

# **Blogging Basics Mini Guide**

This **Mini Action Guide** is designed to give you the basics of what a blog is and how you can get started blogging for fun or for profit today!

For more information on **Blogging Basics**

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## **What is a Blog anyway?**

A Blog is basically just a website that lists articles in chronological order with the newest article on the top. Originally derived from the word “weblog”, blogs were designed to be an online journal or diary.

Like diary entries, the “blog posts” are dated and appear on the main page in date order.

## **Why would (or should) I have a blog?**

A Blog is a great way to express yourself in an online format.

You can connect with like minded readers, promote your business and make some extra money all while having fun!

Blogging is for anyone at any age! The best part about blogging is that you can get started for **FREE** (or for very little) today!

## **How do I get started?**

To get started with your first blog it is very important that you sit down and make a plan for yourself, your blog and for your potential readers/customers.

### **1. Decide “why” you I want a Blog?**

#### **Choose a focus or a definite purpose for your blog:**

- for fun
- for profit
- to market my business
- to share my passion
- to educate others about a subject I’m knowledgeable on
- to review products

### **2. Choose your topic and define your purpose:**

take a few minutes to think about what you what the focus of your Blog to be about?

what are you passionate about (a hobby, a pet, travel, your family, cars, your business, etc.)

if you are blogging for profit decide on how you will monetize your blog (adsense, banner ads, affiliate products, your own products, etc.)

is your topic something that you know a lot about or will you have to do research to get subject matter to write about?

how much time will you be committing to your blog

will you have themes or do topic series?

who is your audience and what do they want to know?

### 3. Choose your platform:

- [Blogger](#) (free platform from Google)
- [Wordpress.com](#) (free platform by Wordpress)
- [Wordpress.org](#) (free platform by Wordpress that can be monetized easily)

There are several other choices out there but these are my personal top three.

You can choose any of these free platforms to get started with your first blog.

My choice is [Wordpress.org](#).

**IMPORTANT NOTE: I also choose to have my own Domain Names and Hosting accounts because they allow me to have full control of my Blog and its content.**

- **Domain Names:** [No Domains The Same](#)
- **Hosting:** [Hostgator](#)

### 4. Naming Your Blog so it can be found:

Before you get started naming your blog and buying domain names here are a few simple steps that will help you down the road when it comes time to get traffic to your site:

- make a list of 10 "benefits" or characteristics of your topic, product, service or niche.
- make a list of who your target audience would be (moms, teens, dog owners, etc.)
- put yourself in your target audiences shoes and make a list of 10 words or phrases you might use in a Google Search to find information about the topic you are interested in. (these are called keywords)

Using the lists you have made, brainstorm some names for your blog. The words you have come up will be keywords that you can use to determine the best name for your blog and through some easy keyword research, you can come up with ideas for your post that will be Search Engine friendly (that means Google will like them-that's a good thing!)

**Let those keywords guide you and go get your domain name!**

**No Domains The Same**

## **5. Set up Your Blog:**

Depending on the Platform you chose, setting up you blog can be as easy as filling out some forms or it may require a few steps and have some learning curve.

Whatever option you chose, there is a ton of information to guide you through the process.

Feel free to contact me if you have any questions or would like additional information on setup.

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Or **Join the New Old Moms Club** for information on **Blogging Tips**, the **Club Newsletter** and updates on our sister **Blog Launches** Coming soon!

**New Old Moms Entrepreneur Club**

**New Old Moms Go Green**

**Fit Moms Over 40**

**Your Dot Biz**

**Now that you have chosen a purpose for your blog, a topic, picked a platform, have a domain name and some keywords and have your first blog set up you can get ready to make your first post!**

**Congratulations!**

**Is It Just This Easy?**

The answer to this question is **YES and NO**.

Getting started is *just this easy!*

Depending on what you want to accomplish with your blog you can do much, much more to grow your readership, make your blog search engine friendly, develop specific money making strategies, promote your current business and even sell your own products.

**TIPS for Better Blogging:**

- Content is KING! This is the most important thing I can tell you. Think about yourself, what you'd like to read or learn and go from there.
- use keywords in your title and in your content
- write in chunks not long drawn out paragraphs
- be consistent and give your readers a reason to come back to your blog (series work well for this)
- don't use every post as a sales letter
- write to your reader as if you are speaking across the table to them

## **The KLT Factor**

**Know**-let readers get to know you

**Like**-give them a reason to like you

**Trust**-be someone they can trust

Use the **KLT Factor** in your blog, your marketing, your business and your life and you will see how it will bring you true success!

## **How do I make a PROFIT with my Blog?**

There are several ways that you can make a profit from your blog.

Here is a list of some simple ways to start monetizing today:

- **Google AdSense**
- **Banners Ads/Sell Advertising Space**
- **Affiliate Marketing** (Clickbank, Commission Junction, Paydot, etc.)
- **Pay Per Post Program**
- **Your Own Products** (promote your services, a guide or ebook, a product, etc.)

Another way to monetize your blog is by using it to market your current business. This is easily done by:

- directing your current clients to your blog
- write about subject matter that would be of interest to potential clients or prospects
- link up with other blogs that may have potential clients
- share your posts with other bloggers that are like minded or have potential prospects
- use your blog to promote special offers or highlight products
- run contests through your blog for your current clients and to attract new customers

**IMPORTANT NOTE:** using your blog to build a list is often an underutilized tool that can potentially earn you additional income. I personally use [Aweber](#) as a tool to do this. If you do create a subscriber following you must treat those subscribers with care and keep the [KLT Factor](#) in mind with every follow up email!

Blogging is a great way to earn some extra money for home and have fun in the process!

## **You've Got Your Blog and Posts! Now For the Readers and Traffic?**

Remember, this is just a **Mini Guide!** Here are some basic ways to start getting traffic to your blog. The easiest and the most fun way is through social media. Join some of the top Social Networks and start "talking up" your blog!

[Twitter](#) (Follow Me at [NewOldMom](#) or [BestReflections](#))

[Facebook](#) ([Let's Be Friends](#))

[MySpace](#) ([I'm Here!](#))

[Linked In](#) ([Connect With Me](#))

[FriendFeed](#) ([Subscribe To My Feed](#))

## **Go Start Blogging Today!**

If you would like any help getting your blog started or learning how grow a blog business please feel free to contact me at:

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[www.BestReflectionsMarketing.com](http://www.BestReflectionsMarketing.com)

[www.NewOldMomsClub.com](http://www.NewOldMomsClub.com)

# **BLOGGING BASICS MINI GUIDE WORKSHEET**

**1. Why Do I Want To Have A Blog?**

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**2a. What is the topic for my Blog?**

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**2b. What is my Blog's purpose?**

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**3a. What Blogging Platform am I going to use?**

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**3b. Am I going to get a separate Domain Name and Hosting Company? (I gave you example of who I use but you may want to research a few)**

**Yes**

**No**

**4a. What are the Benefits or Characteristic of my topic, product or service that I will be blogging about?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**4b. Who is my target audience?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Next you will put yourself in the shoes of your target audience and keeping in mind the benefits they may be looking for, the problem they be trying to solve or the information they may be trying to gather, think of words or phrases that they may plug into a Google Search Bar and find you!**

**4c. Keywords or phrase that a potential reader may search for to find my blog are:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**5. Based on the information you just put together, decide on three Domain names that fit your Blog:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Now go get a Domain Name and Start Blogging!**

**TIP:** use the information that you have to decide on topics for your posts. Combine the benefits and keywords into your posts and that will help readership and Google to know that you are out there and have great content to offer!

**Please feel free to [contact me!](#) Go start Blogging!**