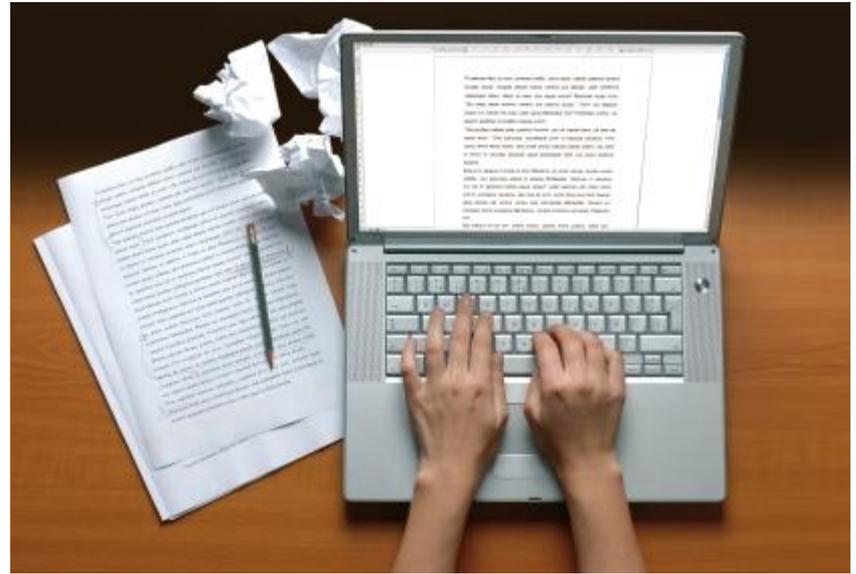


One-Day Blogging Bootcamp



How To Launch Your Blog, Grow Your Audience and Earn Money

Details For The Day

- As you know, this is a one-day Bootcamp, which means we'll be discussing a whole lot of information in a short period of time.
- Feel free to ask questions throughout the day, and we'll also leave time for some Q&A at the end of the workshop.
- This workshop will consist of two parts: Blogging Intro/Getting Started and Sticking With It/Blog Growth
- We'll be taking a 15 break between the two parts.

What This Workshop Is/Isn't

This workshop will give you a high-level overview of what it takes to create and launch your own blog.

It will not teach you the technical details and setup of a blog (you'll have to do that on your own later)

My Goal For Today

To have you walk away with a plan for a blog you can create right now, and action steps to make it happen

A Little About Me

Jennifer Blanchard

- Been blogging for 5 years
- Created several blogs for myself, companies I've worked for and private clients
- Bachelor's degree in journalism and PR
- I'm fully self-employed as a writer, author, coach, marketing consultant and workshop teacher (virtual and in-person)
- I make passive (and active) income from both of my blogs

A Little About You

Please share with the group:

- Your name
- If you've blogged before (Yes/No)
- If yes, for how long?
- A topic idea you think you might like to blog about (in one or two words)



Intro To Blogging

Blog Types

There are essentially two main types of blogs:

1. **Web journals**--this is where people document their lives like they would in a journal
2. **Topic blogs**--this is a blog with information on a specific topic

Many people also choose to combine the two types

Web Journals

Here are some examples of web journal blogs:

- [Chocolate Is My Life](#)--Here I will document my attempts to train for marathons, ultramarathons, and triathlons, teach small children to read, eat as much chocolate as humanly possible, and be awesome, all at the same time. (Web journal)
- [Find Your Balance Health](#)--helping busy people find balance in their over-worked, over-stressed lives (Web journal-topic combo; topics: real food, clean eating, healthy living, motherly advice)

Topic Blogs

Here are some examples of topic blogs:

- [Copyblogger](#)--we teach people how to create killer online content
(Topics: copywriting, online content creation, and content marketing)
- [Problogger](#)--the go-to resource for bloggers, beginner and advanced
(Topics: starting a blog, improving your blog, making money)

Keep In Mind

- If you plan to or would like to earn money using your blog at some point, you'll need to create a topic blog (or a combination Web journal-topic blog). Web journals alone are very hard to monetize unless you have a ton of traffic/subscribers.
- You don't have to blog with the intention of making money. You can just blog for fun or because you want to connect with other people. The choice is yours.

Keep In Mind

- What's often really nice (which happened in my case) is that you start blogging for other reasons and then the opportunity to monetize your efforts comes along later.
- It's generally a really bad idea to start a blog (or do anything) just to make money. Making money through blogging takes a lot of dedication and hard work.
- There is no such thing as overnight success



Choosing A Topic and Creating A Niche

Choosing A Topic

I recommend you start a blog about something you deeply care about and are passionate about. Something you have a lot to talk about/add to the subject.

This will help you stick with it and not drop the blog after a few months when you get bored.

Standing Out

Something you're always up against as a blogger is grabbing--and especially holding--people's attention. There are so many distractions online and so many things vying for their attention.

You need to create a blog that makes you stand out.

Creating A Niche

This is an important part of the blog creation process. Maybe even the most important part. This is what helps you stand out.

Creating a niche also helps you determine the audience you're targeting. You have to create a niche that has the right balance between your overall topic and your focus.

Choose something too narrow and you'll never find much of an audience. Choose something too wide and you won't be remarkable enough to stand out to stick with people.

Creating A Niche

Notice I'm saying **create a niche**, not choose one.

Sure, you could choose one if there's already a niche created (food, sports, etc), but then you have direct competition with other bloggers who have the same audience as you.

Creating A Niche

Or you could do what I did and create your own niche (InkyBites).

InkyBites is a blog for writers who want to improve their eating, lifestyle and creativity habits so they can become the badass writers they want to be.

Creating A Niche

The one thing you want to avoid is trying to be all things to all people. That never works, and it's exhausting when you try.

More examples:

- a blog for thriller book lovers
- a blog for single dads who want to learn how to cook
- a blog for recent college graduates who want jobs in the journalism field

Exercise: Blog Topics

For the next 10 minutes, you're going to brainstorm a list of topics you could potentially create your blog on.

Here are some questions to get you started:

- What are you an expert/almost expert on?
- What do you know how to do better than most people?
- What could you teach other people how to do?
- What could you spend hours and hours talking about without getting tired or bored?

Exercise: Niche Market

For the next 10 minutes, you're going to brainstorm on who you want your blog to be for. Who's your ideal reader?

Here are some questions to get you started:

- What type of people do you connect best with?
- Who would benefit from the knowledge you have to offer with your blog?
- What kind of people would you like to talk to/deal with via your blog?
- Who would be interested in your topic?

Blog Topic + Niche

For the purposes of today's workshop, **pick one topic and one niche to focus on for the rest of the day.**

Let's go around the room and say what topic + niche we're focusing on.

Ex: I'm focusing on a food allergy blog for people who are allergic to gluten.



How To Get Started Blogging

Blogging Platforms

- [Wordpress](#)--the go-to blogging platform for serious bloggers (professional and amateur alike)--free with cost for upgrading to a URL
- [Blogger](#)--free with cost for upgrading to a URL
- [Tumblr](#)--free, but limited. Great for photo blogs and art blogs
- [Typepad](#)--monthly subscriptions start at \$8.95
- **Others** (do a Google search for "blogging platforms")

A Unique URL

If you're serious about making your blog a success, you should consider getting a URL (a unique dot-com address) for it.

Unique URLs:

- Make it easier for people to remember how to find you online
- Make it easier for you to brand and market your blog
- Make you look more professional as a blogger

A Unique URL

You can get a URL from a site like GoDaddy.com or 1and1.com for around \$10 (it could be more or less based on their sales and special offers)

Then you can either pay about \$10 to use your new URL on your Wordpress.com/Blogger.com blog, or you can move to a self-hosted Wordpress site and use it there.

Blog Design: Creating A Look and Feel

There are thousands of free themes (blog designs) out there that work with the various blogging platforms we just talked about.

Depending on the platform you choose, you'll be offered a number of themes to choose from when you initially sign up.

To start out, choose a free theme. You can upgrade to a custom theme later if you want to.

Blog Design: An Evolution

[Home](#) [About](#)

PROCRASTINATING WRITERS Feeds:  Posts  Comments

Advice, motivation and inspiration to help creative writers overcome procrastination and complete the writing projects they've been putting off



Welcome to the New Procrastinating Writers Blog

April 9, 2009 by The Procrastinating Writer | Edit

Hello Procrastinating Writers,

Welcome to the new home of the Procrastinating Writers blog. Over the next few weeks, I will be making changes and updates to this blog, so don't be surprised if you visit it one day and it looks totally different the next.

One thing that won't be changing, however, is the content. Procrastinating Writers will continue to give you the best tools, tips and advice for overcoming procrastination and getting to work on the creative writing projects you've been putting off.

TWITTER UPDATES

THE PROCRASTINATING WRITERS BLOG HAS MOVED!! The new url is: <http://www.procrastinatingwrite>
Please update your RSS feeds and bookmarks.
3 hours ago
@noblepeter Thanks for the recommendation!
5 hours ago
It's important to be specific

Blog Design: An Evolution

HOME

NEWSLETTER

RESOURCES

GUEST POSTS

ABOUT

CONTACT

SUBSCRIBE 



The Step That Bridges The Gap Between You To Your
Writing Dreams



**No More
Excuses!**

**113 Things
You Can
Write
Right Now**

Name:

Email:

The Cost of Blogging

Free: you can do bare minimum and run your blog for free

Optional add ons:

- a unique URL (~\$10)
- Custom theme (anywhere from a few dollars to a few hundred dollars)
- Custom design (depends on designer you hire)
- Plug-ins, add-ons, etc. (varies)
- Hosting (varies)

Creating Blog Content

Content can be multimedia! Everything from:

- Articles
- eBooks
- Videos
- MP3 recordings
- Podcasts
- Songs
- Photos
- Artwork
- Whatever else you can come up with

Creating Blog Content

Of course, most blog content is written. And sometimes even when there's another type of media (video, podcast), a written transcript is provided as well.

Blog content should always: education or entertain (or both).

Exercise: Blog Post Idea Brainstorm

Before we take a break, let's do a quick 10-minute exercise to get you generating some blog post (article) ideas.

Using the headlines on the following slides, you're going to come up with your own version of the same headline, using your topic in place of the original headline topic.

Here's an example using my topic + niche: food allergies, people who are allergic to gluten

FREE! FREE! FREE! WIN YOUR DREAM WARDROBE OF GLAMOUR "DO" CLOTHES

GLAMOUR

JULY 2005

***What everyone you know is really doing in bed**

The sex survey that'll shock you

WHAT WILL YOU WEIGH IN A YEAR?

How to change your weight fate now

SUMMER BONUS!

Top 100 Dos & Don'ts of all time

Bad jeans, panty lines & misbehaving bikinis—caught on film!

The sexiest hair trick this summer
p. 174

JESSICA SIMPSON
drops the ditz routine

The 8 worst things you can say to a man

HEALTH OUTRAGE!
Why doctors treat some women better than others

USA \$3.99
CANADA \$4.99
FOREIGN \$4.99
www.glamour.com



Blog Post Ideas--exercise

- What gluten-free restaurants are *really* doing in the kitchen
- The 8 worst things you can say to a person who's gluten-free
- Top 100 Gluten-free Restaurants of all time
- Gluten Outrage! Why you should read the label on every product you buy

BREAK TIME

**Let's take a 15-minute
break**



Sticking With It

Creating Momentum

One of the toughest parts of blogging is sticking with it. Most bloggers will run a blog for 3 to 6 months and then abandon it out of boredom or lack of direction.

The best way to create momentum is to come up with a blog post schedule you can handle and then stick to it consistently.

Creating Momentum

At first I recommend trial-and-erroring a posting schedule, to find a writing and publishing rhythm that works for you.

Once you find what works, stick with it.

For example, I post twice a week on Procrastinating Writers and once a week on InkyBites.

20 Types of Blog Posts

You have a handout of the 20 types of blog posts, but I'm going to also show you some examples, to help illustrate how to write them/create them.

Instructional

This is one of the most common types of blog posts you'll find out there.

These posts are typically how-tos and tutorials.

Example:

<http://inkybites.com/kickstarter-for-creatives/>

Informational

In an informational blog post, you would offer up a definition or explanation of something in your niche (or something you specifically use on your blog).

Example: <http://puttylike.com/terminology/>

Reviews

This is when you would write a review of something related to your blog, like a book or movie or product.

Example: <http://procrastinatingwritersblog.com/2011/03/the-last-book-on-writing-youll-ever-have-to-buy/>

Lists

This is another of the most popular types of blog posts. For some reason, people just love lists, and they're fun to write, too.

Example: <http://procrastinatingwritersblog.com/2011/10/5-nanowrimo-resources/>

Interviews

Just like it says--you interview someone. Preferably someone who's related to your niche somehow.

Example: <http://inkybites.com/badass-author-an-interview-with-larry-brooks/>

Case Studies

This type is more advanced blogging. You would use this type of post when you have a product or service to highlight.

Example: <http://inkybites.com/bw-case-study/>

Profiles

Write a profile about someone related to your niche. Or you can always profile your readers.

Example: <http://procrastinatingwritersblog.com/2010/04/reader-profile-donald-e-w-quist/>

Link Post

Yet another of the most common types of blog posts, a link post is a way to leverage someone else's content on your own blog.

Example: <http://procrastinatingwritersblog.com/2010/06/10-minutes-of-gibberish/>

"Problem" Post

Pick a question or problem your reader is having and solve it in a blog post.

Example: <http://inkybites.com/sleep-secrets/>

Contrasting Two Options

Discuss the pros and cons of two things in your niche.

Example: <http://procrastinatingwritersblog.com/2010/04/battle-of-the-writing-methods/>

Rant

Passionately share your opinion on something related to your niche.

Example: <http://inkybites.com/guilt-free-badass/>

Inspirational

Tell a story, share something inspiring.

Example: <http://www.copyblogger.com/fight-for-your-ideas/>

Research

Research something and share your findings.

Collation Post

Gather other people's opinions on a topic in your niche and bring them all together with your own point of view.

Prediction and Review

These type of posts are very popular around the end of the year when everyone is reflecting on the year gone by and planning for the year to come.

Example: <http://procrastinatingwritersblog.com/2009/12/2009-review-accomplishments-and-plans-for-2010/>

Critique Post

Critique something in your niche. This is similar to a review post.

Example: <http://procrastinatingwritersblog.com/2009/04/3-tools-you-need-to-be-a-writer/>

Debate

Debate a topic that you're passionate about, potentially with someone else in your niche if you can.

Hypothetical

Paint a hypothetical picture with a "what if" post.

Example: <http://bottomupthinking.wordpress.com/2011/09/30/a-hypothetical-proposition/>

Satirical

Parody or make fun of something.

Example: <http://youtu.be/mUNISI0mr5g>

Mememes and Projects

This post type involves your readers in some way--a poll, an award, linking back to your post from their blogs, etc.

Example: <http://writetodone.com/2012/11/12/nominate-your-favorite-writing-blog-7th-annual-top-10-blogs-for-writers-contest/>

Creating An Editorial Calendar

I highly recommend you create an editorial calendar (3 months at a time), which will allow you to plan out all of the blog posts you want to write for the next three months.

Doing this will help you stay motivated and will allow you to know exactly what you need to write each week.

Creating An Editorial Calendar

Here's how you do it:

1. Decide on a posting schedule for the next three months. Ex: two posts a week, on Tuesdays and Thursdays.
2. Get a calendar (or use Google Calendar) and write down each blog post you're going to write along with the date.

Creating An Editorial Calendar

| February 2013 | | | | | | Day | Week | Month | 4 Days | Agenda | More ▾ |
|----------------------|---|--|---|-----------------------------------|----------------|-----|------|-------|--------|--------|--------|
| Mon | Tue | Wed | Thu | Fri | Sat | | | | | | |
| 28 | 29 | 30 10 Reasons You St | 31 PW Guest Post | Feb 1 PW Guest Post Mar | 2 Groundhog | | | | | | |
| 4 | 5 PW Post--write the l | 6 IB Post--5 comfort f | 7 PW Guest Post | 8 PW Guest Post Mar | 9 | | | | | | |
| 11 | 12 PW Post--novel = c PW Post--story play Lincoln's Birthday | 13 IB Post--creative an IB Post--revamping | 14 PW Guest Post Valentine's Day | 15 PW Guest Post Mar | 16 | | | | | | |
| 18 Presidents Day | 19 PW Post--distractio | 20 IB Post--multipotenl | 21 Editorial Calendar f PW Guest Post | 22 PW Guest Post Mar | 23 | | | | | | |

Creating An Editorial Calendar

3. Include a headline for the post and a description so you remember what you wanted to write about.

Example:

Headline: **5 Comfort Foods Turned Gluten Free**

Post: Write about creatively making your favorite comfort foods into healthier, gluten-free versions. Include recipes.

Headline Exercise, Part 2

Another great way to generate blog post ideas is to use sure-fire headline formulas (headline formulas that work all the time) and do the same thing with them that we did with the magazine headline exercise.

Here are 10 sure-fire headline formulas. See how many you can use to come up with post ideas for your blog.

Blog Analytics and Measurement

Google offers an amazing free tool called Google Analytics. You can use this measurement tool to track your traffic, find out which blog posts are getting the most visits, learn where your blog visitors are coming from, and more.

I highly recommend you add Google Analytics to your blog. You can learn more about it here: www.analytics.google.com

Analytics Example: Procrastinating Writers

Audience Overview

Jan 1, 2013 - Jan 31, 2013 ▾

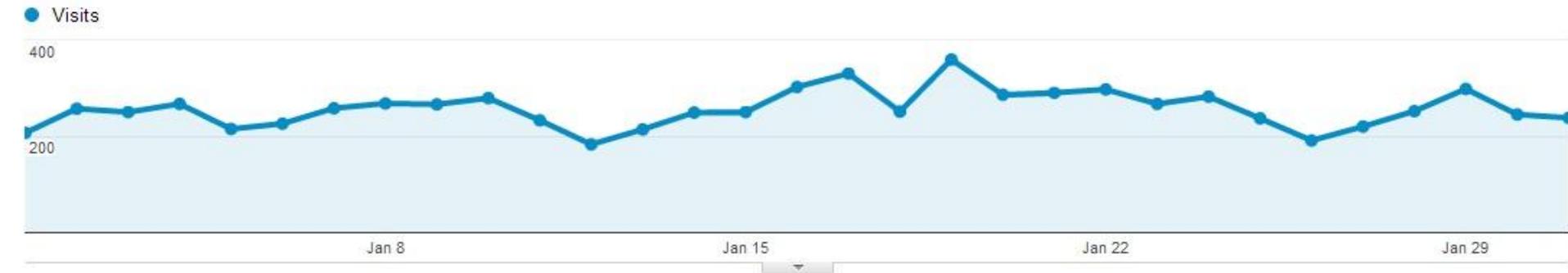
Advanced Segments | Email | Export ▾ | Add to Dashboard | Shortcut **BETA**

📊 % of visits: 100.00%

Overview

Visits ▾ vs. Select a metric

Hourly | Day | Week | Month



6,607 people visited this site

📈 Visits: 7,967

📈 Unique Visitors: 6,607



Marketing Your Blog

Target Reader

Using your topic + niche market, you can come up with what your target reader looks like. Maybe it's someone you know, or maybe it's a made up person. Only you can decide that.

The best thing to do is to plan and write your content like you're talking to one person: your target reader.

Target Reader Exercise

For the next 10 minutes, you're going to create a reader profile for your blog. This is the person who you will want to create and write all of your content for.

Target Reader Exercise

Your reader profile can be short and sweet, but should contain:

- Describe who they are
- What their interests are
- Why they might be reading your blog
- What their needs are (any problems they have, etc)

Target Reader Exercise

Example:

For each of my blogs I have 3 reader profiles that I use to write content, copy for sales pages and for ideas when I want to create a new product.

I'll read you a profile from one of my blogs to get you started.

Social Media

The key here is to have a presence for your blog on 3-5 of the social media sites that your niche market/readers frequent. For most people it's the obvious choices:

- Facebook
- Twitter
- Google+
- LinkedIn

Social Media

Don't forget about social media sites that maybe aren't mainstream, but are places where your target reader hangs out.

Some examples could be:

- forums
- community websites
- online groups

Do a Google search for social networks in your niche to see if there are any.

Guest Posting

This is currently the number one strategy for growing your blog audience.

Guest posting is when you find blogs with more traffic than your blog and who have the audience you're targeting, and you write a post on their blog as a guest.

Guest Posting

You get a link back to your blog in your author bio, the blogger gets a great piece of content for his/her audience, and the audience gets exposed to a new voice/blog. Everybody wins.

Here are the steps for using guest posting to grow your blog:

Guest Posting

1. Find blogs that have more traffic than you and your same audience.
2. Once you find some, really dive in and get to know the blogs. Read a bunch of posts, get a feel for what topics they write about, see how many comments each post gets, etc. This will help you know what to pitch them.
3. Brainstorm ideas for posts you could pitch to the bloggers. (Use the headline formulas to come up with ideas.)

Guest Posting

4. Email the blogger to introduce yourself and then pitch your guest post idea (this is similar to a pitch editor for an agent/publisher).
5. Wait for the response--if they say to send the post along, write it, proof it and send it along.
6. The day they post your article on their blog, be sure to visit the post and respond to reader comments.

Commenting

You always want to make sure that you're commenting on your own blog, whenever someone leaves you a comment. Even if you just write "thanks for commenting."

Always try to add value to the comment exchange when you can. (Value can include additional guidance, a link to another article, etc).

Commenting

You can also comment on articles that you read on other blogs, and link back to your blog (there's a way to do this in the comment form box).

This isn't the best way to get traffic, but it does work. When someone reads through the comments, they may be intrigued by what you said and click the link to check out your site.

Linkbacks

This is when someone links to a post on your blog from their blog. When you can get big-name blogs to do this, it can help you gain credibility with Google and with potential readers.

Note: linkbacks should always be done ethically, otherwise Google will rank your blog low.



Making Money

How To Earn Money From Your Blog

Your blog is essentially a marketing tool, which means it can also be a platform for selling your books, products and services.

For example, I started off blogging for free. Then two years down the road I wrote an eGuide and started selling it through my blog. Now it's passive income because people can buy my book any time of day, through my blog or on Amazon Kindle.

How To Earn Money From Your Blog

There are lots of ways to make money online with your blog:

- Selling affiliate products (you get a cut for selling someone else's product)
- Advertising
- Google Ads
- Partnering with other people on offerings

But the best way to make money online is to...

Create Your Own Products

The only real way to make money from your blog is to create and sell your own products and services. That way you're in control and all the money belongs to you (minus fees).

Using the content you've created for your blog, you can build all kinds of products and services.

Here are some of the most popular:

Create Your Own Products: eBooks

Once you have a decent amount of content created on your blog, you can turn some of it into an eBook, which you can sell on your blog and on the various e-Readers.

Here's what I did: I created a writing productivity eBook by gathering up all of my posts on "getting writing done," editing them so they flowed, adding new information that I didn't include in the blog post, and then having a designer turn my text into book format.

Create Your Own Products: Services

You can also use the expertise and knowledge you have to offer services through your blog. Services can include things like:

- Coaching
- Editing
- Writing
- Marketing
- Research
- Etc

Create Your Own Products: Virtual Workshops

You can also use your content to create virtual workshops by turning the info into worksheets that people can use to learn how to do something.

For example, I've blogged a ton on story planning before NaNoWriMo, and so two years ago I took all that information and turned it into an annual NaNoWriMo Story Road Map Workshop, which I teach via email and forums every October, prior to NaNoWriMo month.

Create Your Own Products: Self-Guided Products

Another passive income idea is to create products that people can use to work through their problems on their own.

My self-guided product is another eGuide that I created to help people find the perfect Pen Name. I know it seems crazy, but I was finding through my Google Analytics tracking that the post getting the most traffic year after year after year was a post I wrote about how to find a pen name for yourself. So I turned it into an expanded eGuide with worksheets that help you find the perfect name for you.

Create Your Own Products: Whatever You Can Think Of

Once you get to know your audience and what keeps them up at night, then you'll be in a position to know exactly what product you should create to help them solve their problems.

Always keep your focus on helping people solve problems and you'll definitely be able to make money from your blog eventually.



Questions???

Additional Resources

- Problogger.net (the go-to resource for all things blogging)
- **52 Headline Hacks: A "cheat sheet" for writing blog posts that go viral** (you can download this free at BoostBlogTraffic.com)
- **Proven headline formulas** (<http://www.copyblogger.com/proven-headline-formulas/>)

Additional Resources

- **Why You Should Create A Niche, Not Choose One:** <http://paidtoexist.com/create-your-own-niche/>
- **How To Create Reader Profiles:** <http://www.problogger.net/archives/2009/09/26/how-to-create-reader-profiles-personas-to-inspire-and-inform-your-blogging/>
- **How Guest Posting Can Help Grow Your Blog:** <http://goinswriter.com/guest-posting/>

Free Consultation Offer

As a thank you for attending my one-day blogging bootcamp, I'm offering you a

Free 30-Minute One-on-One blog consultation (via Skype or phone)

to answer any other questions or just to give you further feedback/guidance on your blog. To sign up for yours, email: jennifer@inkybites.com