

Easy Blogging

For Beginners!



Easy Blogging For Beginners

Are you ready to join the world of communication known as blogging? You have found the perfect resource guide to help you start and grow a profitable blog – starting today! This year, 2009, can be the start of your home-based empire. The key lies within – YOU!

No need to be intimidated by starting a blog. Once you learn the basics you will soon have the confidence to build a nice income for yourself purely by making posts to your blog on a regular basis.

I have been online for almost 10 years and enjoy working from the comfort of my home. It is really possible if you take action and have a plan that is viable. I will help you with the right formula – you will have to take action – I can't do that part for you (-:

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Can The Average Joe Make Money With by Blogging?

Anyone can make money online if they have the right formula and take action. It does require you to make a few posts and keep your readers engaged with what you are sharing with them. Having useful content keeps your readers coming back for more great info – it's really that basic. Once you have the eyeballs to your blog, then you can start earning some money from it. Of course there are a few techniques to drive more traffic to your blog – i'll share those with you later in this report!

I will be laying out the basics for you and some tips that will help you get started. The most important thing with starting a blog is actually getting it going and then making a plan to post everyday on a regular basis. It really isn't that difficult, especially once you get crankin'.

So – let's get started!

In the next section I'm going to show you how to start your blog in less than 15 minutes.

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How to Start Your Own Blog in Less than 15 Minutes

Creating a blog is nothing that you need to be afraid of. There is no elaborate planning required either. However, there are a few things you would need to decide. The following is a quick guide of what to think over before creating your blog:

- **Theme:** Determine what you would be writing about or the nature of the content that you would be sharing with your readers. This depends mainly on your interest. Topics blogging to the field of politics, poetry, arts, current affairs, or almost anything under the sun can be chosen. You can stick to one theme or you can choose to write about whatever concerns you on a day to day basis. Since it is your very own web journal, you can make it as flexible as possible in all aspects.
- **Blogging Provider:** Next you need to decide upon which blogging service provider you would like to use. My personal favorite is wordpress.com. It is a free service and the search engines love it.
- **Templates:** A wide range of templates will be made available on any blogging service you decide to start you blog. For wordpress – google “free wordpress themes or templates”. Initially, don'y worry about this step. Stay with the theme that is provided at wordpress. It is sufficient to begin with.
- **Nature of Blog:** You must determine who should read your blog-whether you want it to be read only by a select circle, or must it be open to all. This will depend upon the content, mainly. I usually look for popular niche type subjects, but you have to do the writing (-:.
- **Layout:** Again, there will be a wide range to choose from in terms of layout and color schemes.
- **Content:** You could pick up a specific theme and write about it consistently, or merely decide on any random topic as and when it interests you. You could try putting up content for a while and see the kind of response you get, and alter or modify it accordingly. The feedback you receive from your readers will help you determine the direction to go into.
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- **Blogging Circle:** Blogging is a great way to come in touch with people from across the globe. You can surf and visit other people's blogs. Do not spam in their comment section, but write a genuine comment if you have something to say. Always leave a link back to your site after your genuine comment. This will help to give your blog some power in the form of real visitors!.
- **Publish:** Finally when you are done selecting the setting and preferences, selecting the content to put up, you need to publish the content.

Once you have started your blog, you will have noticed that it hardly takes fifteen minutes to do so. Maintaining the blog is even easier. Here are a few tips that will help you successfully keep your blog going:

- **Update:** Update frequently otherwise visitors may stop coming to your blog. It will also give you more confidence to churn out more well worded posts in the future. Be consistent and have fun with it. Your readers will appreciate you taking the time to post new and interesting material daily.
- **Personalize:** Even though you might be discussing general and universal themes, add your own personal touch to make things lighter and interesting. Developing your own tone will pay off big down the road.
- **Theme:** If you have a theme blog you can Google for other blogs of a similar kind and build your network. Make sure and follow these blogs and post comments when you like the post and can contribute.
- **Spelling and Grammar:** Make sure you proof read your posts. Spelling and grammatical errors can be a major put-off for many readers.
- **Money:** Once you have the visitors to your site you can add some google adsense to monetize your blog and start earning a few dollars. We will cover this in another lesson.

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Do You Want To Blog About Your Product or Service?

Blogging has come to be considered a highly effective marketing tool. You can easily create awareness of your product and get clients and customers to interact with each other. And not only customers, also those who are relatively new to your product get a platform to ask questions and clear their air about your product.

Moreover, it also increases your website rankings because the blog is constantly being updated, commented on, and discussions are always going on. Because of its sheer activity, the rankings improve, creating more awareness of the product.

The following are the pointers based on which you can blog about your product:

- Never make the blog post too long uselessly. It must be well written. Long posts tend to get dreary and they are not 'catchy' enough for people to sit and go through them.
- Update regularly. Since you don't need to write long posts, that is not much effort. Try and write long posts initially – 500 plus words as this will be good food for the spiders that the search engines will send out. Do this for the first 6 posts. Writing a post of 200-300 words is plenty.. Ideally, blog 2-3 times daily. Skipping a day here and there is okay.
- Be entertaining where required, everyone can do with some light hearted humor, without being derogatory.
- You need not stick only to text. Video and photo blogging are fads catching on and are interesting ways to share your thoughts, and make your videos and photographs well known. Youtube makes it easy to copy the code and paste it into your blog. Flickr is a great place to grab photos for your blog.
- Be yourself. Do not tape, imitate or copy someone else's content.

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Earning Money From Your Blogs

Blogging has truly revolutionized the way one experiences the digital age. There is, it seems, no limit to what one can do with the help of blogs. Even the smallest aspect of your daily personal life like recording journal entries has been given an entirely new dimension.

Going on from there, there is a lot of scope of picking up interesting debates and discussions through blogs. You can even start some of these discussions yourself.

Moreover, there is nothing as interesting and attractive than that fact that you can even earn some money while blogging.

This is, by far, the most path breaking innovation that has entered the blog sphere. The requirements for this are very low. You need not be a scientist who posts revolutionary details about his latest experiment.

If you blog well, that is to say, if you blog well enough for people to come read it, you earn good chances of making good money, by just going about your daily activity of posting blogs!

Once you have the readers coming to your blog than you can earn money by selling ads on your blogs. Google has a great program that handles this for you called google adsense. You place the google ad code on your blog and google serves up ads that are related to your blog's content. To learn more please go to google and type in "adsense program". Google has great resources and actually want you to make money. The more successful you are, the more money they make.

Don't be afraid to set up a google adsense account. Just make sure and do your due diligence and than get ready to earn some money online. I will cover other methods in future lessons for you as to how to ramp up your income. First, learn to master those google adsense ads. I have blogs that earn great income that i've had for years. You would be surprised as to how much money you can earn with google on your blogs.

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Writing Tips & Rules For Your Blogs

Here are some of the things you can do to make sure that your blogging activities get rewarded by more than just comments and praises.

While writing your blogs you also need to keep in mind a few things. This is not only to ensure that you get a steady traffic, but also for the fact that your blog readership can increase so that the ranking of your blog with search engines go higher.

Here are a few tips that should see you through this:

- **Reader Friendly Content:** At all costs keep your content – articles, poems, photographs, videos – reader friendly, that is to say, it should keep more and more readers interested. Your reader must be at the center of you post in a way that your reader must feel that he is gaining something out of reading your post. This is the basic rule in marketing.
- **Worthwhile:** Never let the reader feel that he has been tricked into reading your post or clicking on your blog link. You are thwarting all your long term chances of that reader coming back to your blog, in which case your blog rankings over the long term are in a dicey position.
- **Check for errors:** Making grammatical and spelling errors can be a major put off for many readers. They may not visit your blog again simply because the errors that you make are too high. Always proof read your blog. A small typo here and there can be understood, but make sure you don't make any major errors.
- **KISS:** Or, Keep It Short and Simple. This is the thumb rule you must follow. Long winding posts tend to get boring. And it may contain nothing that is interesting to the reader. Also no one has the time enough for your blog, no matter how well you write. In fact, your blog will be much more appreciated if you put your thoughts simply and shortly.
- **Interesting:** Make sure that you hold your reader's attention by making your posts snazzy. They must not be written in a tone that is tiring to read. Write short sentences and keep them crisp and precise. Always hit the point immediately in the course of your article post.

- **Link:** Keep linking the blogs you read to yours in order to build a network those people will be in turn encouraged to link you. Remember, linking increases rankings.
- **Keywords:** Using the keywords of your posts frequently increases the search ability of that particular article of yours which in turn leads more people to visit your blog.
- **Clear Thoughts:** Make sure you put your thought clearly before the readers so that it does not become tedious for them to read.
- **Colloquialism:** You can write in a friendly tone. Avoid using too many slang words, but otherwise, if your post demands it, you can be colloquial.
- **Post Title:** A catchy post title or headline is half your business solved. It can glue a reader to your post almost immediately. However, do not put misleading post titles, or you will lose credibility.

So, be consistent with your blog content and watch traffic start flowing to your blog! Now, let's look at some great ways to bring instant eyeballs to your blog.

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Instant Blog Traffic

Traffic is the key to you earning any type of money from your blog. With traffic – you can earn money. Without traffic – you won't earn a dime. Take my word for it. So, if you are interested in making money from your blog than this chapter is the most important of them all. Start by writing providing useful content and then follow these 2 methods to get started. Make sure and take action and follow these steps. They can be life-changing!

- **Twitter Traffic:** Establish an account at twitter.com. Twitter is a fabulous social site that will bring hordes of targeted traffic to your site on a daily basis. Follow me at [TWITTER](#) and watch my posts. Send me a direct message and i will help you get started with generating traffic to your account. This is a very powerful and i have tips that will help you to get established in no time at all. Twitter is my secret weapon (-:.
- **Blog Commenting:** Commenting on other's blogs is a truly powerful traffic generation method. The key here is to follow popular blogs and as soon as a post is made make sure and post a relative response along with a link back to your blog. This method can bring you tons of free traffic, especially if you are the first or second to respond on a very popular blog post. To make this effective you should be doing this everyday on several blogs. You will start to see the rewards after a few weeks of consistent work.

Okay, there's your introduction to blogging. I hope you follow through and start your very own blog today!

Thanks for taking the time to read this short report.

I have a little bonus for you that will help you with your blogging! It's FREE!

[GET YOUR FREE BONUS HERE](#)

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The Ball Is Now In Your Court!

Okay. Please make a promise right now to start your blog today. It could very well change your life in a short amount of time.

My son started a blog a couple of months ago, before Christmas, and just got a check in the mail for \$245.20. Not bad for a 17 year old kid. He doesn't really like to write but he is learning! You can do it too!

To get on the updates list for my next blogging report [CLICK HERE](#).

Happy Blogging!

Ryan Walsh



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