

The 6-Month MMO Beginner Roadmap

A step-by-step plan for someone starting from zero. Basic setup first, then a week-by-week checklist for six months. Pace is deliberately realistic — most weeks are 3-5 hours of focused work, not a full-time grind.

When the checklist says “create content” I mean a blog post, Facebook post, thread, Twitter post, Pinterest pins etc. It can be one of these or all of them.

Before Week 1: Foundation Setup

Do these once, before you start the weekly plan.

- ☐ Pick ONE method to focus on for the next 6 months (e.g. niche site + SEO, affiliate content, a service-based offer). Resist the urge to do multiple at once.
 - ☐ Write down *why* you're doing this in one sentence. You'll want this on the days it feels slow.
 - ☐ Set up your core workspace: a notes doc, a simple tracker (spreadsheet or notebook), and whatever platform your method requires (website, social account, etc.)
 - ☐ Set a realistic weekly time budget (be honest — 3 hours consistently beats 15 hours once)
 - ☐ Bookmark 2-3 trusted learning resources and ignore everything else for now. You don't need 40 tabs open.
 - ☐ Take the free training if you haven't — it'll shortcut a lot of the "what do I even do" confusion in month one.
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Month 1: Learn the Basics and Take the First Real Step

Theme: Understand the process before you try to scale it. Small, ugly first attempts are the goal.

Week 1

- ☐ Learn the core mechanics of your chosen method (how it actually makes money, step by step)
- ☐ Identify your specific angle or niche
- ☐ Set up any required accounts/tools

Week 2

- ☐ Create your first piece of content or first small asset (a post, a page, an offer — doesn't need to be good)
- ☐ Publish it, even if it feels rough
- ☐ Note what felt confusing so you can revisit it

Week 3

- ☐ Create 2 more pieces of content/assets
- ☐ Start learning the basics of how discovery works for your method (SEO, algorithm, referrals — whatever applies)
- ☐ Review week 1-3 notes: what's clicking, what isn't

Week 4

- ☐ Create 2 more pieces of content/assets (aim for consistency over quality right now)
- ☐ Set up basic tracking (traffic, views, clicks — whatever's measurable for your method)
- ☐ End-of-month review: what did you learn, what will you do differently in month 2

Month 2: Build the Habit and Find Your Rhythm

Theme: Consistency becomes the actual skill you're building. Content/output quality should start improving naturally.

Week 5

- ☐ Publish 2 pieces of content
- ☐ Study 3 examples of people doing your method well — note *why* they work, not just that they do

Week 6

- ☐ Publish 2 pieces of content
- ☐ Fix one weak point from month 1 (a confusing setup step, a skill gap, a tool you're avoiding)

Week 7

- ☐ Publish 2 pieces of content
- ☐ Start using AI tools to speed up the repetitive parts of your process (research, drafting, structuring)

Week 8

- ☐ Publish 2 pieces of content
- ☐ End-of-month review: check your tracking numbers for the first time. Don't judge them yet — just look.

Month 3: Learn Discovery and Distribution

Theme: It's not enough to create — people need to find it. This month is about learning how visibility actually works for your method.

Week 9

- ☐ Learn the basics of how your content gets discovered (keywords, algorithms, referral sources — whatever applies)
- ☐ Audit your existing content/assets against what you just learned

Week 10

- ☐ Update or improve 2-3 pieces of older content based on your audit
- ☐ Publish 1 new piece using what you've learned

Week 11

- ☐ Publish 2 pieces of content applying your discovery/distribution learning
- ☐ Start engaging in one community relevant to your niche (forum, subreddit, group) — observe first, contribute second

Week 12

- ☐ Publish 2 pieces of content
 - ☐ End-of-quarter review: compare month 1 vs month 3 numbers. Look for direction, not magnitude.
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Month 4: Set Up Monetization

Theme: If you haven't already, this is when monetization enters the picture — not before, because an audience or asset with no substance behind it converts poorly anyway.

Week 13

- ☐ Research monetization options that fit your method and niche (affiliate offers, products, services, ads)
- ☐ Pick one to start with — again, one thing, not five

Week 14

- ☐ Set up the monetization mechanism (affiliate links, a simple offer page, ad placement, etc.)
- ☐ Publish 2 pieces of content as usual — don't let setup stall your output

Week 15

- ☐ Publish 2 pieces of content, incorporating your monetization naturally (not forced)

- ☐ Review whether the monetization method fits — adjust if something feels off

Week 16

- ☐ Publish 2 pieces of content
 - ☐ End-of-month review: any early monetization signals? Clicks, interest, first small results?
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Month 5: Double Down on What's Working

Theme: By now you have real data. Stop guessing — let your own numbers tell you where to focus.

Week 17

- ☐ Review all your content/assets. Identify your top 20% performers
- ☐ Note what those top performers have in common

Week 18

- ☐ Create 2 new pieces of content modeled on what's working
- ☐ Quietly retire or deprioritize approaches that clearly aren't working

Week 19

- ☐ Create 2 more pieces of content in your proven direction
- ☐ Improve one process that's still slow or clunky (workflow, tool, template)

Week 20

- ☐ Create 2 more pieces of content
 - ☐ End-of-month review: is the trend line moving up, even slowly?
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Month 6: Systemize and Plan the Next Six Months

Theme: Turn what you've learned into a repeatable system, and decide what scaling looks like from here.

Week 21

- ☐ Document your current process step by step (this becomes your personal playbook)
- ☐ Publish 2 pieces of content using the documented process

Week 22

- ☐ Identify one part of your process to systemize further (a template, a checklist, an AI-assisted step)
- ☐ Publish 2 pieces of content

Week 23

- ☐ Publish 2 pieces of content
- ☐ Start mapping out what months 7-12 could look like (more volume? a second monetization stream? outsourcing a task?)

Week 24-26

- ☐ Keep publishing at your established rhythm
 - ☐ Full 6-month review: revisit your "why" from day one. Compare it to where you actually are.
 - ☐ Write down your top 3 lessons from the last 6 months
 - ☐ Set your focus for the next 6 months based on real data, not guesses
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A Few Reminders for the Whole 6 Months

- Consistency beats intensity. Showing up every week matters more than any single "big" week.
- Don't switch methods before month 3 unless something is fundamentally broken. Give things real time before judging them.
- Small numbers early on are normal, not a red flag. Look for direction, not magnitude.