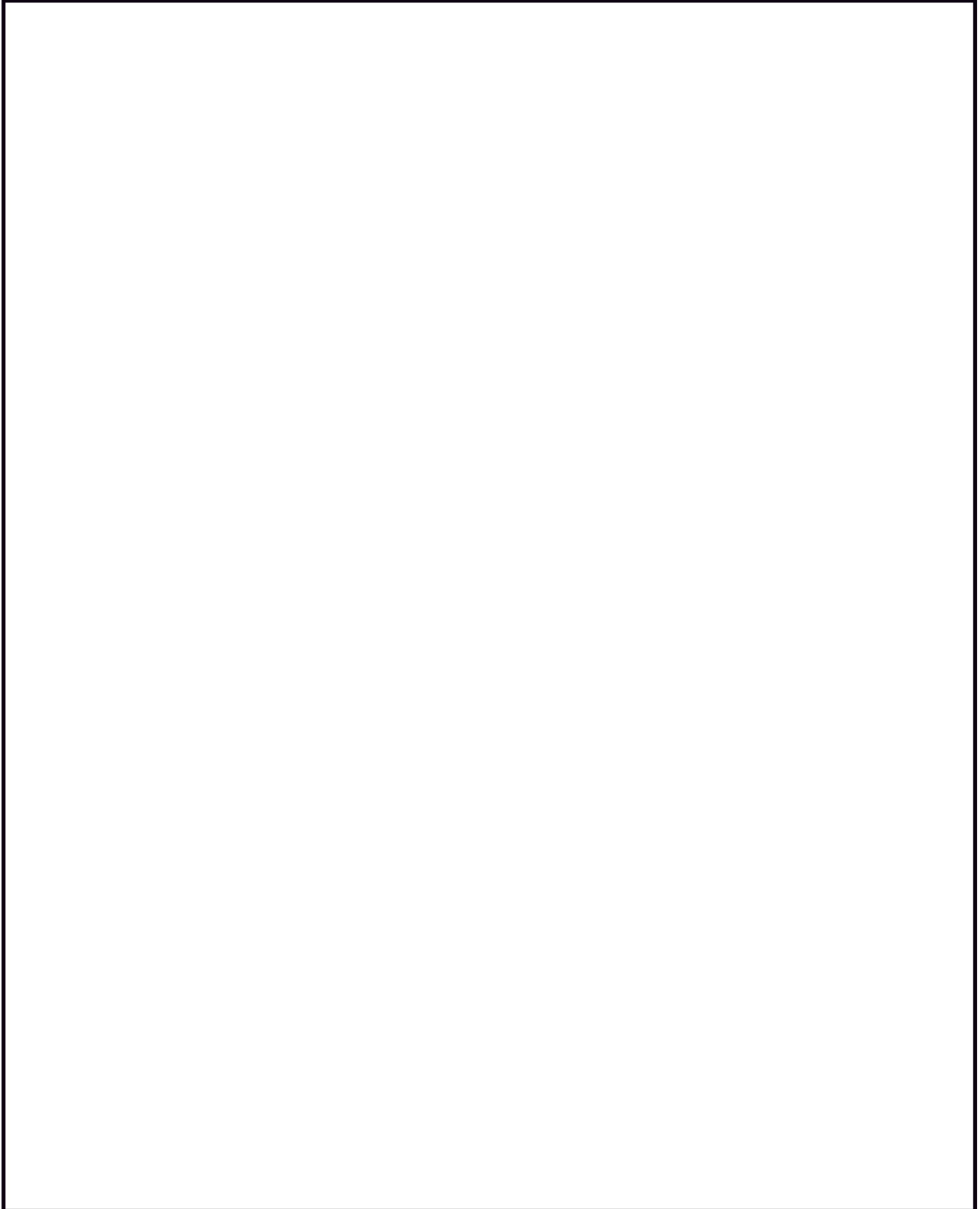


Liz Stapleton is a blogger, lawyer, and most importantly someone who loves making your life easier with action-oriented content and trainings. An attorney since 2012, and a blogger since 2014, she is the founder and voice behind Less Debt, More Wine – a personal finance site, [ElizabethStapleton.com](http://ElizabethStapleton.com) 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.

# How To Use Collaboration To Grow

Your Traffic & Income

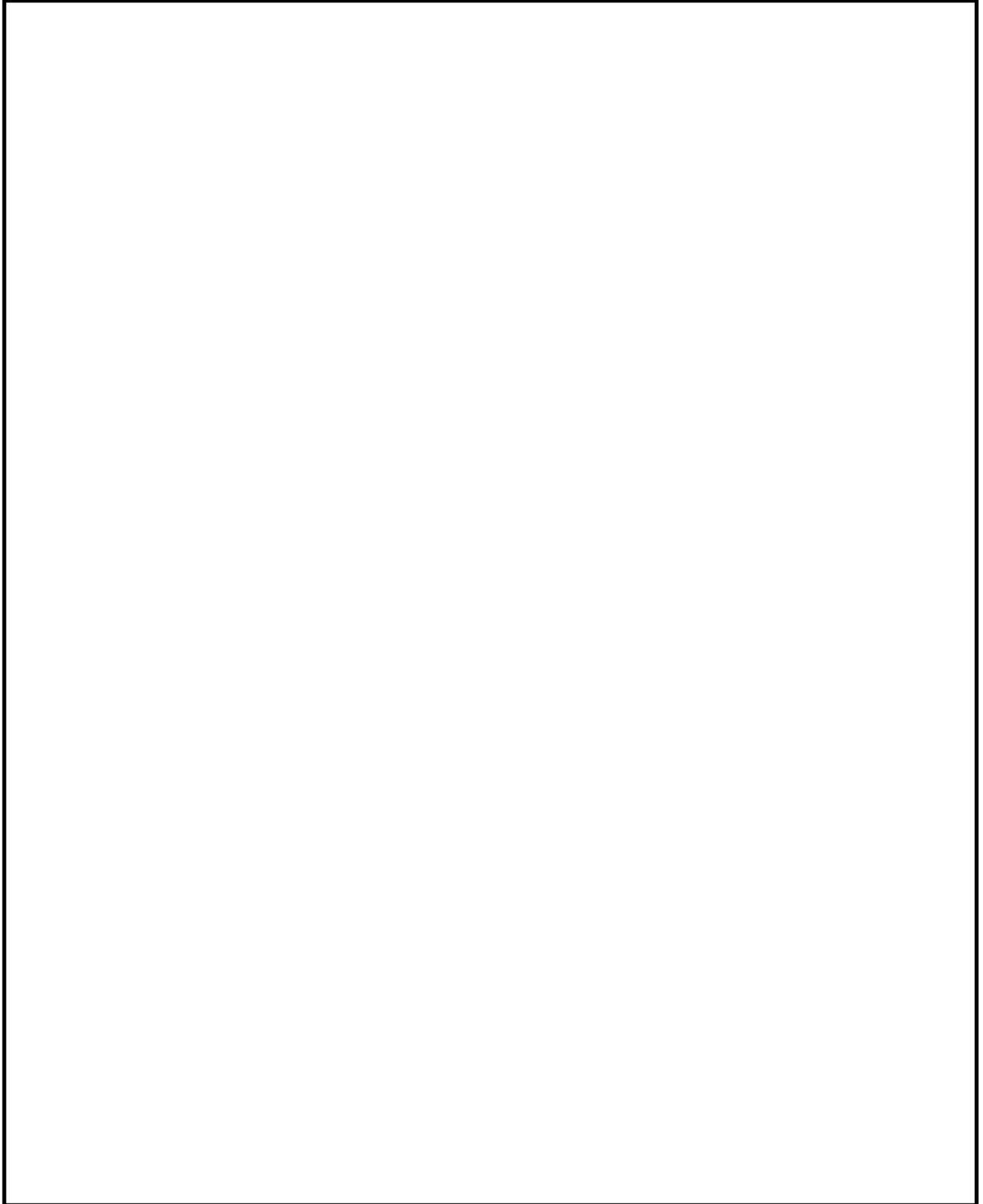
**Jessie Festa**



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Your Traffic & Income

JESSIE FESTA

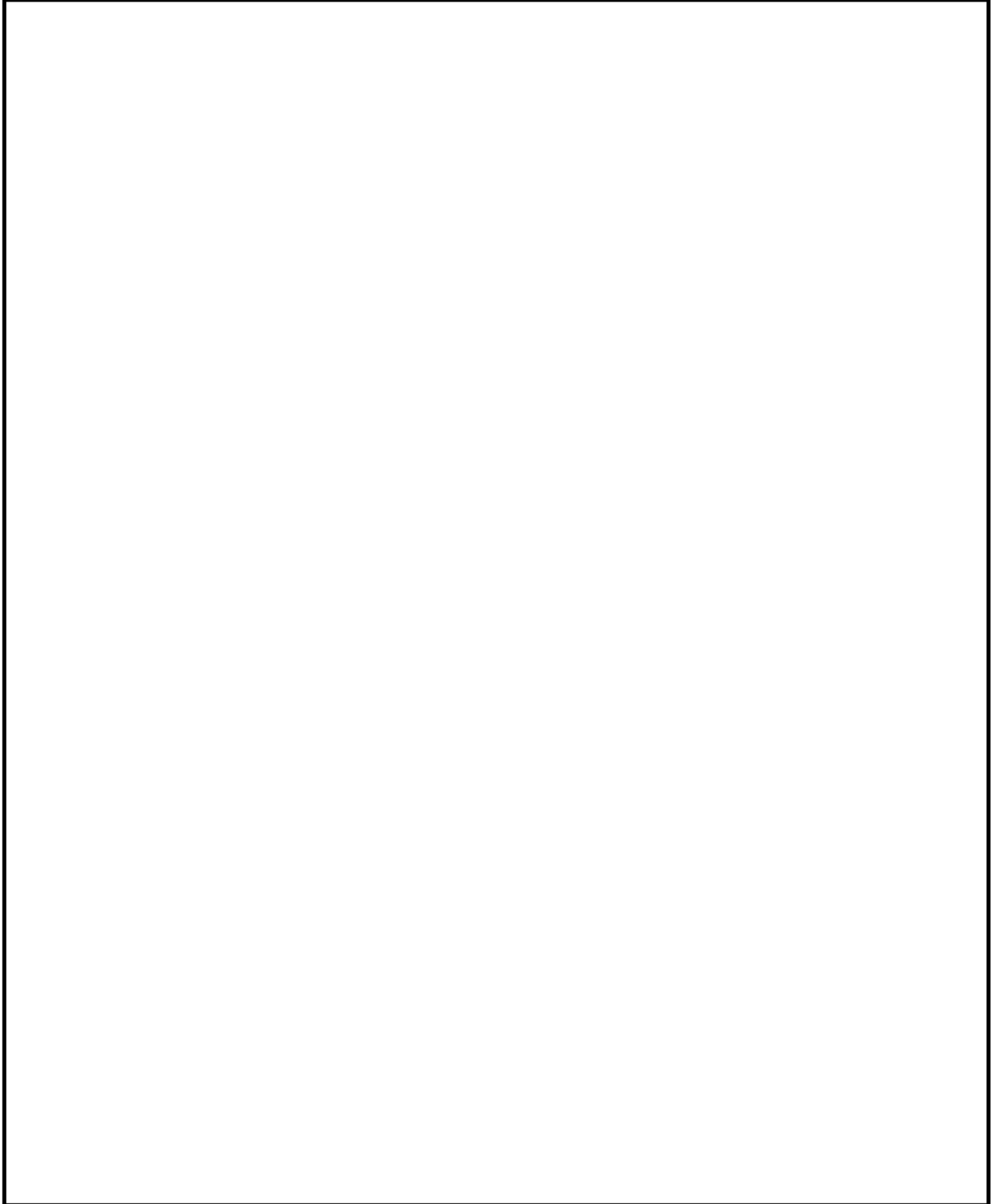




# How To Use Collaboration To Grow

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JESSIE FESTA



# How To Use Collaboration To Grow Your Traffic & Income

## JESSIE FESTA

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[Airtable](#)

[Google Sheets](#)

Resources



Jessie Festa is the creator of the travel blogs [Jessie on a Journey](#) and [Epicure & Culture](#). She is also the founder of [Travel Blog Prosperity](#) – a membership community for bloggers wanting to grow their traffic, community & income – as well as [NYC Photo Journeys](#), a New York-based photography company. Her work has appeared in publications like [USA Today](#), [CNN](#), [Business Insider](#), [Thrillist](#), and [WestJet Magazine](#).

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 your membership. Please complete the "Membership" section below.

Your progress 0%

ALL CATEGORIES

Personal Marketing Email Marketing Legal Affiliate Marketing Productivity YouTube  
Tech Mindset List Growth Social Media Marketing Finance Productivity Product Creation  
Data Graphic Design Content Marketing Copywriting Marketing & Business Monetization  
Business Finance

Summit Year

2020 2021 2022 2023

Beginner

Intermediate

Advanced

Sign here to search

#### How to Make Your First Affiliate Sale (Over 1,000 Pageviews)

Adding 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 in less than 1000 pageviews!

Summit Year

2020

Video Length

24:52

#### 3-Step Formula To Grow Your Email List

Adding email is a simple formula to start getting thousands of page views from Google, even if you are a new blogger! You will learn 3 email tips to skyrocket your traffic to a website (longer)

Summit Year

2020

Video Length

31:57

#### How to Succeed as a Freelancer and Win Your Clients

As a freelancer, you will be able to start getting thousands of page views from Google, even if you are a new blogger! You will learn 3 email tips to skyrocket your traffic to a website (longer)

Summit Year

2020

Video Length

25:47

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#### 3 Ways to Boost Conversions by Mastering Tags & Segmentation in Your Email Service Provider

You and your marketing would be the more organized and more directly in the hands of your email subscribers but you already know that. You want to optimize how you use your...

Summit Year

2020

#### How to take back control of your email marketing in 5 steps

This session will give you tips and advice to take back control of your email marketing in 5 steps!

Summit Year

2020

#### Imagine Your Ideal Client

This session will give you tips and advice to take back control of your email marketing in 5 steps!

Summit Year

2020

#### Using Story to Attract an Audience

Story is about what everyone else is doing, make your story unique, your story is how you keep readers coming back.

Summit Year

2020

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#### Using Story to Attract an Audience

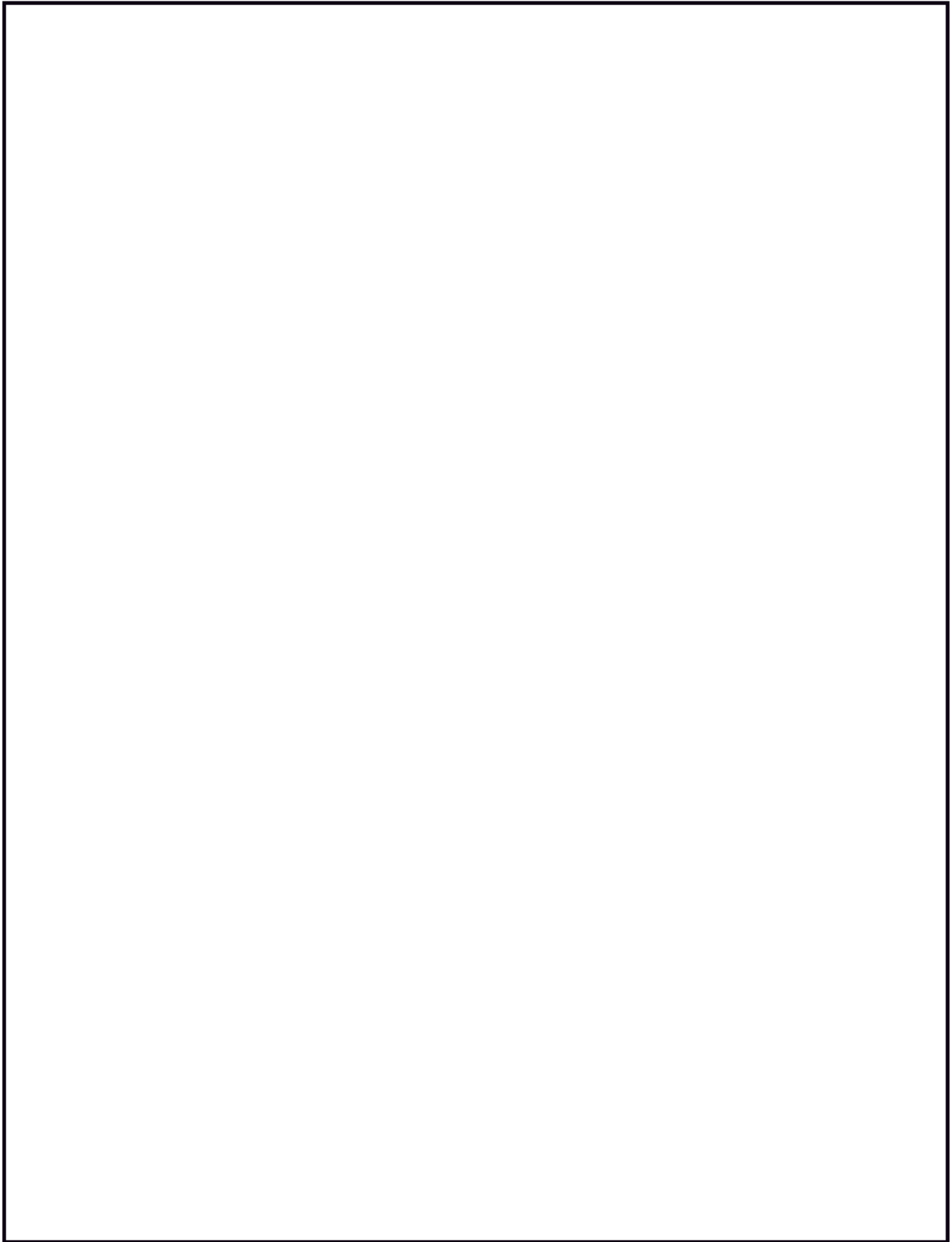
Story is about what everyone else is doing, make your story unique, your story is how you keep readers coming back.

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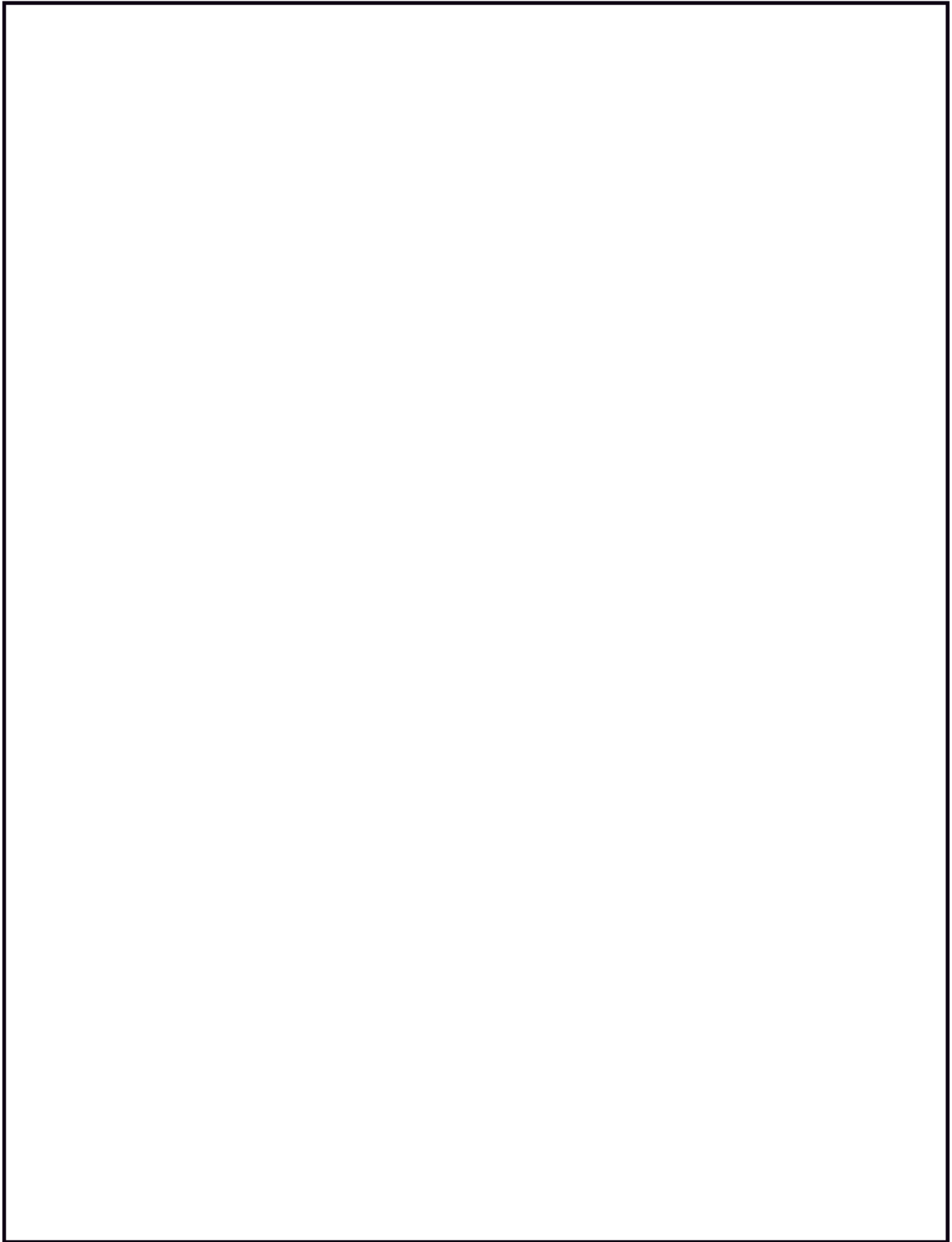
# Monetization Panel

Amanda Warfield, Jenny Melrose



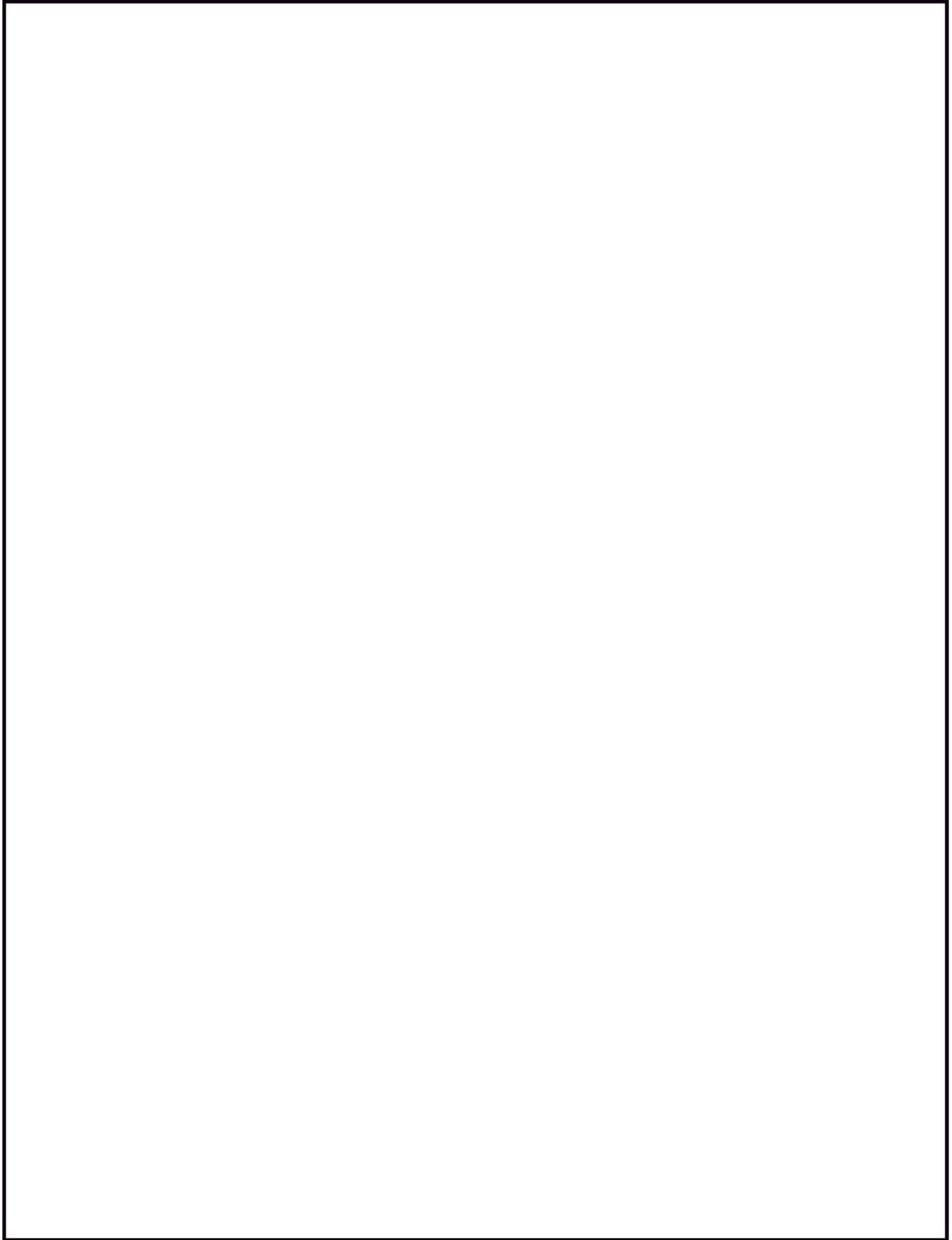
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Amanda Warfield, Jenny Melrose



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# 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.

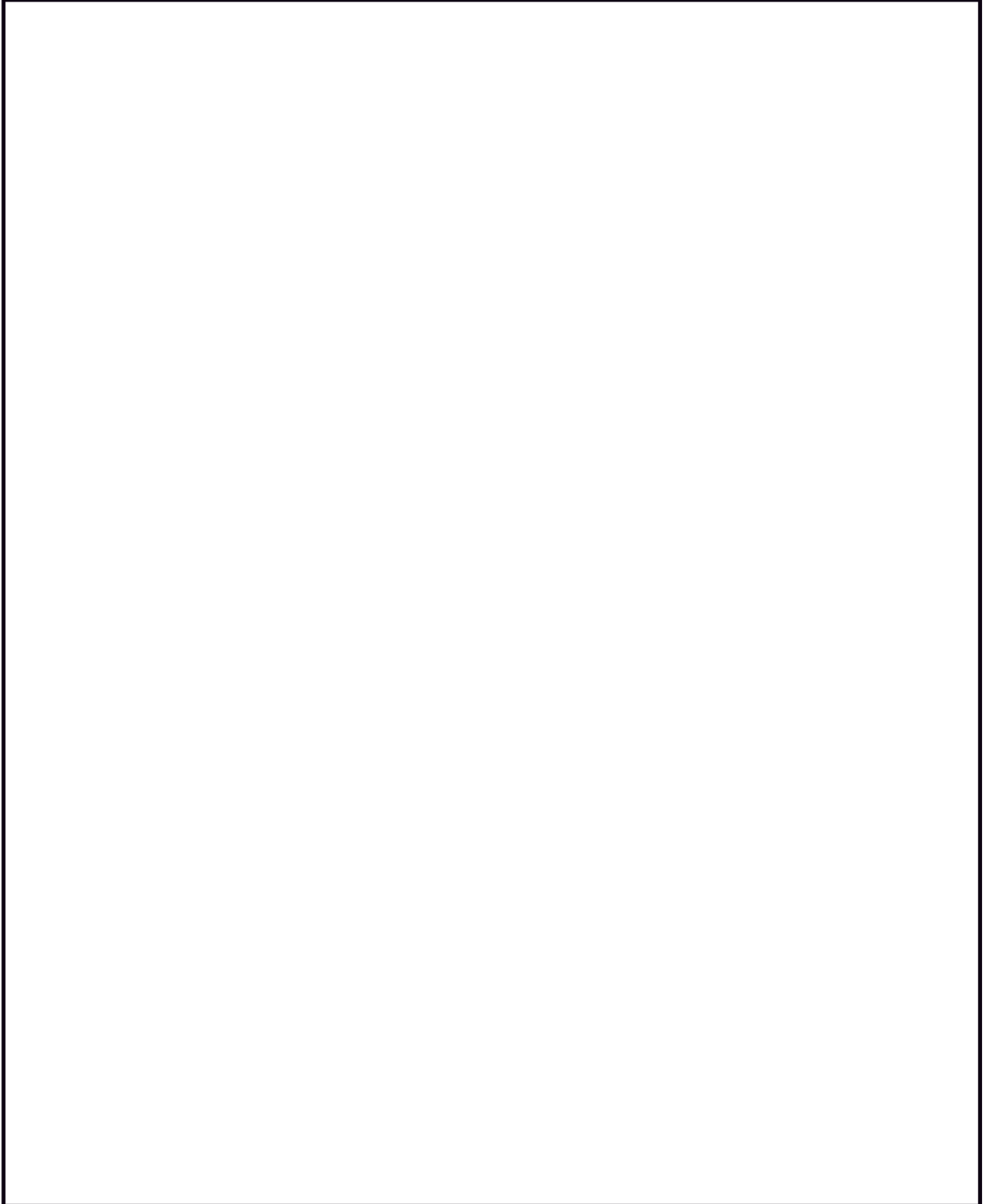


Jenny is a former reading specialist who “retired” from her teaching career when her blogging income far exceeded her salary. Through hard work and dedication, her lifestyle blog, The Melrose Family, became regularly sought out by nationally recognized brands such as Neutrogena, Smuckers, Glad, Costco,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

# How to Grow Your Recurring Revenue

with retention and referral

**Melody Johnson**

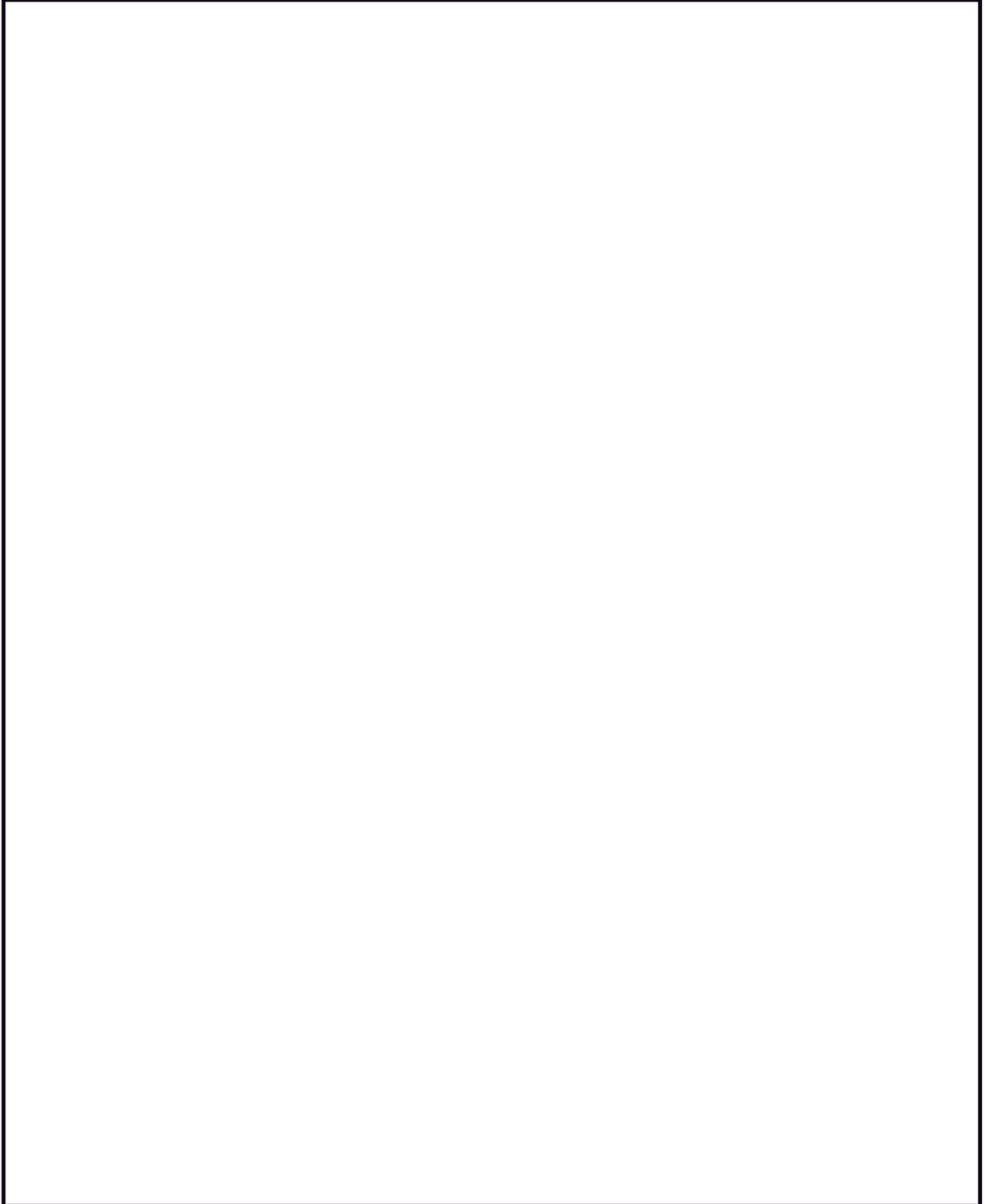




# How to Grow Your Recurring Revenue

with retention and referral

**Melody Johnson**



# How to Grow Your Recurring Revenue

with retention and referral

## Melody Johnson

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Resources

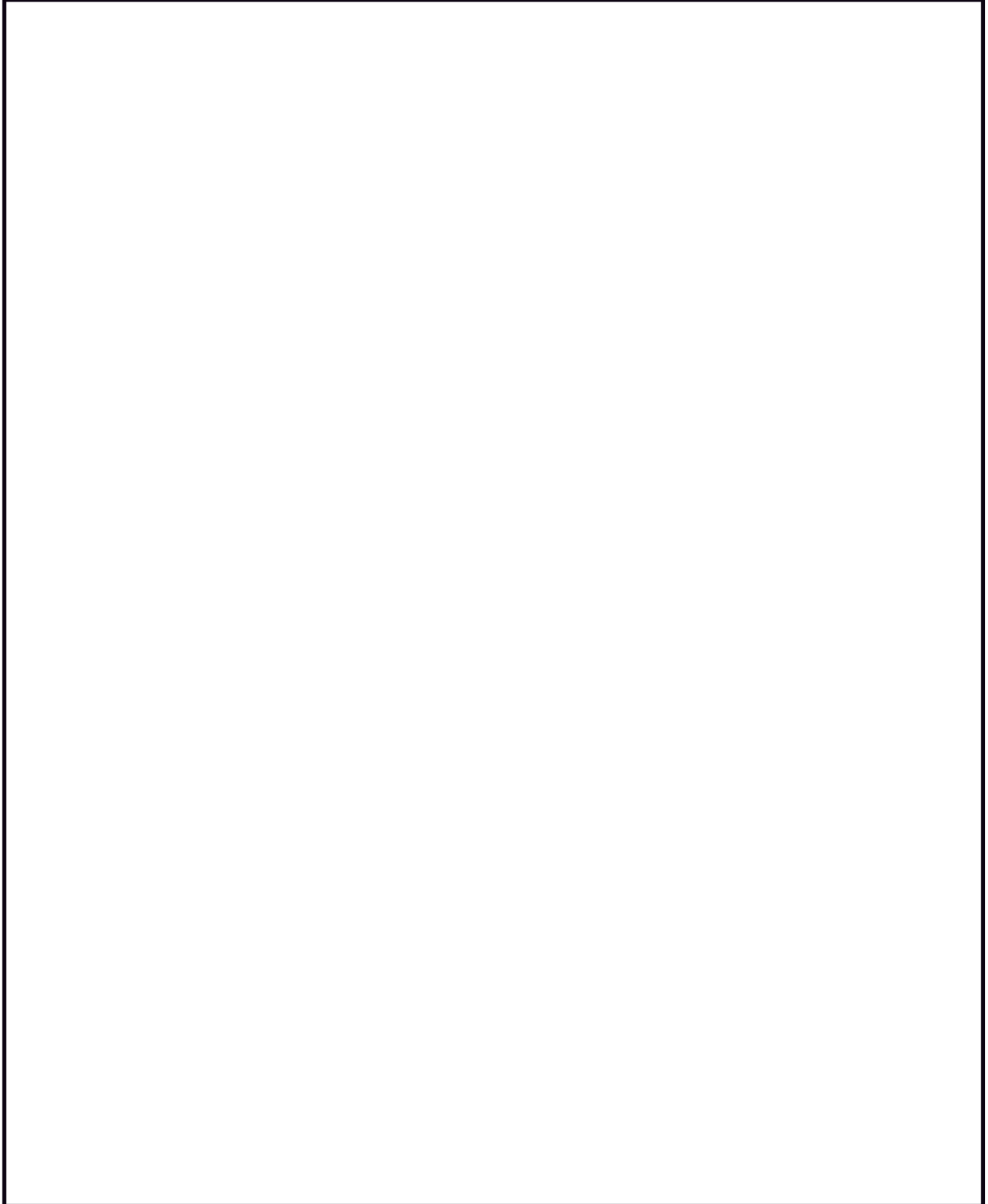
Melody Johnson is the Founder of The Course Consultant. She helps membership owners create or grow their membership with referrals and retention. As an Instructional Designer and Certified Customer Success Manager, she's been featured as a speaker on recurring revenue and program management at FinCon, The Course Creator Conference, Vidfest, Podthon, The Creatress Summit, and many more.



ABOUT

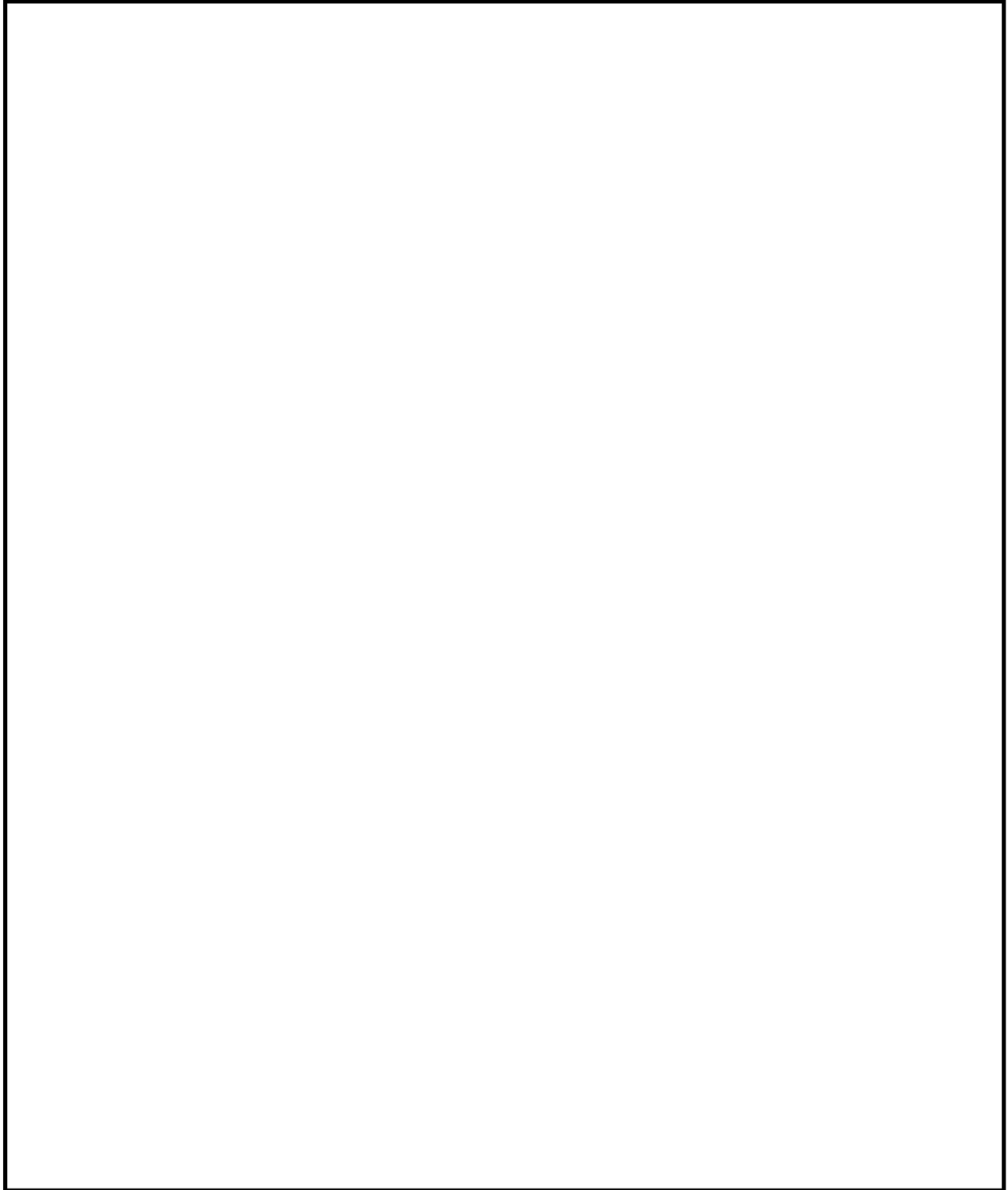
# Recession Proof Your Business by Adding Digital Products to Your Portfolio

**Destini Copp**



# Recession Proof Your Business by Adding Digital Products to Your Portfolio

**Destini Copp**



# Recession Proof Your Business by Adding Digital Products to Your Portfolio

## Destini Copp

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[Kajabi](#)

[Canva](#)

Resources



Dr. Destini Copp helps business owners increase their passive income revenue with digital products and evergreen sales funnels. She is a college marketing professor turned online entrepreneur and a wanna-be, Serena Williams-like, tennis player. She is the host of The Course Creator's MBA Podcast and author of the best-selling book, Launch Your Online Course Business in 90 Days or Less.

ABOUT

# SCHEDULE

DAY 5 - AUGUST 18 - FRIDAY

**9:00 AM**

**10 WAYS TO MAKE A TONS AFFILIATE MONEY**

*Chelsea Clarke* *Intermediate*



**10:00 AM**

**MONETIZE YOUR WAY TO AN EXTRA \$1,000 A MONTH**

*Debbie Gartner* *Intermediate*

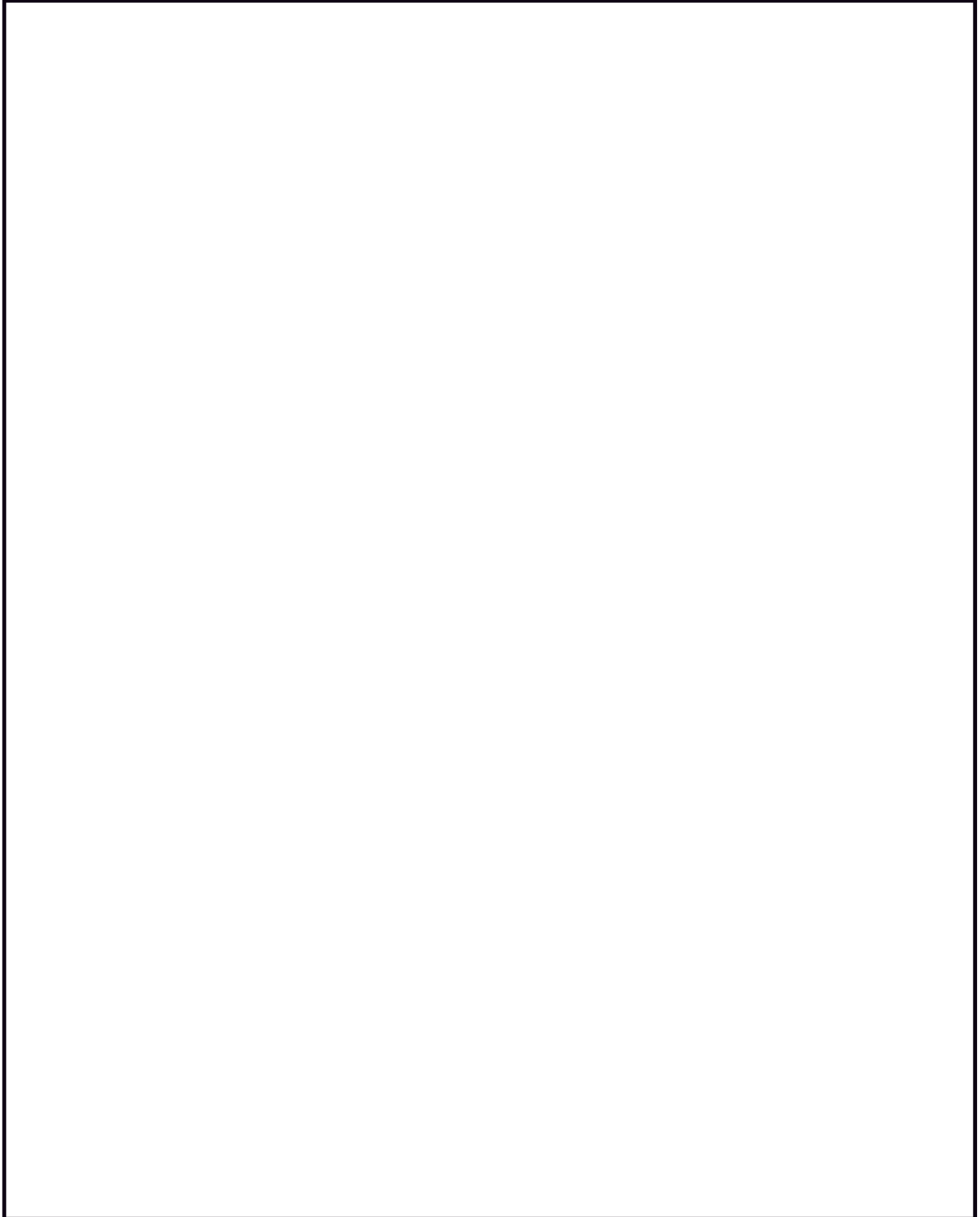


# Action Items

DAY 5 - AUGUST 18 - FRIDAY

# 10 Ways to Make Tons of Affiliate Money

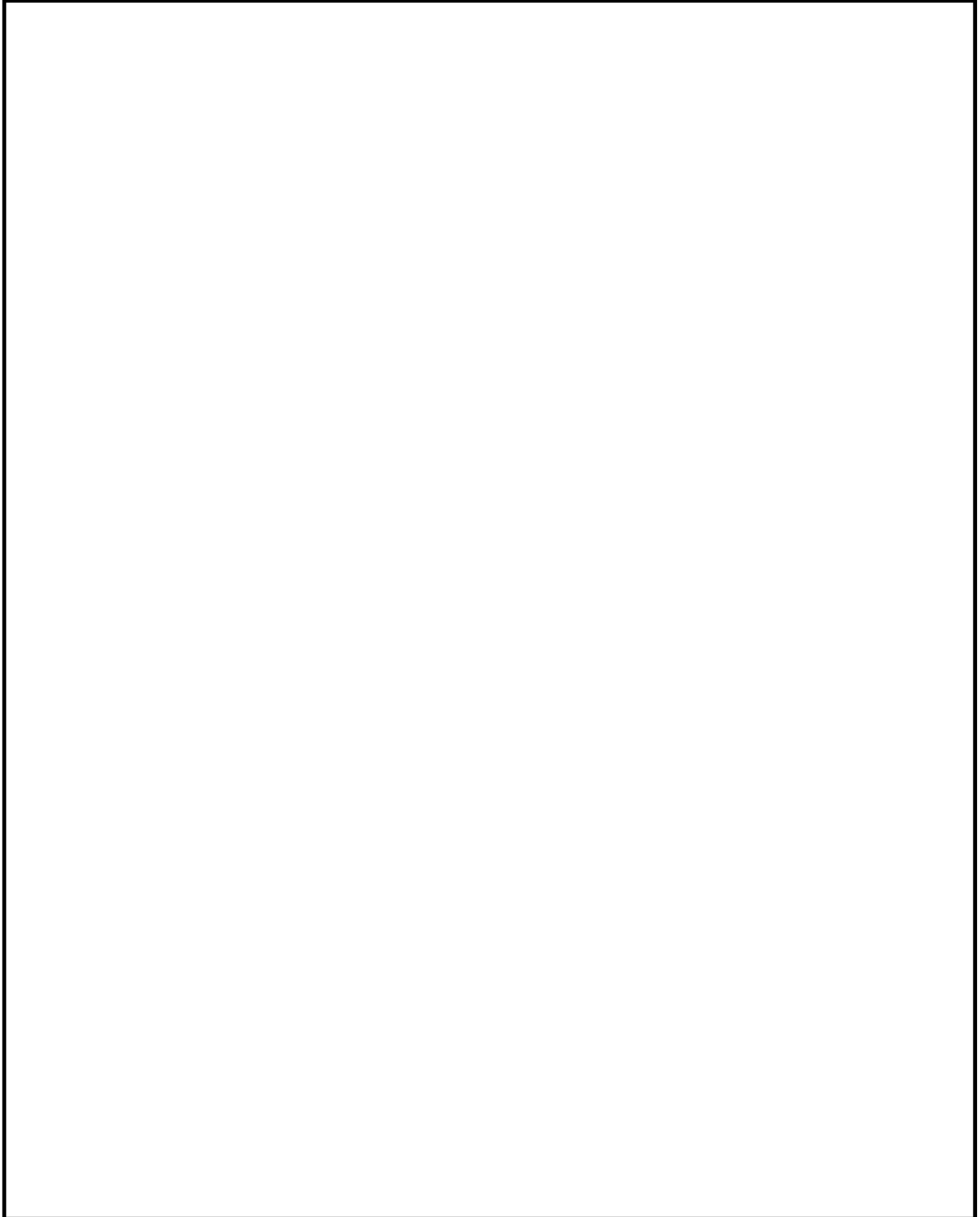
**Chelsea Clarke**





# 10 Ways to Make Tons of Affiliate Money

**Chelsea Clarke**



# 10 Ways to Make Tons of Affiliate Money

## Chelsea Clarke

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Resources

Chelsea Clarke is a niche site investor, Business Intermediary, and the founder of HerPaperRoute; a platform where creators and website investors start or acquire, scale and sell online businesses. Chelsea is on a mission to help entrepreneurs sell their websites for profit - and she has put over \$2 million in the pockets of creators, by helping them achieve a profitable exit. Through educational classes, HerPaperRoute has cultivated and supported a community of thousands of website-flipping entrepreneurs. Chelsea has been featured in Business Insider, CNBC, MSN Money, Yahoo Finance, and Niche Pursuits.

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.

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**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

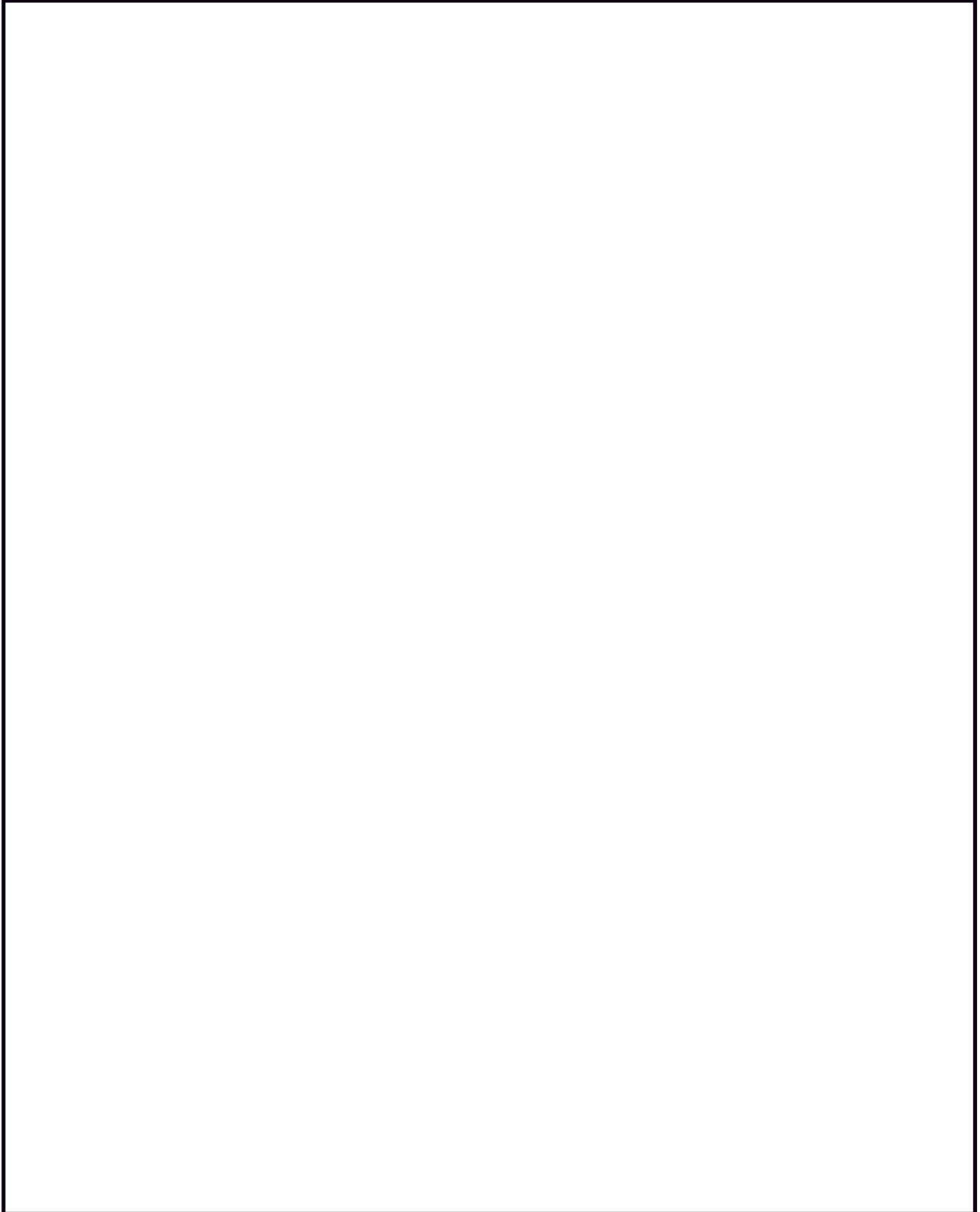
**IMOVIE** Video editing

**ZOOM** Recording interviews

**SOUNDWISE** Private podcast feed

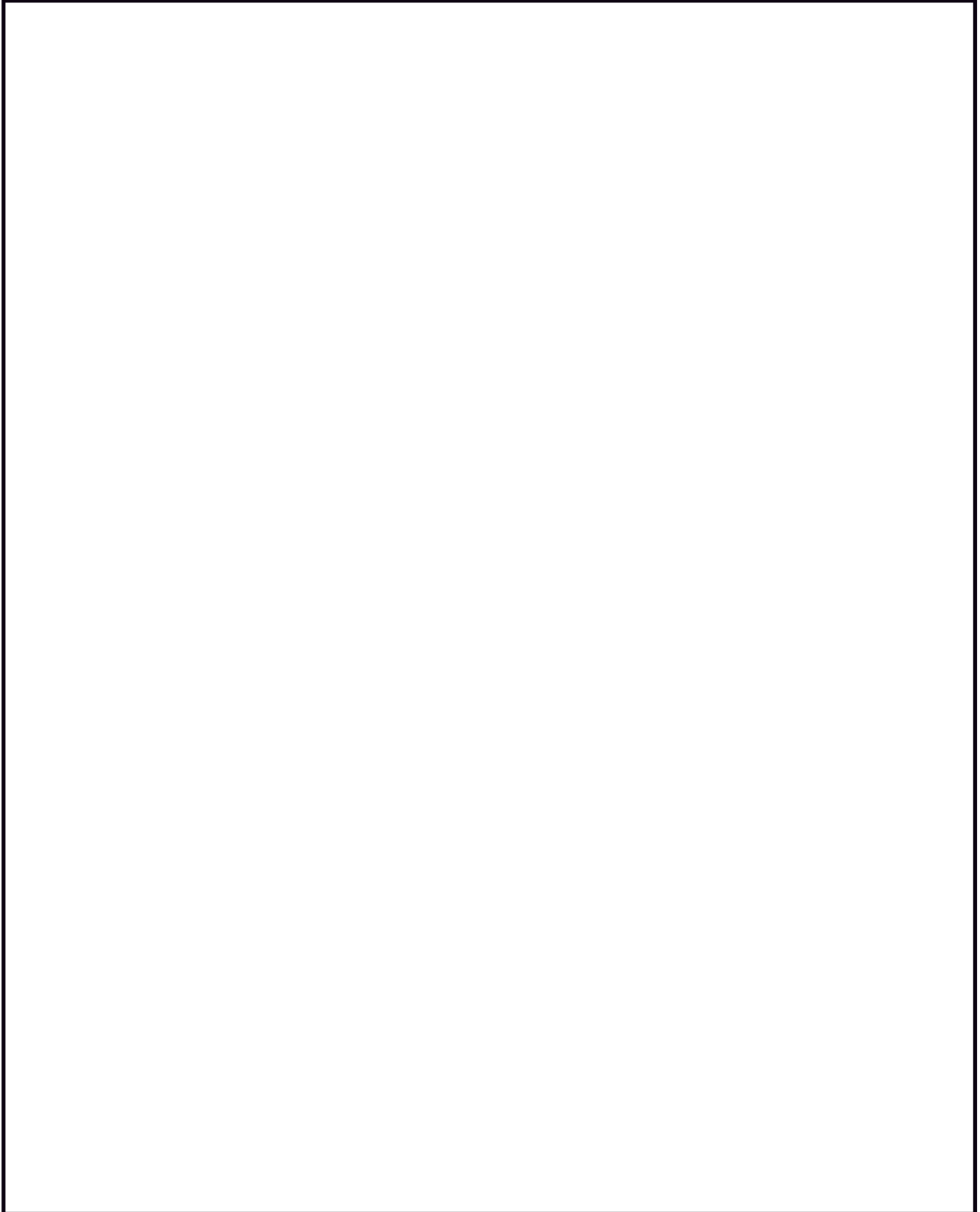
Monetize your way to \_\_\_\_\_  
an extra \$1,000 a month

**Debbie Gartner**



Monetize your way to \_\_\_\_\_  
an extra \$1,000 a month

**Debbie Gartner**




# Monetize your way to \_\_\_\_\_ an extra \$1,000 a month

## Debbie Gartner

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Resources



Debbie Gartner runs a successful home decor blog, TheFlooringGirl.com. She's been blogging since 2010 and has leveraged the power of SEO to get over 500,000 pageviews/month and generates over \$20,000 net profit a month. She has leveraged her blog income to pay off more than \$238,000 of debt. Debbie has coached over 100 bloggers on SEO, and she's a best selling author of 2 very successful SEO Ebooks – Easy On-Page SEO and Easy Backlinks for SEO. She has sold over 4,000 ebooks/courses to bloggers and entrepreneurs.

ABOUT

# Misc. Notes



