

LEVERAGING A BLOG

TO SHARE YOUR BEST LIFE AND CREATE
AMAZING OPPORTUNITIES

HEATH & ALYSSA

A LITTLE MORE ABOUT US...



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LEVERAGING YOUR BLOG

- ▶ Five Parts of Our Talk:
 - ▶ What blogging has made possible for us
 - ▶ Starting a blog
 - ▶ Becoming a blogger
 - ▶ Growing a blog
 - ▶ Monetizing a blog

PART ONE:

WHAT BLOGGING HAS MADE POSSIBLE FOR US

HOW OUR BLOG HAS CHANGED OUR LIFE

- ▶ A chance to share our story
- ▶ Community
- ▶ Business Growth
- ▶ Authority and Credibility
- ▶ Freedom

PART TWO:

STARTING A BLOG

WHY DO YOU WANT TO START A BLOG?

- ▶ Share your story
- ▶ Establish your authority and credibility
- ▶ Give others a chance to live vicariously through you
- ▶ Improve your writing and communication skills
- ▶ Keep a virtual journal
- ▶ To grow your business

THREE THINGS YOU NEED TO START

- ▶ Domain
- ▶ Hosting
- ▶ Wordpress
- ▶ Use a [free tutorial for set up](#)

PART THREE:

BECOMING A BLOGGER

WHAT SETS YOU APART AS A BLOGGER?

- ▶ Choosing your domain
- ▶ Picking a blog topic
- ▶ Sharing your story

SETTING GOALS FOR YOUR BLOG

- ▶ What is it you're hoping to gain from your blog?

METRICS

▶ Web Traffic

▶ Comments and Shares

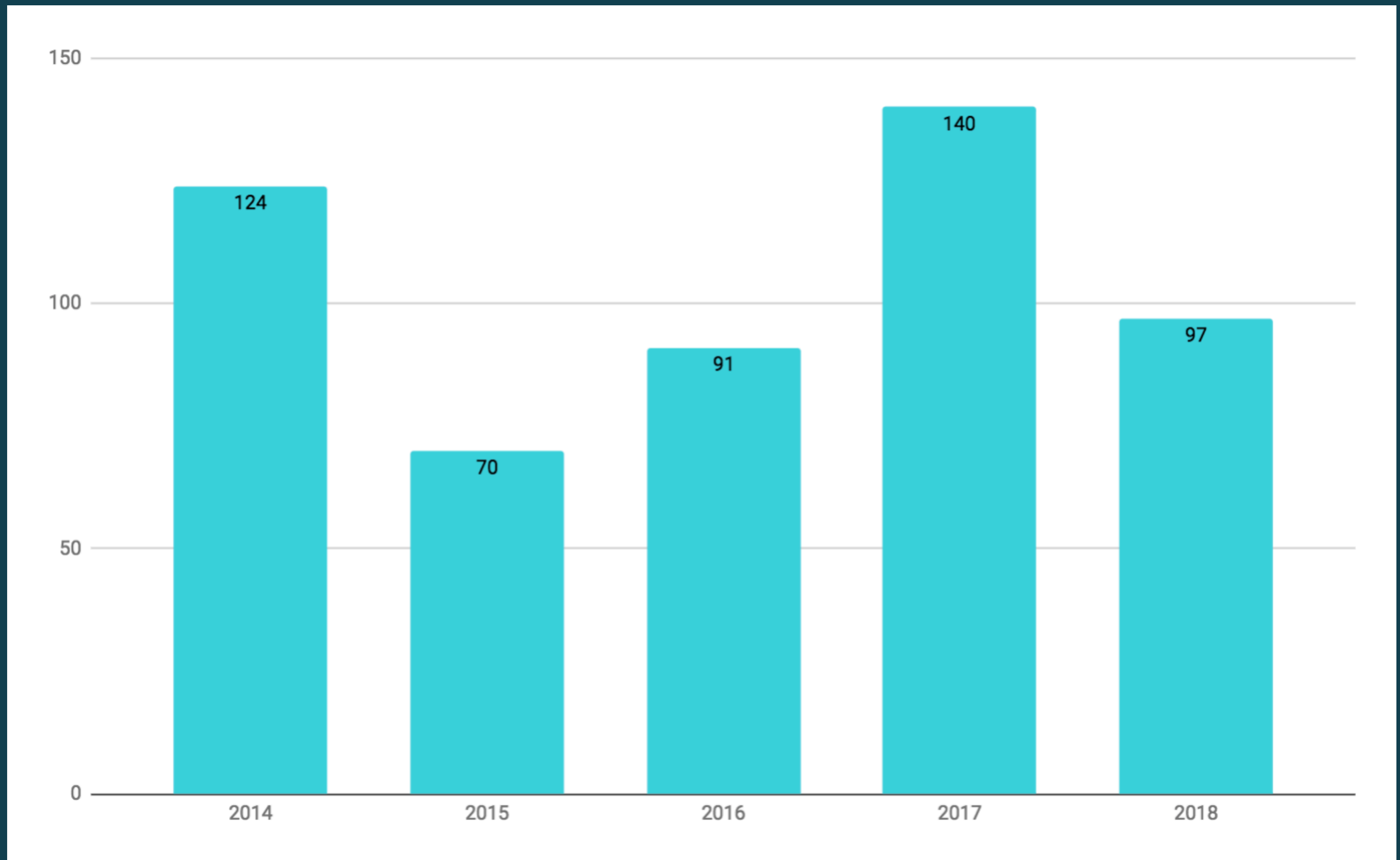
▶ Email Subscribers

▶ Number of Posts

← Things you can't control

← What you can control

OUR POSTS FROM THE PAST FIVE YEARS



SETTING GOALS FOR YOUR BLOG

- ▶ Focus on effort, not outcome.

TIPS FOR BECOMING A BETTER WRITER

- ▶ Be genuine and honest
- ▶ Write 1,000 words per day
- ▶ Read often
- ▶ Learn who you're writing for
- ▶ Do something worth writing about

PART FOUR:

GROWING YOUR BLOG

STRATEGIES

- ▶ #1 Focus on your content
 - ▶ Publish great content consistently
 - ▶ Write great titles
 - ▶ Take better photos

STRATEGIES

- ▶ #2 Share your work
 - ▶ Social media
 - ▶ Pinterest
 - ▶ Use shareable plugins
 - ▶ [App Sumo](#)
 - ▶ [Mash Share](#)

STRATEGIES

- ▶ #3 Understand the tech side of your blog
 - ▶ Learn basic SEO
 - ▶ [Yoast plugin](#)
 - ▶ Make sure your site is responsive
 - ▶ Make sure your site is fast

STRATEGIES

- ▶ #4 Be a community member
 - ▶ Connect with other bloggers
 - ▶ Guest blog on others' sites
 - ▶ Invite others to guest blog on your site

PART FIVE:

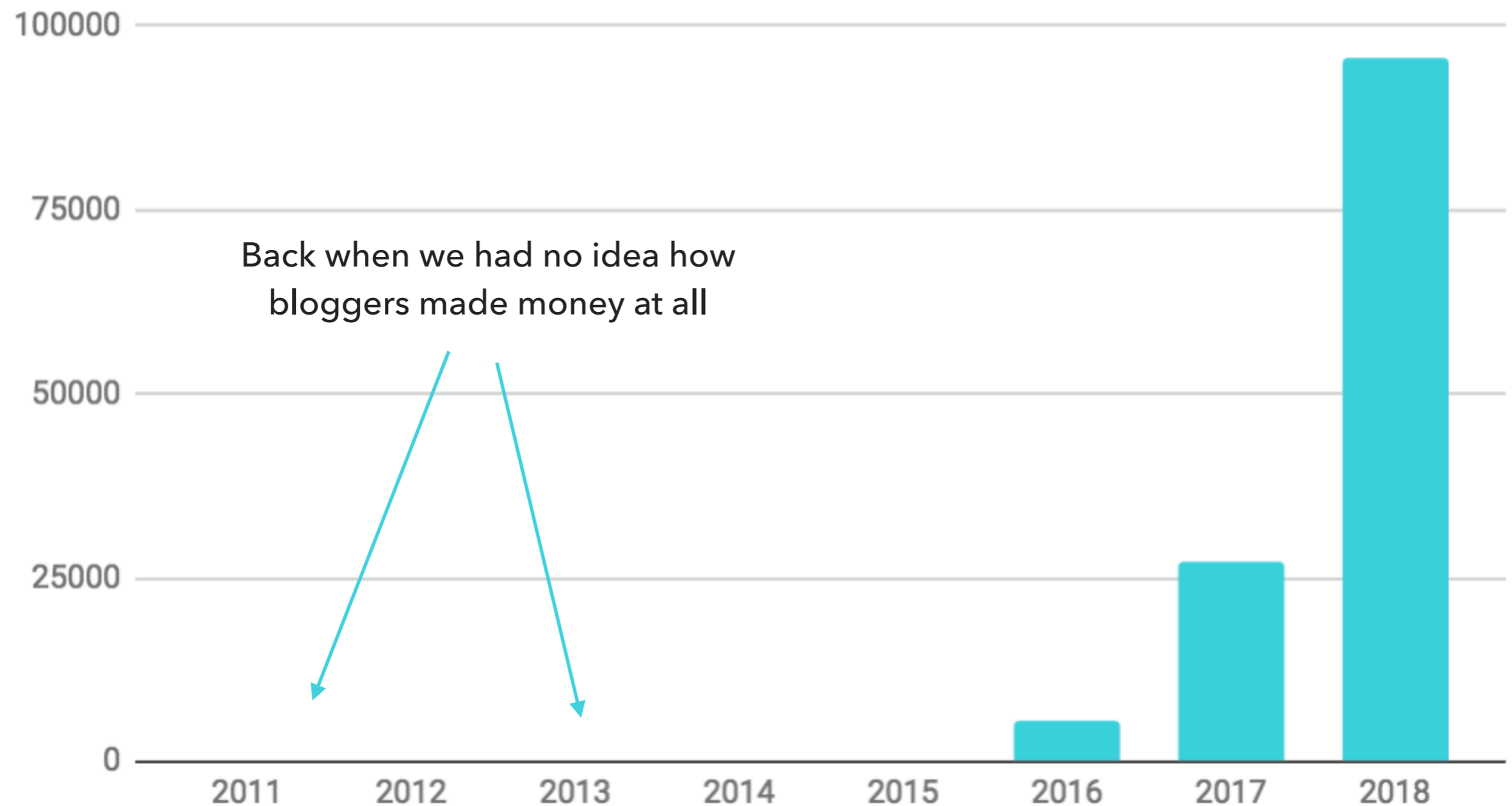
MONETIZING YOUR BLOG

WHEN TO FOCUS ON MONETIZING

- ▶ When you have enough traffic
- ▶ When you've built an audience in your niche
- ▶ When you have trust with your audience

OUR TIMELINE

Annual Blog Income (Minus Expenses)



THE DANGERS OF MONETIZING TOO EARLY

- ▶ Undefined audience
- ▶ Bad partnerships
- ▶ It distracts from creating great content

WAYS TO MAKE MONEY BLOGGING: MARKETING

- ▶ Ads
- ▶ Affiliates
- ▶ Sponsorships

WAYS TO MAKE MONEY BLOGGING: CREATION

- ▶ Digital products
 - ▶ Ebooks, online courses, printables, downloads, etc.
- ▶ Physical Products
 - ▶ Shirts, stickers, handmade items, etc.
- ▶ Consulting or Coaching
- ▶ Services

WAYS TO MAKE MONEY BLOGGING

- ▶ Marketing
 - ▶ Get started sooner
 - ▶ Lower barriers to entry
- ▶ Creation
 - ▶ More control and ownership
 - ▶ Higher earning potential

MONETIZE YOUR STRENGTHS

- ▶ If you love writing, publish books.
- ▶ If you like being with people, host a conference.
- ▶ If you don't like creating products, focus on marketing efforts.

AS YOU GET STARTED

- ▶ Don't compare yourself to others
- ▶ Chase your curiosity
- ▶ Know that your story matters

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