



NICHE
MEDIA PUBLISHING

ONLINE MAGAZINE BLUEPRINT



Launch & Promote A Digital Publication
In 30 Days

Hi,

Many thanks for buying this Online Magazine Blueprint Course.

In the next 90+ pages I'll take you through everything you need to do to get a gorgeous, professional online magazine in a great niche launched and promoted.

All absolutely doable in 30 days.

The Blueprint is a result of over 5 years of trial and error whilst I built my own magazine to well over \$10,000 of monthly recurring revenue. You can treat it as an exact roadmap to be followed (how it has been designed), or a starting point for your own own skills, experience and knowledge.

In the meantime, best of luck on your journey – I truly believe online magazines are the ultimate online product even for beginners, a point I'll reenforce in the first chapter and why you should consider launching an digital publication.

Chris Young

Editor, Niche Media Publishing

Table Of Contents

1. Why You Should Consider Launching An Online Magazine	1
<i>Why Online Magazines?.....</i>	<i>1</i>
2. Niche Selection.....	5
<i>Attributes Of A Great Magazine Niche.....</i>	<i>5</i>
<i>Examples Of Great Magazine Niche Categories.....</i>	<i>6</i>
3. Content.....	17
4. Online Magazine Platform Options	20
1. <i>Adobe InDesign</i>	<i>20</i>
2. <i>Specialist Magazine Publishing Software.....</i>	<i>21</i>
5. Back End Infrastructure	23
<i>All In One Marketing Software.....</i>	<i>23</i>
<i>Wordpress Plus Plugins</i>	<i>24</i>
<i>Mixed Approach</i>	<i>24</i>
6. Tech Stack	26
<i>Online Magazine Production.....</i>	<i>26</i>
<i>Sales Page & Checkout.....</i>	<i>26</i>
<i>Payment Processors</i>	<i>26</i>
<i>Email Management.....</i>	<i>27</i>
<i>Subscription Management.....</i>	<i>27</i>
7. Pricing	30
<i>Pricing Options</i>	<i>30</i>
<i>Trial Period.....</i>	<i>30</i>
<i>Recurring Payment.....</i>	<i>31</i>
<i>Subscription Period Length.....</i>	<i>32</i>
8. Offer Enhancement	34
<i>Free Guides, Checklists etc</i>	<i>34</i>
<i>Free Physical Stuff.....</i>	<i>34</i>
<i>Back Issues</i>	<i>35</i>



9. Offer Promotion.....	37
<i>Warm Traffic.....</i>	<i>37</i>
<i>Cold Traffic.....</i>	<i>37</i>
10. Sales Funnel	40
<i>A Sales Page.....</i>	<i>40</i>
<i>A Way To Connect To Your Email Sign Up Form To Your Email Provider</i>	<i>41</i>
<i>A Checkout / Payment Provider</i>	<i>41</i>
<i>Sales Funnel Template</i>	<i>42</i>
11. Setting Up The Email Infrastructure	46
<i>Follow Up</i>	<i>47</i>
12. Traffic	49
<i>Email list.....</i>	<i>49</i>
<i>Blog Traffic.....</i>	<i>49</i>
<i>Social Media.....</i>	<i>50</i>
13. Paid Traffic	52
<i>Google.....</i>	<i>52</i>
<i>Facebook.....</i>	<i>53</i>
<i>Tik Tok.....</i>	<i>53</i>
<i>Twitter.....</i>	<i>53</i>
<i>Native Ads.....</i>	<i>54</i>
<i>Other Ad Networks.....</i>	<i>54</i>
14. Facebook Ads	56
<i>Setting Up Facebook Ads.....</i>	<i>56</i>
<i>The Elements Of An Ad Campaign.....</i>	<i>57</i>
15. Launching Our First Campaign	60
<i>Step 1: Facebook Page Post</i>	<i>60</i>
<i>Step 2: Set Up Campaign.....</i>	<i>60</i>
<i>Step 3: Set Up Ad Set.....</i>	<i>61</i>
<i>Step 4: Copy Twice</i>	<i>61</i>
<i>Step 5: Publish.....</i>	<i>62</i>
16. Facebook Ads Optimisation	64
<i>Optimisation.....</i>	<i>64</i>
<i>Target CPA</i>	<i>65</i>
<i>Next Steps</i>	<i>66</i>

17. Conversion Tracking	68
<i>Google Analytics.....</i>	68
<i>Advertising Platforms.....</i>	69
<i>Tracking software</i>	69
18. Outsourcing	72
<i>When To Outsource.....</i>	73
<i>Customer Service.....</i>	73
<i>Technical support</i>	74
<i>Content.....</i>	74
<i>Graphic Design</i>	74
19. Appendix: Niche List.....	76



NICHE
MEDIA PUBLISHING

CHAPTER 1

WHY LAUNCH AN ONLINE MAGAZINE

Why You Should Consider Launching An Online Magazine

So why should you bother launching an online magazine? That sounds too hard. Aren't there easier things to do to earn a \$ online?

Well, I'd like to persuade you to give them a look. We'll cover niche selection, the tech stack, content, promotion strategies (organic and paid).

Why Online Magazines?

I suspect many of you picked this up as you're involved in content creation of some sort. Perhaps some of you have a niche website hoping to attract affiliate income or advertising.

Or perhaps you've got a newsletter like this one and you send content to your audience via email.

However I'd like to persuade you on an alternative: the online magazine.

Before we get to what an online magazine is and why you should consider launching one, let's look more closely at those staples of the online world.

Website

By far the most common way people get into the online content game is to launch a blog or website.

Whilst many niche websites cover news and current events, and therefore require a constant stream of content, many are more evergreen. The content can sit on the site and be valuable for some time.

Building a body of valuable articles, with some of a more commercial nature to attract affiliate commissions perhaps, is a winning formula.

My first website was a finance site covering the various strategies for a certain type of stock market investment. Over time it built up to cover everything you'd ever want to know about the subject, and was seen as a bit of an authority (I recently sold it for a 5 figure sum).

However whilst many have tried to add paid content to this formula - perhaps as a premium subscription - only large established players such as the New York Times seem to have made a success of it.

Newsletters

But what about newsletters? They usually don't have the evergreen quality of a website. However they are a great way of providing an event to your audience: the arrival of an email.

They've become quite popular in recent years. Firstly there was the so called Substack boom, writers offering subscription content for a fee.

However, whilst many existing authority figures found success, it was tough for first timers to attract sufficient subscriptions.

In more recent times more user friendly sponsorship marketplaces such as Paved and the Convertkit Sponsor Network, and referral networks such as Sparkloop, has made sponsorship a viable monetization option.

They are also an example of 'event' marketing. The regular receipt of an email is an event: a way of getting the attention of your audience every day/week or whenever you send it.

It's also more of a thing, a product (albeit a free one), that you're giving your audience. But, whilst newsletters are great to sell products or advertising space, again it's tough to charge for the content itself.

I'd like to suggest that an online magazine provides all the benefits of websites and newsletters, whilst increasing your chances of being able to charge for it.

What Is An Online Magazine?

My definition is not perfect but in its simplest form an online magazine is a pdf of articles which subscribers receive on a regular basis - often monthly - for a modest fee: \$5 to \$10 a month say.

(PDFs aren't the only format by the way - there are many flipbook software services or apps that can produce a better customer experience. The key is that it is a 'thing' that's being delivered on a regular basis).

They tend to be more 'produced' than a website. More images. More focus on design. Better, more informed, content. One way to think of them is a productized, premium, version of a website, delivered regularly by email (usually).

Here's the key though: because of that productization, and the event element of regular receipt, it seems customers are much more willing to pay for them.

In my case I have over 2,500 subscribers willing to pay about \$5 a month for my main magazine.

(We'll cover pricing strategies in a later chapter).

Now there is something a little strange about this: the gap in content quality between the magazine and what I'd put on a website isn't huge. But the former can attract paid subscriptions; the latter (probably) can't.

So, hopefully, I've persuaded you that online magazines are at least worth a look. I'll cover how to go about putting one together in later chapters.

In the meantime, let's look at niche selection...



NICHE
MEDIA PUBLISHING

CHAPTER 2

NICHE SELECTION

Niche Selection

As with most online ventures, niche selection is vital to get right. It can make or break an online magazine before it's even started. Thankfully there are lots of potential magazine topics that work well.

Attributes Of A Great Magazine Niche

The key is to choose something with the following attributes:

Do I Have A Particular Interest In, Or Knowledge Of, The Topic?

Remember, you're going to be writing on the topic every month from now on. If you don't really care about your magazine's topic, and/or you have no knowledge of it, then you're going to get bored quickly. Your subscribers will notice.

Passionate Following (Of A Decent Size)

Are there a group of people who rave about (or at) the topic?

As for size, as long as you don't choose something tiny, you should be OK finding enough people (you only want a few thousand) to subscribe. An addressable market in the tens of thousands and above is fine.

Does It Sit Within A Recognisable Niche Category?

One way to check: are there magazines (online or offline) in this category? There are lots of fitness magazines and so your 'Fitness Tips For Over 50s Men' is great. 'Bulgarian Wallpaper Monthly' probably not.

Does It Address A Recognisable Subset Of This Category?

The other way to express this is to 'niche down'. Don't do a 'Money Tips' magazine; launch 'Budget Tips For New Parents'. A generic travel magazine isn't as interesting as 'European Travel For US Retirees'.

Examples Of Great Magazine Niche Categories

Here are some general categories that would work really well, along with some ideas and examples to get your brain working:

(Specific topics in each category are in the Appendix)

Personal finance and investing

An online magazine focused on personal finance and investing could offer articles on topics such as budgeting, saving for retirement, investing in stocks and bonds, and understanding financial markets.

Examples:

1. "The Money Mindset": This could provide tips and inspiration for developing a healthy relationship with money, including strategies for overcoming financial obstacles and achieving financial goals.
2. "Investing for the Future": This could offer expert advice on building a diversified investment portfolio, understanding market trends, and identifying strong investment opportunities in various industries.

Health and wellness

With people increasingly concerned about their well-being, a health magazine would be a valuable resource for individuals seeking information and advice on how to lead a healthy lifestyle. It could cover topics such as nutrition, fitness, mental health, beauty, and self-care.

Examples:

1. "Wellness Now": This online magazine could provide information and resources on holistic wellness practices, such as yoga, meditation, healthy eating, and alternative medicine.
2. "Fit Life": This could feature workout routines, healthy recipes, fitness tips, and success stories to inspire readers

Food and cooking

An online magazine focused on food and cooking would be a great source of inspiration and education for home cooks and food enthusiasts. It could include recipes, cooking tips, ingredient guides, restaurant recommendations, and articles exploring different cuisines and food cultures.

Examples:

1. "Farm to Table": This online magazine could highlight seasonal produce, sustainable agriculture practices, farm-to-table recipes, and interviews with small-scale farmers and artisans.
2. "Global Gastronomy": This online magazine could explore different international cuisines, featuring traditional recipes, cooking techniques, and cultural insights.

Technology and gadgets

An online magazine dedicated to technology and gadgets would cater to tech-savvy readers who are interested in the latest gadgets, emerging technologies, and industry news. It could include reviews, buying guides, how-to articles, and discussions on topics such as AI, robotics, smartphones, and software.

Examples:

1. "Tech Talk": This could provide in-depth reviews and comparisons of the newest technology products, tips and hacks for optimizing devices and software, and interviews with industry experts.
2. "Gadget Guru": This could showcase the coolest and most innovative gadgets on the market, along with expert insights on their features and applications.

Travel and tourism

An online magazine focused on travel and tourism for individuals planning their next vacation or seeking inspiration for their next adventure. It could offer destination guides, travel tips, hotel and restaurant recommendations, and articles on unique travel experiences.

Examples:

1. "Wanderlust": This online magazine could feature personal travel stories, immersive cultural experiences, off-the-beaten-path destinations, and tips for sustainable travel.
2. "Family Explorers": This could cater to families, providing family-friendly travel itineraries, travel hacks for traveling with kids, and recommendations for kid-friendly destinations and activities.

Fashion and beauty

An online magazine focused on fashion and beauty would attract readers interested in the latest trends, style tips, beauty hacks, and product recommendations. It could feature fashion editorials, interviews with fashion designers, makeup tutorials, and articles on sustainable fashion practices.

Examples:

1. "Style File": This online magazine could showcase the latest fashion trends, street style inspiration, celebrity fashion, and tips for building a versatile wardrobe.
2. "Beauty Insider": This online magazine could provide beauty product reviews, skincare routines, makeup tutorials, and interviews with beauty industry leaders.

Sports and fitness

An online magazine dedicated to sports and fitness would cater to sports enthusiasts, athletes, and individuals interested in leading a healthy and active lifestyle. It could cover various sports, training tips, workout routines, athlete profiles, and sports news.

Examples:

1. "Fit and Fabulous": This online magazine could feature workout plans, nutrition advice, athlete interviews, and success stories from individuals who have achieved their fitness goals.
2. "Game On": This online magazine could cover different sports, providing in-depth analysis, match previews, and interviews with athletes and coaches.

Entertainment and pop culture

An online magazine focused on entertainment and pop culture would appeal to readers interested in the latest movies, TV shows, music, and celebrity news. It could feature reviews, interviews, behind-the-scenes exclusives, and articles exploring pop culture phenomena.

Examples:

1. "Screen Time": This online magazine could provide reviews and recommendations for movies and TV shows across different genres, exclusive interviews with actors and directors, and analysis of pop culture trends.
2. "Music Spotlight": This online magazine could showcase emerging artists, album reviews, concert recommendations, and interviews with musicians and music industry professionals.

Business and entrepreneurship

An online magazine focused on business and entrepreneurship would be a valuable resource for aspiring entrepreneurs, small business owners, and professionals seeking career development advice. It could feature articles on business strategies, marketing tips, industry insights, success stories, and interviews with influential business leaders.

Examples:

1. "Entrepreneur Insider": This online magazine could offer practical advice, resources, and inspiration for entrepreneurs, including startup stories, funding tips, marketing strategies, and interviews with successful startup founders.
2. "Business Breakthrough": This online magazine could focus on innovative business ideas, disruptive technologies, industry trends, and case studies of successful business transformations.

Education and learning

An online magazine dedicated to education and learning would be a useful resource for students, educators, and lifelong learners. It could cover topics such as study techniques, educational resources, online learning platforms, career advice, and exploration of different academic disciplines.

Examples:

1. "Learning Lab": This online magazine could provide tips and techniques for effective studying, explore different learning styles, showcase educational tools and programs, and highlight success stories of individuals who have excelled in their education.
2. "Career Compass": This online magazine could offer guidance and advice for individuals navigating their career paths, including job search strategies, professional development tips, and profiles of successful professionals in various fields.

Politics and current affairs

An online magazine focused on politics and current events would provide readers with in-depth analysis, news updates, and commentary on important political and social issues. It could cover topics such as elections, policy decisions, international relations, and social justice movements.

Examples:

1. "Policy Perspectives": This online magazine could offer comprehensive analysis of domestic and international policy issues, featuring expert opinions, interviews with policymakers, and articles exploring the impact of policies on different communities.
2. "Current Affairs Digest": This online magazine could provide concise summaries of important news stories and events, along with commentary on their implications and relevance to society.

Self-improvement and personal development

An online magazine focused on self-improvement and personal development would offer readers insightful advice, tips, and inspiration for enhancing various aspects of their lives. It could cover topics such as mental health, productivity, goal setting, mindfulness, and personal growth.

Examples:

1. "Mindful Living": This online magazine could provide articles and resources on mindfulness practices, stress management techniques, meditation exercises, and self-care routines.
2. "Success Blueprint": This online magazine could offer advice on goal setting, time management, productivity hacks, and interviews with successful individuals sharing their strategies for personal and professional growth.

Parenting and family

An online magazine dedicated to parenting and family would be a valuable resource for parents, caregivers, and individuals looking for advice and support in raising children and building strong family relationships. It could cover topics such as child development, parenting strategies, family activities, and education.

Examples:

1. "Raising Champions": This online magazine could provide parenting advice, behavior management techniques, stories of successful parenting journeys, and resources for supporting children's growth and development.
2. "Family Fun Zone": This online magazine could offer ideas for family-friendly activities, crafts, recipes, and tips for building strong family bonds.

Home and garden:

An online magazine focused on home and garden would provide readers with inspiration, tips, and ideas for creating a beautiful and functional living space. It could cover topics such as interior design, gardening, home improvement, organization, and DIY projects.

Examples:

1. "Design Haven": This online magazine could feature articles on interior design trends, home decor tips, before-and-after home makeovers, and interviews with designers and architects.
2. "Green Thumb": This online magazine could provide tips and advice for gardening and landscaping, plant care guides, urban gardening ideas, and articles on sustainable home practices.

Arts and culture

An online magazine dedicated to arts and culture would showcase and celebrate various forms of creative expression. It could cover topics such as visual arts, performing arts, literature, film, music, and cultural events.

Examples:

1. "Artistic Inspiration": This online magazine could feature artist profiles, art exhibitions, art history articles, interviews with creative individuals, and coverage of cultural events and festivals.
2. "Stage Spotlight": This online magazine could showcase theater productions, dance performances, music concerts, and provide behind-the-scenes insights, interviews with artists, and reviews of performances.

Science and technology

An online magazine focused on science and technology would cater to readers interested in advancements in scientific research, discoveries, and technological innovations. It could cover topics such as space exploration, breakthroughs in medicine, cutting-edge technologies, and scientific theories.

Examples:

1. "Science Explorers": This online magazine could delve into scientific discoveries, breakthroughs, and theories, featuring interviews with scientists, explanations of complex concepts, and coverage of scientific events.
2. "Tech Innovator": This online magazine could showcase emerging technologies, innovative gadgets, AI advancements, and interviews with tech entrepreneurs and industry leaders.

Environmental issues and sustainability

An online magazine dedicated to environmental issues and sustainability would inform readers about the challenges facing our planet and solutions for a more sustainable future. It could cover topics such as climate change, renewable energy, conservation, eco-friendly lifestyles, and sustainable business practices.

Examples:

1. "Green Earth": This online magazine could provide articles on environmental news, eco-friendly tips, profiles of organizations and individuals making a positive environmental impact, and coverage of initiatives promoting sustainability.
2. "Sustainable Living": This online magazine could offer practical advice for adopting a sustainable lifestyle, featuring articles on zero-waste living, ethical consumerism, eco-travel, and interviews with eco-conscious individuals and businesses.

Gaming and esports

An online magazine focused on gaming and esports would cater to gamers and esports enthusiasts, providing news, reviews, game recommendations, and coverage of esports tournaments and events.

Examples:

1. "Game Central": This online magazine could provide game reviews, gaming industry news, interviews with game developers, and tips and tricks for different game genres.
2. "Esports World": This online magazine could cover esports tournaments and leagues, player profiles, esports team news, and analysis of esports strategies and trends.

Music and audio

An online magazine dedicated to music and audio would be a perfect platform for music lovers, musicians, and audio enthusiasts. It could feature music news, album reviews, artist spotlights, interviews, and discussions on audio equipment and technology.

Examples:

1. "Melody Maker": This online magazine could cover a wide range of musical genres, featuring interviews with musicians, album reviews, music event coverage, and articles exploring the cultural and social impact of music.
2. "Audio Enthusiast": This online magazine could provide in-depth reviews and comparisons of audio equipment, tips and tricks for achieving high-quality sound, and interviews with audio engineers and producers.

Photography and videography

An online magazine focused on photography and videography would cater to photographers, videographers, and individuals interested in capturing and creating visual content. It could feature tutorials, gear reviews, profiles of photographers and videographers, and showcase inspiring visual projects.

Examples:

1. "Lens and Light": This online magazine could provide tips, techniques, and inspiration for photographers, featuring photo essays, interviews with photographers, gear reviews, and discussions on different genres of photography.
2. "Visual Storyteller": This online magazine could showcase impactful video projects, provide tutorials and tips for videography techniques, highlight industry trends, and interviews with videographers and filmmakers.



NICHE
MEDIA PUBLISHING

CHAPTER 3

CONTENT

Content

In the first chapter I tried to convince you that you've a better chance of getting people to pay for your content if you package it as a regular magazine delivered as a PDF or other similar platform. This next chapter relates to the content for your magazine.

Content Quality

To start I want to clear something up. When I said before, in the first chapter, that the content in my magazine wasn't too different from what I would put on a blog, I didn't mean there was no difference.

This is not about just putting a normal blog post in a PDF and charging subscribers \$5 a month to receive it.

For a start the content needs to be top notch. Your best writing which provides value to your readers. Solves their problems. About a topic they find interesting. Something you'd be proud to show your Grandma (the fail proof 'Grandma' test).



Grandma Says Yes!

Packaging

But it's also the case that a lot of the value is in the add-ons and packaging.

You surround your favourite keto recipe (say) with a photo montage of each step. Your awesome article on the best lighting to photograph flowers has a little checklist in a call out box. Your Nice travel guide has awesome photos of the Promenade des Anglais. You get the idea.

It's true that you can do this with a blog post, but it can really be supercharged in a magazine. There's a reason that, for example, despite the almost infinite supply of recipes online, food magazines still sell well (online and print).

In the next chapter we'll go through the platforms on which to design and produce your magazine (we'll also cover outsourcing this in a later chapter).

But in the meantime try to think of how well you could showcase your content in your niche.

Is it visual (photos would be good) or practical (summarise steps visually via a checklist)? Could you add links to as add on information? What would have helped you understand the information presented when you were starting out?



NICHE
MEDIA PUBLISHING

CHAPTER 4

ONLINE MAGAZINE PLATFORM OPTIONS

Online Magazine Platform Options

As promised in the last chapter I'd like to look at some of the online magazine platform options.

There are three main types of platform suitable for the production of online magazine.

1. Adobe InDesign

We start with the platform familiar to those of you in the creative industries: Adobe. In particular its InDesign product is used by many to design print magazines. But can also be used for online versions.

It's also what I use to design my magazine editions.

There's a bit of a learning curve, but once you've got the hang of its basic functions it can be used to design any toes of magazine.

This is especially so if you use a template, which can be purchased from sites such as creative market.

Once designed magazines can be published online - to be accessed as a flipbook by readers - or a PDF (or, as in my case, both).

There are several great guides, and Youtube videos, on InDesign - we like this one as an overview of what it can do:

<https://redokun.com/blog/what-is-indesign-used-for>

2. Specialist Magazine Publishing Software

Next are specialist magazine software/services such as magloft and Joomag. These range from the specialist professional software used by enterprise -with a price tag to match - to amateur friendly software such as lucidpress, which is what I used until I graduated to Adobe.

Flippingbook.com did a good, albeit biased, round up of the main solutions here:

<https://flippingbook.com/blog/marketing-tips/top-digital-magazine-publishing-software>

3. Microsoft Word

The last suggestion might surprise you: good old Microsoft word.

If your magazine is particularly wordy then missing words can assemble text and fonts as well as any of the more creative software.

It can also save any document as a PDF file and so, if you restricted yourself to just this format, it could do most of what you want.

You could use a service such as Canva (even the free version) to create a magazine cover using one of its many templates.

Anyway those are our suggestions for software to investigate for an online magazine.

Next we'll discuss how to set up the being the scenes email and download page infrastructure.



NICHE
MEDIA PUBLISHING

CHAPTER 5

BACK END INFRASTRUCTURE

Back End Infrastructure

As promised I'd like to look at some of the options for the back end infrastructure to your magazine such as:

- Email Management
- Customer Database & Subscription Management
- Access Control - only paid up subscribers should get access
- Hosts Landing, Thank You, Download & Other Important Pages
- Payments

So what options are they? Well, in decreasing sophistication and cost:

All In One Marketing Software

Enterprise systems such as Infusionsoft (now known as Keap) and Ontraport provide a flexible, scalable and all encompassing environment to build a robust magazine solution.

However, not surprisingly, they are very expensive and usually need specialist implementation. I'm going to assume that's not you, and leave it there.

More realistic are a range of more restrictive - you have to do things their way - marketing platforms tailored more small businesses.

Platforms such as Kartra, Podia, Clickfunnels and thinkrific offer most of the functionality you'd need.

However some are better at some things than others. For example, Thinkific is designed for course creators and Clickfunnels has great landing page and funnel management capability.

Wordpress Plus Plugins

Wordpress is the world's most popular blog software, used by many of you I'm sure.

It can also be turned into an impressive magazine platform using some of its many plugins.

A review of every option is perhaps the subject of a future article, but robust plugins are available for payments (Stripe, Paypal), shopfront (Woo Commerce), membership (membermouse), funnel design (Elementor, Thrive Architect) and lots more.

It can easily be integrated with all of the main Email Service Providers (Activecampaign, Mailchimp etc) too.

Mixed Approach

The other approach is to mix and match, choosing the best of everything: Wordpress based, but making use of the best proprietary solutions too.

The key (and hassle) to this approach is the integration required. However services such as Zapier make this doable. It's also the approach I take for my magazine.

Therefore next I'll share my tech stack - how do I manage the bits and pieces of my publication? Some of the choices may surprise you....



NICHE
MEDIA PUBLISHING

CHAPTER 6

TECH STACK

Tech Stack

I promised to reveal my tech stack - which software/service I was using for my online magazine. So here goes:

Online Magazine Production

I use the Adobe suite of products, and Adobe InDesign in particular.

The sheer amount of functionality of InDesign can be off-putting, but I've found that if you stick to the basics it can be mastered quite quickly.

A magazine can be designed from scratch or from a template (there are many great ones online), exported as a pdf and then hosted online (for a more flipbook type experience).

Its downside is its cost - this is really the premium product. I pay US\$55/month for the creative cloud subscription which includes 20 Adobe products including InDesign, Photoshop and Illustrator.

Sales Page & Checkout

There are lots of good options here, but I use Samcart for both my sales page and checkout. They have several high converting templates which can be tailored to your magazine's look and feel.

Samcart also does free and paid trials - very important as we will see when we come to discuss marketing.

Payment Processors

I use Stripe and Paypal, which can be easily integrated into Samcart.

Email Management

I currently use Activecampaign but may soon move to Convertkit (which powers this newsletter).

The former is an excellent product - with proper tagging, list management, integration into other software such as Samcart, automation etc - but I find it overly complex and unwieldy.

Convertkit has come on leaps and bounds in recent years and now offers comparable functionality but is much more user friendly.

Subscription Management

So far, so uncontroversial.

However I think I may lose many of you with my choice of Subscription Management tool - which regulates which subscribers should have access to the magazine at any point in time.

They often provide password or similar access controls over your magazine, ensuring only those entitled get to read an issue.

There are lots of membership plugins, all in one platforms etc which do this for you. But I don't use any of them.

In fact I don't have any subscription management at all. Or at least I don't have any access control over my magazine issues. I rely solely on my email management list and tagging system to identify who is a subscriber at any point in time.

How it works is this. A subscriber purchases a subscription via Samcart, which adds their email address, taken during the checkout process, to a subscriber list in Activecampaign.

Then, whenever there is a new issue published, I send an email to just those in the subscriber list with a link to the new issue.

But, you may ask, isn't there a risk that email is forwarded to non members?

The answer is yes, but I've seen very little evidence that this happens. And even if it did then there's no additional cost - just lost potential revenue.

I'm happy to carry that risk, and avoid all the complexity with subscribers' passwords, access portals and the rest.

So that's my main tech stack. I do use some other software - Convertbox for pop ups for example - but the above are the main services.



NICHE
MEDIA PUBLISHING

CHAPTER 7

PRICING

Pricing

Let's look at pricing.

Before going into the various pricing options, I'd just like to mention that pricing is a subset of an even more important concept: your offer.

That is the value proposition you're presenting to a prospective subscriber. Part of this is your (hopefully) awesome product, your magazine. Price is another, but there are other ways you could enhance your offer's value.

(Spoiler alert: later we'll go through some of these potential offer enhancements. In the meantime let's just consider price).

Pricing Options

There are three components to your pricing:

- A trial period
- A recurring subscription payment
- The period this payment covers.

Let's consider each in turn:

Trial Period

In theory you could offer subscriptions to potential customers with no trial period, but this is unlikely to work (especially if you're advertising to a cold audience). Few people, in my experience, are willing to sign up to a subscription product unless they know the product pretty well.

Therefore to get over this barrier, offering a customer the chance to try an issue (or more) before fully committing is essential.

There are a few options to consider though. Should it be a paid or free trial? For how long? Should you require credit card input beforehand, so that the subscription kicks in automatically at the end of the trial? Or maximise trial sign ups (but perhaps not conversions) by not requiring any credit card?

The answer to these questions actually depends on your audience and you should test various options.

However my experience has been that giving customers the chance to try one month's issue of the magazine for \$1, and for the subscription to kick in automatically after that month, is the best way to go.

Taking the \$1 removes freebie seekers who never intend to subscribe, and reduces the asking-for-a-credit-card-number friction (because you need it for the \$1).

My suggestion would be to start with this set up and test alternatives (free trial, longer trial periods, no credit card up front etc) with your audience.

(And hopefully it goes without saying, you need to be transparent and up front with people that you'll be charging their credit card for a subscription at the end of the trial. And make it easy for them to cancel if they don't wish to continue).

Recurring Payment

Most online publications in the consumer market are priced from \$4-\$10 a month (mine is \$4.95).

For business to business magazines you may be able to get more – but only if your niche is particularly lucrative (finance for example).

Subscription Period Length

Even though we've discussed charging in monthly terms, I recommend charging over a longer period for each payment (eg charge \$19.95 for 3 months or \$49.95 for the year).

That's because, first, payment fees are often charged by Stripe/Paypal etc partly per payment rather than solely on percentage basis. My \$4.95 a month actually translates to \$4.47 after fees – a near 10% hit – on Paypal for example.

The second reason is churn. People tend to be more likely to cancel subscription when they've just paid an amount. So reducing the number of times a payment is made makes sense.

Again after testing on my audience, I found that a regular six monthly payment worked for me. But test it on your audience.

So that's it on pricing. We have a great product, with a trial and clear subscription terms.

Now lets see if we can supercharge your offer with some offer enhancements...



NICHE
MEDIA PUBLISHING

CHAPTER 8

OFFER ENHANCEMENT

Offer Enhancement

In the last chapter I discussed pricing, making the point that it's just one element of your offer, albeit a pretty important one.

The price and your product (your magazine) are the most important parts of the offer, but it can be enhanced using other methods. Let's go through a few:

Free Guides, Checklists etc

The first way to enhance an offer is to give more (digital) stuff to a potential subscriber.

For example: "Sign up for a \$1 month trial to 'Fishy Friends Monthly' and get our '101 Ways To Exercise A Goldfish' guide for free."

The key is for it to be valuable to potential subscribers in our niche.

There's no point giving our goldfish guide out to potential subscribers to our B2B business marketing magazine for example. Or offering something pretty lame.

Free Physical Stuff

Once you know your numbers really well, you can try to entice customer with a free gift. Physical products are inherently valuable and are a great way to push people into a trial subscription.

Excellent examples are niche relevant mugs, t-shirts, posters and other 'merch' which can be (automatically) ordered and distributed by the many print on demand companies such as Printful.

The downside is, of course, the cost. Once purchase and shipping costs are included you're going to be lucky to be able to provide something of value for less than \$20.

That's several months of revenue just for a trialist - you need to be very sure of your conversion numbers to justify that. Especially if you're also running paid ads to acquire customers. Your cost of acquisition just went up \$20.

Back Issues

Once you've been up and running for 12 months or more, access to back issues of your magazine is valuable, especially if you are in an evergreen niche.

This is the tactic I use – I can now offer over 50 previous issues to new trialists when they sign up. All at zero incremental cost.

So hopefully now we have an awesome magazine and an awesome value packed offer.

Now let's go and promote it...



NICHE
MEDIA PUBLISHING

CHAPTER 9

OFFER PROMOTION

CHAPTER 11

SETTING UP THE EMAIL INFRASTRUCTURE

A blog is also a great way to build a list as we said above. Put a sign up box on your blog or provide gated content - perhaps an upgrade to your existing articles - in exchange for an email address.

Social Media

Depending on your niche social media platforms are a potential source of free traffic. Facebook, Tik Tok, Pinterest and others allow you build a following and then send readers to your blog.

Don't rely on this long term, however. Over time social platforms tend to try to keep readers on their site, reducing the amount of free traffic received.

Both Facebook and Pinterest used to be great sources of free traffic - but many of us struggle to get meaningful traffic from them these days.

(Indeed there's a cautionary tale later on in this newsletter about relying on social networks for traffic).

So those are the main options to get free traffic.

Unfortunately, as you've probably realised, if you don't have an email list, popular blog or lots of social media followers the above could take a long time to build.

So if you want to accelerate the process you'll have to use paid ads.

In the next chapter we'll go through the paid ad options, and then I'll give you my full set up on the platform I use: Facebook.



NICHE
MEDIA PUBLISHING

CHAPTER 13

PAID TRAFFIC

Paid Traffic

Let's go through the main paid traffic options...

Google

The first paid advertising network most people think of is Google search. The ads served when people search for a specific phrase is the foundation for Google's multi-billion dollar valuation.

However they're probably not the best for our purposes. They are a type of bottom-of-the-funnel ad: searchers are well down the purchasing path.

If someone searches for, say, "Best frying pans" then they've pretty well made up their mind that they want to buy one.

That's what makes these ads work so well for e-commerce and other companies that sell things (or services: SEO agencies use them a lot for example) as potential customers are searching for their products/services.

That's probably not the case here. There may be some people who search for 'tropical fish magazine' looking to subscribe, but not many.

You could target more general terms (eg 'tropical fish tips') for traffic to a blog post and then try for the subscription, but I've never been able to get that to work.

You could also run other types of Google ads - banner ads on the Google Display Network, or YouTube video ads, for example - but in general Google isn't the best place in my opinion.

Facebook

Facebook advertising is much more suited to our needs.

It's an interest based network: traffic can targeted to those with an interest in a topic without them having to do anything (eg search),

So could easily target tropical fish fans (or with an interest in home aquariums etc) using Facebook ads.

One thing: Facebook these days has an older demographic and so may work better for some niche than others.

In the next Chapter I'll go through how I get subscribers from Facebook ads.

Tik Tok

Those with a younger audience might try Tik Tok. They don't fit the demographic of my publication and I haven't personally used them - but their set up is similar to Facebook (ie targeting by interest).

Twitter

Depending on your niche Twitter may be a great fit.

If there's a large community of people talking regularly about stuff in your niche, putting a Twitter ad in their feed may be successful.

A magazine on, say, politics or marketing might work well. Particularly as you can target by interest and followers of large accounts in your niche.

(My niche doesn't have a large Twitter presence which is the only reason I don't use Twitter ads).

Native Ads

Native ads are those sponsored articles you often see at the bottom of an article or in a feed list.

Usually written to blend in to the host publication as much as possible - whilst being marked clearly as sponsorship - they are the modern equivalent of the 'advertorial feature' of the past.

These ads are perfectly aligned to our needs. They attract people wishing to consume wine in our much: our target market.

There are several native ad networks such as Taboola and MGID but the best is Outbrain in my opinion.

One downside is their cost. The cost per click can rise well over \$2, however the traffic is good.

Other Ad Networks

There are a couple of other networks that you might want to use.

First up is Pinterest, the article and image pinning tool. It skews towards older female and so is potentially a good choice for arts and craft, health and other such niches.

Other networks include Yahoo Gemini and Snapchat.

So those are the main options to get paid traffic.

Now let's dig deeper into Facebook Ads...



NICHE
MEDIA PUBLISHING

CHAPTER 14

FACEBOOK ADS

Facebook Ads

In this chapter we're going to cover one of my favourite parts of the process: Facebook ads.

It's going to be a little challenging pitching this at the right level as I know there are top notch media buyers amongst you, but also many who've never run an ad in their lives.

Therefore, I'm going to outline exactly what has worked for me. I'm sure the gurus amongst you could do better, but it's simple and works.

This will be in several parts: today we'll look at setting everything up and the elements of a successful Facebook campaign.

In the next chapters we'll run our first campaign, monitor and optimise it, run some A/B tests, and evaluate it based on target metrics (CTR, CPA etc).

Setting Up Facebook Ads

Rather than go through how to set up everything up, I'll just point you to the excellent Facebook/Meta resources:

To start you need the following.

- Facebook Page for your business: <https://www.facebook.com/business/tools/facebook-pages>
- Meta Business Suite (formerly Business Manager Account): <https://www.facebook.com/business/tools/meta-business-suite>
- Ad Manager (part of Business Manager Account): <https://www.facebook.com/business/tools/ads-manager>
- Install A Meta Pixel To Your Site & Set Up Purchase Event: <https://en-gb.facebook.com/business/help/952192354843755>

The Elements Of An Ad Campaign

There are several elements to an ad campaign:

Objective

Facebook allows you to focus on several things such as maximising traffic to your site, email leads etc.

We want to choose 'Conversions' as an objective. In other words Facebook will try to find customers who take up our trial – ie those that fire the 'Purchase' event set up above.

Targeting

The real power of Facebook is its knowledge of its users, their likes and dislikes.

We can therefore home in on our perfect customer based on geography and, in particular, interests. If your niche is US based tropical fish owners, you can target your ads to them. Facebook gives us a potential audience size based on this targeting.

My approach to campaign set up and targeting has changed over the past 18 months. Previously I would split my audiences into several smaller ones containing a few hundred thousand (eg one for the 'tropical fish' interest, another for 'aquarium owners' etc) and set up an ad set (ie a sub campaign) for each. We could then monitor the best performing ad set and focus on that set of interests.

This doesn't work as well now. Facebook seems to prefer large campaigns containing just one ad set with a 1m+ potential audience. It is pushing advertisers to using 'Campaign Level Bidding' which just means everything is run at the Campaign level rather than adset as before.

The key then is to find a large but targeted group of interests giving a large audience.

Creatives:

Within each campaign's single ad set we can upload several (up to 50) different ad creatives to see which works best. You can also use an existing facebook post on your business page.

However the more you try, the higher your daily budget needs to be to provide sufficient volume for Facebook's algorithm to do its magic.

I therefore upload one fairly neutral ad, to be used as a control for future AB testing, and the facebook post.

Budget:

The initial week or so is unlikely to see a profit as Facebook does its thing and you should treat this as a cost of doing business.

The budget does need to be decent to attract volume though. I usually start with \$50-\$100 a day.

You do need to have a pot of cash to do this properly (min \$3000). If you don't have this then some of the other traffic methods may be more appropriate.

So there's how to set up your Facebook ad account and the key elements of a campaign.

Next we'll get into the detail of how to put on this campaign.



NICHE
MEDIA PUBLISHING

CHAPTER 15

LAUNCHING OUR FIRST CAMPAIGN

Launching Our First Campaign

Let's just take stock of where we are...

In previous chapters we've built a great magazine full of great content for our audience, put together a well priced attractive offer for potential customers, built our sales funnel and considered which traffic options there are to promote our product.

We've set up one of these traffic options, Facebook Ads, and are now ready to launch our first campaign.

Now I'm aware that this is an area that many of my readers will have more expertise than me in this area. And so this should be seen as a starting point. It's what works for me, that's all.

Step 1: Facebook Page Post

So the first thing I do is post the sales page to my site's Facebook page. Use Canva or other image designer to produce something along the lines of the following as the auto-generated Facebook image:

Step 2: Set Up Campaign

Then set up a campaign with one adset initially, and a campaign wide budget of \$50-\$100 a day.

Choose 'Sales' as your objective (with a conversion being a visit to your thank you page, when the Facebook pixel you installed in the previous chapter is fired).

If you're new to this Facebook has some great tutorials on how to set up a conversions ad:

<https://www.facebook.com/business/ads/ad-objectives/sales>

Step 3: Set Up Ad Set

For the targeting, choose your target country, and add as many interests related to your niche as possible. You're looking to target an audience of around 2 million (1 million minimum).

In your adset add an ad with your Facebook page post above being the creative.

For the add description add something simple like:

Headline: \$1 Offer: [XXXX] Magazine

Description: "Get this month's issue of [XXXX] magazine, the best online publication for [XXXX], for just \$1. Click 'Learn More' now."

And use 'Learn More' as the ad button text. Add your sales page as the destination url.

Step 4: Copy Twice

Then copy your adset twice:

In one copy keep everything (targeting, ad copy etc) the same but remove the Facebook page as the 'creative'.

Use the photo you designed above instead.

In the second copy use an attractive/striking image from your magazine (but again keep everything else the same).

Step 5: Publish

So we have one sales ad campaign promoting our \$1 trial offer. It has three adsets each containing one ad: your Facebook page of the sales page, the same image but instead as a photo and a different niche related photo.

Then hit publish and wait for the review (which usually takes 3-4 hours) and then the ad is live. Leave for 3-4 days - at least until the ad passes its 'Learning' phase - and resist the temptation to change anything.

We'll go through optimising this next, but note that we are running a test on the creative from the start. Nothing else (that's to come).

In the next chapter we'll review the results and optimise as necessary.



NICHE
MEDIA PUBLISHING

CHAPTER 16

FACEBOOK ADS OPTIMISATION

Facebook Ads Optimisation

We continue our regular series on how to put together, market and sell an online magazine (if you're a recent joiner, previous parts of the series can be found in the newsletter archive linked to above).

In previous chapters we've built a great magazine full of great content for our audience, put together a well priced attractive offer for potential customers, built our sales funnel and considered which traffic options there are to promote our product.

In the last chapter we launched a Facebook ad campaign to promote our \$1 trial subscription. Let's look at the results and optimise:

Optimisation

It comprised one piece of ad copy and three creatives: a Facebook page post linking to our sales page, an image of the magazine cover and a related image.

Let's look now at reviewing our results, which we should do after about 3-4 days, once the campaign and each of the three ads moves beyond the 'learning' phase. This is the initial period Facebook used to train its algorithm to optimise for conversions.

Once this occurs you should have one ad that has outperformed the other two. Take this ad and turn off the ad sets containing the other two.

We've now optimised our image. We're going to do the same for our text copy.

Duplicate the winning image's ad set twice and rewrite the text on each of the copies. Make big changes: if the initial ad has shorter copy make a longer one. The key is to have three ad sets with the same creative, but with very different text copy.

Publish the two new ads and wait again for 2-3 days until there is a clear winner. Pause the two losing ad sets.

You now have the best creative and the best text copy and so you should be optimised.

By this stage Facebook should have started to hone in on customers most likely to convert.

Target CPA

My rule of thumb is the maximum cost per acquisition (CPA) is one year's subscription taking churn into account.

What I mean by this is on average how much do we earn per trial subscriber over a year (plus the 30 days trial).

Let's look at an example:

Let's say you're running a \$1 30 day trial to a magazine which you're charging \$30 every 6 months. So every trialist earns us \$1 straight away.

After 30 days 75% of these trialists take up a subscription. Therefore on average you've earned $75\% \times \$30 = \22.50 per trialist.

After 6 months 60% of the original trialists remain, earning us another $60\% \times \$30 = \18 on average.

And then at the end of the year (plus 30 days) 50% remain earning $50\% \times \$30 = \15 .

(Remember in the first year of a 6 monthly subscription you'll receive 3 subscription payments if you include the one at the end of the year.)

So the average trialist earns us $\$1 + \$22.50 + \$18 + \$15 = \$56.50$. This is the maximum we should pay per trialist.

Now obviously it will take you a while to know your churn rates etc and so initially use \$30-\$50 as a rough guide to what an acceptable conversion cost would be.

More obviously if you're not hitting these numbers you could try further iterations of text copy/creative or different interests. Sometimes just starting again with a new campaign works (Facebook can be very strange).

Sometimes the particular issue's topic isn't as popular with potential subscribers as you'd hoped and you might have to dial back your advertising until the next month's issue.

Anyway, you should be able to get your CPA down to the target eventually after which you can start to acquire subscribers which, including the organic free subscriptions you get, will allow you to grow.

Next Steps

We're near the end of our journey now. However there are a few additional topics to discuss. Next I want to discuss tracking options in more detail.



NICHE
MEDIA PUBLISHING

CHAPTER 17

CONVERSION TRACKING

Conversion Tracking

We are nearing the end of our online magazine journey.

In previous chapters we've built a great magazine full of great content for our audience, put together a well priced attractive offer for potential customers, built our sales funnel and considered which traffic options there are to promote our product.

A couple of lessons ago we launched a Facebook ad campaign to promote our \$1 trial subscription which we've optimised for the best results.

That's basically it – but I would like to revisit a couple of areas to tie up a few loose ends.

The first of those loose ends is conversion tracking.

We need to track the progress of potential customers through the sales funnel to identify which channels are working best, and which parts of the funnel are the most effective.

There are lots of ways to do this. But these are the most common methods available to you:

Google Analytics

Google's website statistics package is the market standard method to track website traffic.

Used properly it can be very powerful. However it is famously user unfriendly for the non expert, which has been exacerbated recently with its recent upgrade to Google Analytics 4, its new (and very different) analytics platform.

This has a lots of potential for use as a conversion tracker – its use of ‘events’ rather than pageviews as its basic unit of currency lends itself to tracking salespage views, purchases etc (all ‘events’). However its very new and even more user unfriendly than before.

Plus it’s unclear how to use this when your sales funnel is over several domains (remember we plan to use a combination of WordPress and a checkout system such as Samcart in our funnel). It’s probably do-able but no doubt complex.

Hence we need to look at alternatives.

Advertising Platforms

If you’re running ads from Google, Facebook, TikTok etc, you’ll usually be able to track conversions using the platform’s technology – often by installing a piece of code or pixel on your website(s).

This often works well – although I’ve found Facebook’s conversion tracking to be a little clunky – but is only available for paid traffic. Hopefully, we’re running a combination of sales channels, free and paid, so this is an incomplete solution.

Tracking software

This is the best solution, and one that I use.

There are lots of different providers, but most involve using a channel-specific link to use for each channel to market (or ‘campaign’). This tracks the progress of a potential customer through the funnel, including to an eventual trial subscription sign up.

I’ll use Improvely, the service I use, to illustrate further.

Improvely allows me to set up links to the (same) sales page that look something like <https://yourmagazine.iljmp.com/1/campaign-name> for each ‘campaign’ (ie traffic sources such as Facebookads, email, etc).

It then allows me to set up a conversion funnel report detailing each step in the sales journey of a potential subscriber. Best of all it lets me do this across domains (by installing a bit of code into each).

So for each sales channel I can see how many people clicked through to the sales page, how many then went to the checkout and then how many signed up for a trial.

(Although I have yet to use it, it also facilitates A/B testing for each element of the funnel).

Improvely is just one solution – as I say there are lots of others – but whatever you use it provides great info on what sales channel is working and (even more importantly) what isn't. And where potential subscribers are getting stuck in your sales funnel.

So that's an overview of tracking. Next we'll look at another loose end, the potential for outsourcing.



NICHE
MEDIA PUBLISHING

CHAPTER 18

OUTSOURCING

Outsourcing

We are nearing the end of our online magazine journey - a regular series on how to put together, market and sell an online magazine (if you're a recent joiner, previous parts of the series can be found in the newsletter archive linked to above).

In previous lessons we've built a great magazine full of great content for our audience, put together a well priced attractive offer for potential customers, built our sales funnel and considered which traffic options there are to promote our product.

A couple of chapters ago we launched a Facebook ad campaign to promote our \$1 trial subscription which we optimised for the best results.

That's basically it – but I would like to revisit a couple of areas to tie up a few loose ends.

This chapter's loose end is outsourcing.

The previous sections on how to create an online magazine sort of assumed you'd be doing everything.

That's still my recommendation for getting started: learn every step by doing yourself in the first 6 months. And then look to outsource.

When To Outsource

There are two main types of task you should consider outsourcing: low expertise time sucks or high value tasks for which you don't have much expertise.

An example of the former would be replying to simple customer service and billing emails from subscribers. The latter might include hiring an agency to do your facebook ads.

Anyway, the following are the four areas I'd consider, and where to look for someone to take the task off your hands.

Customer Service

As you (hopefully) get more and more subscribers, you'll find the time you spend answering simple emails increases.

No matter how many online self service tools you have (especially for simple account tasks like cancellations) you'll still receive lots of 'Please cancel my account' or 'I didn't receive my last issue' type emails from subscribers.

It's important to answer these quickly and well – not only do you owe it to subscribers, good customer service is vital in reducing churn – but the time can add up.

Consider engaging a competent Virtual Assistant (VA) for these tasks.

There are many places to find a VA: UK/USA VAs can be sourced (at premium prices) at timeetc and other such agencies. If you'd like a cheaper option onlinejobs.ph is the go-to for Phillipino VAs.

As with many other tasks in this list, Upwork is a good source too (it's the largest freelancer marketplace).

Technical support

If the technical side scares you, you can outsource setting everything up, and its ongoing maintenance.

Upwork is probably best for bespoke configurations (eg like our samcart-wordpress set up), but the wordpress side can be looked after by services such as wpsupporters.com or fixed.net.

Content

Content creation will probably be the biggest call on your time, and so it would be tempting to outsource this too.

Be very careful before you do. Remember your content is the key element of your product. It needs to be (very)good.

That said, depending on your niche, there may be some great writing or blogging talent out there who'd love to contribute to your magazine.

Be prepared, however, to pay. I've almost never obtained great content for anything less than 10c a word. That's the minimum you should be paying for your premium articles.

Graphic Design

There are some great designers on Upwork who you could engage to design and put together your magazine – perhaps after you've written (or sourced) your content.

So there we are: some great areas to minimise your time on low-value tasks, and make your magazine even more awesome.



NICHE
MEDIA PUBLISHING

Appendix

NICHE LIST

Appendix: Niche List

Here are some great ideas for magazine topics from each niche category.

Personal finance and investing

- Saving and budgeting strategies
- Investing in stocks, bonds, and mutual funds
- Retirement planning and strategies
- Real estate investing and property management
- Tax planning and preparation
- Financial planning for college education
- Credit management and debt reduction
- Insurance and risk management
- Estate planning and wealth transfer
- Financial news and market analysis
- Alternative investments, such as cryptocurrencies or precious metals
- Behavioral finance and psychology of money
- Personal finance for small business owners
- Personal finance for freelancers and gig workers
- Financial planning for different life stages, such as starting a family or retirement.

Health and wellness

- Nutrition and healthy eating habits
- Exercise and fitness routines
- Mental health and stress management
- Sleep hygiene and tips for better sleep
- Alternative and complementary medicine, such as acupuncture or herbal remedies
- Women's health and reproductive health
- Men's health and sexual health
- Aging and longevity strategies
- Chronic disease management and prevention
- Holistic health and wellness practices
- Mindfulness and meditation techniques
- Yoga and other mind-body practices
- Health news and research updates
- Personal stories and experiences related to health and wellness
- Environmental health and sustainability practices.

Food and cooking

- Recipes and cooking techniques for different cuisines
- Culinary trends and innovations
- Healthy eating and meal planning tips
- Ingredient sourcing and seasonality
- Wine and beverage pairing suggestions
- Home brewing and fermentation techniques
- Baking and pastry recipes and techniques
- Cooking for special diets, such as vegan or gluten-free
- Food history and culture
- Food science and technology
- Restaurant and food industry news and reviews
- Cooking and entertaining for large groups
- Personal stories and experiences related to food and cooking
- Tips for growing your own herbs and vegetables
- Food photography and styling techniques.

Technology and gadgets

- Latest technology news and product reviews
- Smart home devices and automation
- Wearable technology and health tracking devices
- Gaming and esports news and reviews
- Cybersecurity and online privacy tips
- Social media and digital marketing strategies
- Artificial intelligence and machine learning trends and applications
- Cloud computing and data storage solutions
- Mobile devices and app reviews
- Virtual and augmented reality technology and applications
- Internet of Things (IoT) devices and applications
- Tech industry trends and analysis
- Personal stories and experiences related to technology and gadgets
- Tips for improving your digital productivity and workflow
- Emerging technologies and their potential impact on society.

Travel and tourism

- Destination guides and travel itineraries
- Budget travel tips and hacks
- Luxury travel and high-end experiences
- Sustainable tourism and ecotourism
- Adventure travel and outdoor activities
- Food and drink tourism, such as wine or culinary tours
- Cultural and historical tourism
- Family travel and kid-friendly destinations
- Solo travel and solo female travel
- Travel photography and videography techniques
- Travel industry news and analysis
- Road trips and travel by car or RV
- Travel safety and security tips
- Personal stories and experiences related to travel and tourism
- Travel gear and packing tips.

Fashion and beauty

- Fashion trends and style inspiration
- Beauty product reviews and recommendations
- Skincare routines and tips for healthy skin
- Haircare and hairstyling tips and techniques
- Makeup tutorials and techniques
- Body positivity and self-love in fashion and beauty
- Sustainable and ethical fashion and beauty practices
- Men's fashion and grooming tips
- Fashion and beauty for different body types and sizes
- Fashion and beauty news and industry updates
- Personal stories and experiences related to fashion and beauty
- Fashion and beauty for special occasions, such as weddings or proms
- Fashion and beauty for different age groups, such as teens or seniors
- Fashion and beauty for different lifestyles, such as working professionals or stay-at-home parents
- Fashion and beauty photography and styling techniques.

Sports and fitness

- Workout routines and fitness tips for different goals, such as weight loss or muscle gain
- Sports news and analysis, such as game highlights or athlete interviews
- Training and conditioning tips for different sports and activities
- Nutrition and diet tips for athletes and fitness enthusiasts
- Yoga and meditation techniques for athletes and fitness enthusiasts
- Exercise and fitness equipment reviews and recommendations
- Sports psychology and mental training techniques
- Injury prevention and recovery tips
- Outdoor and adventure sports, such as hiking or rock climbing
- Fitness for different age groups, such as seniors or children
- Personal stories and experiences related to sports and fitness
- Sports and fitness for people with disabilities or special needs
- Fitness technology and wearables, such as fitness trackers or smart watches
- Sports and fitness for busy professionals or travelers
- Sports and fitness events and competitions.

Entertainment and pop culture

- Celebrity news and gossip
- Movie and TV show reviews and recommendations
- Music news and reviews
- Book and literature reviews and recommendations
- Theater and performing arts news and reviews
- Gaming and esports news and reviews
- Pop culture trends and analysis
- Red carpet fashion and style inspiration
- Awards shows and events coverage
- Personal stories and experiences related to entertainment and pop culture
- Fan culture and fandoms
- Entertainment and pop culture history and nostalgia
- Social media and influencer culture
- Comedy and humor news and reviews
- Entertainment and pop culture events and festivals.

Business and entrepreneurship

- Startup news and analysis
- Entrepreneurial success stories and interviews
- Small business management and growth strategies
- Marketing and branding tips for businesses
- Sales and customer service techniques
- Leadership and management advice
- Financial management and accounting tips
- Legal and regulatory issues for businesses
- Innovation and technology trends for businesses
- Social media and digital marketing strategies for businesses
- Personal development and self-improvement for entrepreneurs
- Business networking and relationship building tips
- Industry news and analysis
- Entrepreneurship for different industries, such as healthcare or real estate
- Personal stories and experiences related to business and entrepreneurship.

Education and learning

- Learning and study techniques for different subjects
- Educational technology and online learning platforms
- Homeschooling and alternative education options
- College and university news and analysis
- Career development and job training tips
- Personal development and self-improvement for lifelong learning
- Education policy and reform news and analysis
- Learning and development for different age groups, such as children or seniors
- Education and learning for people with disabilities or special needs
- Education and learning for different industries, such as healthcare or technology
- Personal stories and experiences related to education and learning
- Education and learning for different cultures and languages
- Education and learning for different professions, such as teaching or engineering
- Education and learning for personal hobbies, such as cooking or photography
- Education and learning events and conferences.

Politics and current events

- Political news and analysis
- Elections and voting trends and analysis
- International relations and diplomacy news and analysis
- Public policy and government news and analysis
- Social justice and civil rights news and analysis
- Environmental policy and climate change news and analysis
- Immigration policy and news
- Economic policy and news
- Criminal justice and law enforcement news and analysis
- Health policy and news
- Education policy and news
- Military and defense news and analysis
- Personal stories and experiences related to politics and current events
- Investigative journalism and long-form reporting on current events
- Political satire and humor.

Self-improvement and personal development

- Goal setting and achievement strategies
- Time management and productivity tips
- Mindfulness and meditation techniques
- Self-care and stress management techniques
- Personal finance and wealth management strategies
- Career development and job training tips
- Leadership and management advice
- Communication and interpersonal skills development
- Emotional intelligence and relationship building tips
- Personal development and self-improvement for lifelong learning
- Personal branding and self-promotion strategies
- Health and wellness tips for personal development
- Personal growth and self-discovery techniques
- Overcoming fear and self-doubt
- Personal stories and experiences related to self-improvement and personal development.

Parenting and family

- Pregnancy and childbirth advice and tips
- Newborn care and parenting techniques
- Toddler and preschool parenting tips and advice
- School-age children and parenting strategies
- Teenage parenting and communication tips
- Special needs parenting and support
- Parenting and family relationships advice
- Family activities and travel tips
- Personal stories and experiences related to parenting and family
- Family health and wellness tips
- Parenting and family finance tips and advice
- Co-parenting and blended family advice
- Parenting and family stress management techniques
- Parenting and family education and learning opportunities
- Parenting and family events and activities.

Home and garden

- Home decor and interior design trends and tips
- DIY home improvement and renovation projects
- Gardening and landscaping techniques and advice
- Eco-friendly and sustainable home and garden practices
- Home organization and storage tips and products
- Home cleaning and maintenance advice
- Home security and safety tips
- Home energy efficiency and cost-saving tips
- Home automation and smart home technology
- Personal stories and experiences related to home and garden
- Furniture and home appliance reviews and recommendations
- Outdoor living and entertaining ideas and tips
- Home and garden events and festivals
- Home and garden for different lifestyles, such as urban or rural living
- Home and garden for different living situations, such as apartments or single-family homes.

Arts and culture

- Visual arts news and reviews, such as painting or sculpture
- Performing arts news and reviews, such as theater or dance
- Music news and reviews, including classical, jazz, and popular music
- Literary news and reviews, including poetry, fiction, and non-fiction
- Film and video news and reviews, including independent and foreign films
- Photography news and reviews, including digital and traditional techniques
- Art history and cultural studies
- Art and culture events and festivals
- Pop culture and fandoms
- Personal stories and experiences related to arts and culture
- Art and culture for different age groups, such as children or seniors
- Art and culture for different cultures and languages
- Art and culture for different professions, such as teaching or engineering
- Art and culture for personal hobbies and interests, such as cooking or gardening
- Art and culture for social justice and activism.

Science and technology

- Science news and breakthroughs in different fields, such as biology or physics
- Technology news and analysis, including software and hardware developments
- Artificial intelligence and machine learning news and analysis
- Cybersecurity and data privacy news and analysis
- Robotics and automation news and analysis
- Space exploration and astronomy news and analysis
- Health and medical technology news and analysis
- Energy and environmental technology news and analysis
- Science and technology policy and regulation news and analysis
- Personal stories and experiences related to science and technology
- Science and technology events and conferences
- Science and technology education and learning opportunities
- Science and technology for different industries, such as healthcare or finance
- Science and technology for different age groups, such as children or seniors
- Science and technology for personal hobbies and interests, such as gaming or photography.

Environmental issues and sustainability

- Climate change news and analysis
- Environmental policy and regulation news and analysis
- Sustainable living tips and advice
- Renewable energy news and analysis
- Waste reduction and recycling tips and advice
- Sustainable transportation news and analysis
- Environmental justice and equity news and analysis
- Biodiversity and conservation news and analysis
- Sustainable agriculture and food production news and analysis
- Green business and sustainability news and analysis
- Personal stories and experiences related to environmental issues and sustainability
- Environmental education and learning opportunities
- Eco-tourism and sustainable travel tips and advice
- Environmental activism and advocacy news and analysis
- Environmental events and conferences.

Gaming and esports

- Gaming news and analysis, including console and PC gaming
- Esports news and analysis, including major tournaments and competitions
- Game reviews and recommendations
- Gaming and esports technology news and analysis
- Gaming and esports culture and fandoms
- Gaming and esports events and conferences
- Gaming and esports career development and job training tips
- Gaming and esports coaching and training tips
- Gaming and esports team management and leadership advice
- Personal stories and experiences related to gaming and esports
- Gaming and esports for different age groups, such as children or seniors
- Gaming and esports for different platforms, such as mobile or VR
- Gaming and esports for different genres, such as action or strategy games
- Gaming and esports for different cultures and languages
- Gaming and esports for social justice and activism.

Music and audio

- Music news and reviews, including classical, jazz, and popular music
- Music industry news and analysis
- Music technology news and analysis
- Music education and learning opportunities
- Music career development and job training tips
- Music production and recording techniques and advice
- Music and audio equipment reviews and recommendations
- Personal stories and experiences related to music and audio
- Music and audio for different genres, such as rock or hip hop
- Music and audio for different cultures and languages
- Music and audio for different age groups, such as children or seniors
- Music and audio events and festivals
- Audio engineering and sound design techniques and advice
- Podcasting and audio storytelling news and analysis
- Music and audio for social justice and activism.

Photography and videography

- Photography and videography news and reviews
- Photography and videography techniques and advice
- Photography and videography equipment reviews and recommendations
- Photography and videography software and editing tips
- Photography and videography career development and job training tips
- Personal stories and experiences related to photography and videography
- Photography and videography for different genres, such as landscape or portrait photography
- Photography and videography for different cultures and languages
- Photography and videography for different age groups, such as children or seniors
- Photography and videography events and festivals
- Photography and videography for social justice and activism
- Drone photography and videography techniques and advice
- Travel photography and videography tips and advice
- Fine art photography and videography news and analysis
- Photography and videography for personal hobbies and interests.