

# 100+ Of My Best **Blogging** Tips, Tricks, Lessons Learned, & Great Advice

From More Than a Decade  
Of Blogging Experience



BLOG

brent riggs

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## **100+ Of My Best Blogging Tips, Tricks, Lessons Learned, & Advice**

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# 100+ Of My Best Blogging Tips, Tricks, Lessons Learned, & Advice

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I have been blogging and running websites for almost 20 years. It is hard to believe the Internet has been around that long, but perhaps you are young enough that you do not remember when the Internet WASN'T an everyday part of life.

I started doing graphic design before computers so I got to learn all the early lessons of computer-aided design. In the same way, I started “blogging” back before it was called “blogging” and I simply had a website where I posted my writing. It has been amazing to watch the internet evolve and see all the amazing changes and the startling growth of what we now commonly call “blogging.” It is no longer the domain of professional writers but encompasses professionals, hobbyists, and people who simply do what amounts to “journaling” on-line. It is amazing.



What is even more amazing is that anyone, INCLUDING YOU, can make a very good income with on-line business. Most of the time, a blog is an integral part of that business. I make a decent income on-line from various current and past on-line sources: blogging, publishing, subscription sites, advertising sales, e-book and book sales, design services, and a host of other techniques. In 20 years, I have had plenty of time to try out a lot of things. At this point, I can confidently hang out a shingle as a bona fide successful expert at on-line business and blogging.

It has now become my joy and passion to share the lessons I have learned with the next generation of individuals, professionals, moms and dads, and friends, so that they can tap the immense and nearly incomprehensible opportunities that the internet represents.

In this book, you will find a compilation of my best tips, tricks, lessons learned, and advice about blogging specifically, and indirectly about doing “on-line business.”

The individual “tips” in this book are meant as both a compilation and as standalone tips. They can be read all together, or one at a time as you implement them. So you will see some overlap and repeating of points and principles, but not a lot. What you are going to find is 100+ great tips, each explained, that will give you a decade of lessons learned and success compiled into one easy-to-read and interesting book. Every SINGLE tip in this book is worth the price you paid. I would not risk sounding silly for saying that if I did not believe it.

*A note about affiliate links:* throughout my tips, you will find links to services, blogs, and websites that I recommend. Some of these links will result in affiliate commissions paid to me because I have referred clients to them. I do not recommend services or products

that I do not personally use and am not 100% satisfied that they will be of great value to you. Recommending these affiliates to you helps me pay my bills and is my example to you of how you can do the exact same thing as you begin to build your business and audience.

You'll discover in all my publications, and on all my blogs and websites, I make myself accessible to you to demonstrate my appreciation that you have chosen to invest your hard-earned money and valuable time in something that I offer. I do not take that for granted. Contact me anytime with questions, comments, and suggestions... even gripes. I can take it. ☺

Blessings,



[brent@brenttriggs.com](mailto:brent@brenttriggs.com)

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### **Special types of information you'll find inside:**



Online Business or Making Money



Writing Tips and Advice



Warning, Caution, Alert

# Blog Critique by Brent

One of the quickest ways to improve your blog, literally overnight, is to have a successful blogging expert critique it for you.

I've been blogging for well over a decade and I know what it takes to have a successful blog and online business. I will give you an objective evaluation, good or bad, in a way that will help you instantly improve your blog either by building on what you are doing right (getting confirmation that you are the right track is powerful!) or by helping you identify and correct your weaknesses and mistakes.

I'll evaluate:

- Your visual style, design, colors, fonts and imagery
- Your content quality and organization
- The impact (or lack of) you have on first time visitors
- Your overall presence, message and branding
- My general impressions and thoughts about your blog

I'll give you clear and concise recommendations based on that evaluation. It would cost you several thousands of dollars to have me build a blog or hire me to consult for you but for only \$149, you can get a critique of your blog that will help you immediately make any necessary changes and improvements.

*TRUE STORY: many years ago, I already had 2-3 blogs going and thought I was hot stuff. As a case study for a blogging workshop I was part of with a well-known and very successful blogger, I put my blogs up for group critique. I have to be honest and tell you I did it for EGO reasons. I thought they were going to tell me how wonderful I was and what an amazing job I had done on my blogs. I got SHREDDDED by them.*

*And it was the best thing that ever happened to me. I was doing everything wrong. I tore my blogs apart over the next couple of weeks and completely transformed them into what are now successful and growing blogs. It was humbling but worth it.*

Because of that experience I started offering blog critiques. I want to help other people get on the right track in the same way I was helped.

**\$149** – [Click here to pay for the service](#), then I'll contact you with a short survey to help me better evaluation your blogging goals and efforts.

*Note: if you haven't heard from me shortly after paying, send me an email to make sure I got notified of your payment.*

# 100-Point Blog Improvement Checklist

This list is based on the 100 tips you'll read. Once you check off this list, you will be amazed at the improvement your blog will experience. Print this out or copy it, and check it off as you implement each.

- ☐ Have you earned the trust of your readers so that you can sell to them?
- ☐ Do your ads give an air of credibility to your blog? Do you have too many?
- ☐ Are you widget columns cluttered and busy? Or useful?
- ☐ Is your logo and header linked to your home page?
- ☐ Do you have a real domain URL relevant to your blog topic or business?
- ☐ Is your writing sloppy or juvenile? Are you using proper grammar and punctuation?
- ☐ Can you be reached by your readers? Are you hiding behind a contact form?
- ☐ Do you have a great blog design? Have you hired a designer or purchased a professional theme or skin?
- ☐ Do you have a creative design that fits your audience?
- ☐ Have you asked a successful blogger to give you an objective opinion about your blog design and content?
- ☐ Do you have a good color pallet? Have you educated yourself about the use of "color"?
- ☐ Do you use your blog footer effectively as good real estate?
- ☐ Does your blog have too many columns and sidebars, making it too busy?
- ☐ Is your best stuff out in front and easy for first-time visitors to find?
- ☐ Have you bought a good hosting plan that is reliable and responsive?
- ☐ Is your blog too wide to fit on average monitors? Are you NOT using "full width"?
- ☐ Is your most important and useful information on the first screen of your blog?
- ☐ Can people quickly, easily, and simply contact the real you, not a faceless form?
- ☐ Have you used your "About Me" page to make yourself real to people?
- ☐ Have you moved your archives and blog-roll lists off your home page?
- ☐ Do you all your pages and links work correctly?
- ☐ Is it super easy and fast to join your mailing list?
- ☐ Have you presented an offer they cannot refuse to join your mailing list?
- ☐ Have you viewed your blog in all the different browser types?
- ☐ Are you constantly changing your blog and losing any sense of familiarity?
- ☐ Do you have an easy-to-find link to favorite and best posts on your home page?
- ☐ Are you posting "ego" stuff that has nothing to do with your blog topic?
- ☐ Do you practicing writing like a sport so you will get better, faster, and more productive?
- ☐ Are you imitating other truly successful bloggers?
- ☐ Do you utilize high-quality images, either your own or from a stock service?
- ☐ Have you committed to blogging for at least 3-5 years if you want it to be successful?
- ☐ Do you use good headlines, subheads, and callouts in your posts?
- ☐ Are you careful with your sense of humor?
- ☐ Do you write your opinion with your readers in mind and not your ego?
- ☐ When you think of a great idea, do you immediately write it down so you will not forget it?

- ☐ Have you set up an email-list-subscriber management service?
- ☐ Do you write in 3-4 sentence paragraphs?
- ☐ Have you thought about how long your posts should be to fit YOUR readers?
- ☐ Have you thought about how often you should post to fit YOUR readers?
- ☐ Are you spellchecking and proofing your posts for grammar and punctuation?
- ☐ Do you utilize “new subscriber campaigns”?
- ☐ Do you avoid spamming your subscriber list at all costs, no matter how much money you might make if you do?
- ☐ Are you avoiding duplications of your blog content on other blogs or article sites?
- ☐ Do you ignore all the requests for useless link exchanges?
- ☐ Are you constantly trying to link to other high-quality and successful blogs?
- ☐ Are you posting sincere comments on other blogs?
- ☐ Are you using traditional and online marketing to promote your blog?
- ☐ Are you being careful not to overwhelm your Facebook and Twitter accounts with sales material and ads?
- ☐ Are you seeking out other bloggers to share audiences with?
- ☐ Have you educated yourself on all the ways you can monetize your blog?
- ☐ Have you shopped one of your flagship posts to big blogs for guest posting?
- ☐ Are you commenting on other blogs in a way that adds value to them but attracts other readers to you?
- ☐ Do you disclose your affiliate or commission relationships to your readers?
- ☐ Do you only sell things to your readers that you would buy and can honestly recommend?
- ☐ Do you respond as often as possible to people who leave comments on your blog?
- ☐ Do you allow “disagreeing” comments on your blog when they add value or interest?
- ☐ Have you learned to ignore blog bullies and trolls?
- ☐ Is your advertising done tastefully and does it add to your credibility?
- ☐ Do you have a good balance between quality content and creative style?
- ☐ Are you avoiding disguising a lot of advertisements as blog posts?
- ☐ Are you willing to invest in your blog or do you want everything for free while hoping others will open their wallet for you?
- ☐ Would 10,000 new readers today come back and visit your blog tomorrow? Would you?
- ☐ Do you actively think of ways to create more interest in your blog posts?
- ☐ Have you examined your blog and online business for signs of stagnation or failure?
- ☐ Have you created a list of brainstorming ideas to help you think up post topics?
- ☐ Are you trading useless screen time for productive blogging time?
- ☐ Are you practicing the art of concise, lean, and “to the point” writing?
- ☐ Are you avoiding gimmicks and shortcuts, and committed to hard work and consistency?
- ☐ Are you committed long-term to improved blogging, “out lasting” other bloggers?
- ☐ Do you avoid a knee-jerk, defensive response to negative comments?
- ☐ Do you know the classic format for a good blog post?
- ☐ Have you viewed your blog on iPads, iPhones, Androids, and tablets?
- ☐ Do you have quantity of content AND quality?
- ☐ Do you check out other “experts” before buying from them or trusting them?

- ☐ Is your blog about YOU in a good way? The way that creates a relationship between you and your readers?
- ☐ Are you committed to working hard, and investing both time and money in your blog and your online business education?
- ☐ Do you “love” your readers back by being accessible and responsive to them?
- ☐ Do you monitor your blog by objective measurements such as traffic stats?
- ☐ Are you investing in your blog in all ways: time, money, emotion, effort, and commitment?
- ☐ Are you careful about “get-rich-quick” online business scams that promise gold and fame for no effort and in no time?
- ☐ Have you checked out all the ads on your blog to make sure you are not hurting your reputation with your audience?
- ☐ Are you putting too much time into widgets, gadgets, and gimmicks to the detriment of writing good content?
- ☐ Can you specifically state the purpose of your blog and what you hope to achieve?
- ☐ Do you create files names for your eBooks and PDFs that read like headlines?
- ☐ Do you use relevant, authentic, commenting on other blogs to market you?
- ☐ Do you use high-quality images and graphics? Do your images make a statement about your blog?
- ☐ Does your blog design enhance or distract from your content or reader experience?
- ☐ Do you make personal reading a daily discipline?
- ☐ Do you use Facebook and Twitter for microblogging?
- ☐ Does your accurately written, correctly punctuated, and efficiently organized content add credibility to your blog and online business?
- ☐ Do your blog posts reward the reader for their time investment in you?
- ☐ Have you evaluated your blog for trivial, egotistical, and unimaginative content?
- ☐ Are you continually educating yourself about new and different ways to monetize your blog?
- ☐ Do you encourage readers to contact you with feedback and questions?
- ☐ Do you routinely ask your readers for advice, ideas, and their opinion?
- ☐ Are your social media links prominent and convenient on your blog?
- ☐ Do you have a comment and privacy policy?
- ☐ Do you give credit generously to anyone who helps you or any content you mention or excerpt?
- ☐ Do you create an image of “bigness” by using professional design and good customer service?
- ☐ Do you really really really believe that you can be a successful blogger?

## **Your readers will not mind if you are advertising and trying to sell products on your blog as long as you give them enough reason to want to read your blog. Value = trust.**

People know you have to make a living, pay the bills, and feed your kids. They will not mind if you try to sell them something as long as it is a reasonable product or service with reasonable value. What people do not like is being constantly bombarded and manipulated with gimmick products that have only one purpose: enrich the seller with little or no value to the buyer.

There are certain writers or companies for which I press the “BUY” button as soon as they put something out because I already know the product or service is going to be worth my money. I do not even care how often they market to me because I am always glad they did. Develop that kind of trust with your subscribers/readers and then you will naturally know the right time to alert them to your new book, product, or service.



Give your readers good service, information that is valuable to them (helps them, benefits them, is important to them), and blog content they look forward to, and your marketing will be welcomed as well.

## **Done correctly, advertising on a new blog can add credibility and an image of being established. Too many ads are annoying and junk up your website.**

Some people believe all advertising is a nuisance and turns people off. Wrong.

Appropriate advertising on a new blog gives the appearance of credibility and establishment. Quality advertisers send the implied message that those advertisers approve of your blog. Quality advertising implies: “I know what I’m doing, I’m experienced.”

On the other hand, sloppy advertising or over-advertising sends lots of negative vibes. Your blog will look messy. The quality of your blog will be reflected in the low-quality advertisers. People will ignore your advertising and then get sick of looking at all the advertising (or waiting for the page to load) and dump your blog altogether.

As you choose advertising for your blog, think: “classy,” “high quality,” and “value to my readers.” A new blog should be ready to advertise for FREE (or advertise affiliate and pay-per-click) until you build enough traffic to merit charging for ads.

**Clean up your widget columns; no one is going to look at 1,000 widgets. Be selective and put only a few so people will actually view them.**

There seems to be some unwritten rule with typical bloggers that the more widgets, gadgets, and blinking banners you have lining the sides of your content, the more you look like you are really experienced so that traffic will magically flock to you. Not so much. Here is the truth: it is ugly. All that junk makes your blog load slowly. It increases the potential for incompatibilities and frozen scripts trying to load. No one looks at them. No one cares about them. They are a nuisance and eyesore.

On the other hand, if you are selective about your gadgets and widgets, and they actually have some value TO YOUR READERS, then people will appreciate them. Widgets should enhance the visitor experience or help you achieve a specific goal for your blog even if that goal is monetization. If the widget does not benefit your reader or further your vision for your blog, dump it.



**Make sure the logo in your header is linked to your home page. This is the common set up and many people will click your logo to go "home."**

While most people have a home link on their blog, it is also common and intuitive for people to click on the blog logo or header with the expectation that this will take them to the homepage. You always want your site to be as intuitive and easy to navigate as possible. Be sure that you link your blog logo or header to the homepage.

## **You should have your own domain name not a Blogger or WordPress address. You look more SERIOUS about blogging that way.**

Having your own domain address appears a lot more serious and dedicated than using a sub-domain of one of the major blog platforms. For example, [www.Riggsfamilyblog.com](http://www.Riggsfamilyblog.com) is a real domain address. A sub-domain address would be [Riggs.blogspot.com](http://Riggs.blogspot.com) or [Riggs.WordPress.com](http://Riggs.WordPress.com). They both work, and will lead people to your blog correctly, but having your own domain name not only gives the impression you are more serious about your blog but will also make your blog look better in search-engine results. This is especially important if you are trying to create a business from your blog and monetize it. When you use free blogging platforms, free e-mail addresses, and free everything else, you do not send the message to your readers and clients that you are willing to invest in your own business. So why should they?

## **There is a difference between stylized, folksy writing vs. sloppy and juvenile writing. Use proper punctuation and do not insult your readers' intelligence.**

Text messaging is a perfect example of sloppy and juvenile writing (I am referring to all the typical shortcuts, abbreviations, and acronyms used in text messaging as well as the lack of proper sentence structure and grammar). Writing the content on your blog like a 12-year-old who spends 10 hours in front of the TV every day is a surefire way to send the message to your readers not to waste their time on your blog.

However, do not confuse careless, sloppy writing with stylized, personalized, or folksy writing. When your content possesses your personality and conveys the down-home flavor of your life experience, it becomes more personal and readable. Boring, sterile, and clinical writing is not much better than sloppy writing.



Stylize your blog posts in such a way that they capture the reader's attention, but remember to do a good job proofing for mistakes: use spell-check, good grammar, and coherent organization.

## **Many blog owners are anonymous and unreachable; do not hide behind technology if you want loyal readers. Use a real name, photo, and e-mail address. Encourage your readers to contact you with any comments or questions.**

It is very common today for a blog owner or on-line business owner to be anonymous. Some people do this because they are afraid of the nuts out there on the Internet, others remain anonymous because they are not good at dealing with people personally, and still

others remain faceless behind a contact form because they simply do not want to deal with people.

It is also common after you have achieved a certain level of success to decide that you are too busy and have too many other important things to do than to be accessible to the very people that have made you successful. I find that to be a huge (and common) mistake bloggers make. If your blog has become so successful that you literally cannot handle all of the inquiries, at least assemble some help who can respond personally on your behalf to those who try to contact you.

If you are one of those people who want to remain anonymous and inaccessible to the people who visit your blog (except via an anonymous contact form), do not expect to develop a loyal personal readership who trust you. People do not trust an anonymous, faceless, contact form or e-mail address like [contactme@myblog.com](mailto:contactme@myblog.com).

## **There is no reason to look cheap and amateur these days. Designers are inexpensive and libraries of pre-finished designs are abundant.**

There is no excuse these days for having a blog that has a poor design, cheesy clipart, or bad images. Blogging has been around for 10 or 15 years now and there is an endless selection of high-quality blog designs, clipart, and stock images.

While a lot of that content can be found for free, the really high-class stuff will cost you a few bucks - but it is worth it. You can get a world-class blog theme for less than 100 bucks, sometimes half that. You can subscribe to a clipart and image website like [www.istock.com](http://www.istock.com) and get impressive and high-quality graphics to put on your blog or website.

Remember, you are competing with millions of other blogs. You need to be willing to invest a few bucks here and there in your success. Given how inexpensive it is today to get world-class designs and art for your blog, you should count your blessings. These types of services cost thousands of dollars when I started blogging 15 years ago.

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Your friends and fellow bloggers will love you for letting them know:



## Have a blog design that **FITS** your audience and do not just do what everyone else is doing unless you **LIKE** being lost in the crowd.

If you are on the Internet much and read a lot of different blogs, no doubt you have seen the tendency of people who "monkey see monkey do." A particular style, color scheme, or collection of clipart will show up on a successful blog; the next thing you know, there are 100 other blogs that look exactly the same way.

While there is something very real and legitimate about mimicking success, you should always keep your own audience personality in mind as you design your blog around the topics and interests that define your blog. Your blog design should illuminate and enhance the message you are trying to convey to your readers; this includes the way your blog is laid out, the graphics, the fonts, and the color scheme. All of those should work together to make your readers feel "at home" when they visit your blog and read what they have come to expect from you.

Instead of mimicking what the "big blogs" do all the time, dare to be different and present yourself as one of those big blogs. Lead the way with your own design ideas and layouts. Yes, it can be a risky step but if you want to be a truly successful blogger, you have to quit following and start leading.



## **Find successful bloggers and ask them to give you their cold, hard, and objective opinion about your blog. Better something now than failure later.**

Most people are afraid to get a hard-hitting objective evaluation of their blog. You should not be. Find a proven designer and ask them to critique your blog design, layout, and use of colors, fonts, and images. They may totally blister you but it is better that you hear that from one professional than have to discover it after two years of blogging failure.

In the same manner, find or hire a professional writer and have them read a few of your posts and give you feedback. You may have to invest in professional editing help for a period of time as you strengthen your writing muscles, but it is worth every penny. Your blog will live or die on the quality of your writing, and yet most bloggers will not spend a penny to improve their writing skills and they get offended if someone tells them they could improve.

If you are just getting started blogging, now is the ideal time to begin this evaluation process. Better to find out what is wrong with your blog, or your writing, while you only have a few posts and a few readers. With the evaluation in hand, you can work to correct any weaknesses as soon as possible and get started building a successful blog.

## **Spend a little time learning about COLOR. Colors that do not match, do not fit your blog "mood," or are harsh to view are traffic-killing colors.**

It is amazing to see the awful mess of color that I find on many blogs. Using a complementary palette of colors that is suitable to the topic of your blog, and the personality of your readers, goes a long way towards helping people feel at home when they visit your blog.

You can educate yourself about the use of color, hire a designer to help you develop a color palette, get some software that will help you with colors such as <http://colorscerner.com>, or find a blog that already has a nice color scheme and set your blog up similarly.



There are a lot of colors that simply do not work well together. There are other colors that are very harsh and irritating to readers. Still other colors do not fit the mood or personality of the message of your blog. Having a good color palette for your blog is one of the primary elements of good design.

**Your blog footer is no longer an afterthought for fine print. It is a prime marketing area. Check out the big blogs and mimic them.**

It used to be that a blog footer was simply a place to throw some copyright information and some fine print. Those days are over. The blog footer is now a primary location for all sorts of valuable information: links to interior pages, advertisements, and social media icons. There really are no rules about what you can put in your footer; those are just some of the common items.

View your footer as a valuable piece of real estate that is available on every page of your blog. Your readers will see it over and over every time they visit so use the space wisely and to your benefit.



**My personal recommendation for new bloggers is a two-column blog (body and one side column). You will do well to make just that much engaging.**

People come to your blog primarily to read the content. The sidebar columns, like advertisements, are generally ignored unless they contain truly useful information in a sparing and organized manner. People rarely look up and down even one extra column on a blog much less two or three. I do not have any scientific evidence to back up that statement, which is just my gut feeling from a decade of experience.

I recommend for new bloggers - or for bloggers who just want to be on the safe side - to limit their blog to one column for blog content and one column for sidebar information.

## **Put your BEST stuff right out there for new visitors ("my best posts"). You get one chance to wow them, give new readers a link to your best.**

There is a "first time" for every reader who visits your blog. You might get lucky and grab them on a day when you have posted something magnificent; but to be safe, you should be able to clearly redirect new readers to your very best material on their first visit.

Have a page that lists your best blog posts, your flagship products, and your most helpful information, so that you make the very best impression on each and every new user the first time they visit. Rarely will you get more than one chance to gain their repeat visit. If you lose them the first time they show up, a reader will almost never come back to your site again by their own initiative.

On your homepage, in prime real estate right where every person will see it, make sure you have a button or link that attracts every first-time visitor and gives them a place to go and be immersed in the very best you have to offer.

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**If you are serious about blogging, do not use the FREE Wordpress.com blog. The limitations are not worth it. Spend the four or five bucks a month and get a real hosting package that gives you complete creative and functionality control.**

Every day I hear from people who are switching over from blogger.com to WordPress. A lot of people use blogger.com because it is free and it is simple to use - both of which are true. WordPress is the choice of professional bloggers because of its flexibility and availability of themes and plug-ins. It is for the same reasons I recommend you use WordPress for your blog too. However, I do not recommend that you use the free blog you can get at WordPress.com which comes with unacceptable



limitations such as the restriction on the use of JavaScript. Invest the four or five bucks a month toward your success as a blogger and get a hosted WordPress account.

I use and recommend [Arvixc](#). I have tried many hosting services and [Arvixc](#) has provided me with years of reliable and quality hosting service. [Get your Wordpress blog set up in just a few minutes with Arvixc by clicking here.](#)



**Be aware of the width of your blog on the many different-sized monitors. Making people scroll horizontally is both annoying and a sure sign of an amateur.**

There are many different sizes of monitors. Most bloggers tend to think that all their readers are viewing the exact same thing on their monitor screen as the blogger is viewing. Monitor sizes vary widely so do not assume your great, big, wide blog on your beautiful 27-inch monitor is going to fit nicely on a common 19-inch screen. A safe maximum width for blogs is about 1200 pixels. Most blog themes and skins will allow you to set the exact width of your blog, which will include both the column for the blog content and any sidebars.

Resist the temptation to use a full-width or "fill the screen" blog setting. There are millions of people on the Internet and screen sizes can range from little 10-inch tablets up to 30-inch monitors, from 900 pixels wide to over 2000 pixels wide. When you choose a full-width "elastic" setting for your blog, you have no idea what kind of crazy layout will show up on monitors that vary so widely in size and pixels. Use a fixed-width size for your blog no wider than 1200 pixels, and if you want to be really safe: no wider than 900 pixels.

**Make a purposeful decision on how you arrange and order the information on your page. The most important things you want your viewers to see need to be at the top. You only get one shot.**

Keep in mind that you only get one first impression for new readers. Your existing readers know what to expect when they return to your blog, but first-time visitors have to see your best stuff and get the best first impression you can deliver. You only get one shot most of the time.

Given that, make sure that you have "new reader" buttons, links, or information in prime real estate right at the top of your blog where it will be seen immediately by first-time visitors.

The same principle is true for return visits when it comes to information or widgets in your sidebars. Make sure you organize your blog so that the most important stuff will be seen at the top. Most returning visitors have already read your old posts and will not go too far down your page. They will only see what is in the first one or two screens of your blog vertically. Make sure all your important stuff that you want them to see is in that first or second screen.

**Make sure you have a clear, easy, and fast way for people to contact you. Use a real name – do not be a faceless shadow behind a keyboard.**

Be sure to give your readers a quick and easy-to-find way to contact you. The way you build personal loyalty is to be personal. If you hide behind a faceless anonymous contact form and no one ever knows you are a real person, do not be too shocked when you cannot build loyalty from real people.

I understand that some people are nervous about putting their contact information out there because they think there are nuts roaming the internet who will track them down. You can use a box number at the post office if you do not want to list your physical mailing address. You can get a second phone number at Skype or Google phone if you want to have just a "blog phone number." If you are really paranoid or have your own other reasons, you could even make up a new name and personality that becomes your blogging persona much like a writer who writes under a different name.

Some people are worried about putting their e-mail address or phone number out there because of junk mail and spam, but that is just part of the process of doing business on the Internet. There are lots of good filters for junk e-mail. After being on the Internet for over a decade with an easily discovered phone number, I personally do not find that I get very many marketing phone calls. Also, considering my blogs and websites list my real name, my phone number, a P.O. Box, and my e-mail address, I have not had any problems despite a large internet audience and over a decade of internet exposure.

**Be very careful with your “About Me” page. Let people know you are real, personable, and truly appreciate they take time to read your blog.**

Guess what people find out on your "About Me" page? They find out about YOU. Are you a blogger trying to create an on-line business, or are you competing with millions of faceless scammers, marketers, and people with their hands out?

I believe the way to get a clear edge over everyone else is to build loyalty and trust with your readers by being real and personable. That does not mean disclosing every detail of your life and family, but it does mean telling them enough about you that people feel like they know you, trust you, and that you have a real appreciation for them.



Use the "About Me" page to express your appreciation and gratitude that your readers have taken their valuable time and invested it in you. You should never take that for granted because there are oceans of bloggers out there relentlessly trying to steal your readers from you.

**Put things like your “old posts” and “favorite links” (blogroll) on other pages, not your Home page.**

Many bloggers make the mistake of junking up their home page with all sorts of lists of favorite links, archives of their old posts, and a truckload of widgets and gadgets. This causes visual overload and your readers simply ignore them (best case) or it runs them off (worst case).

Create a single link on your homepage sidebar that goes to another page that lists your blog post archives. Create a single link on your homepage that goes to another page that has a list of all your favorite links and blogs recommend (your blogroll). Analyze all of the lists of things you keep in a sidebar and see if that would not work better on a separate page where you can more fully expand that information and it will not junk up your homepage.

**Go through your blog occasionally and makes sure all the links and pages are working properly.**

A blog with a bunch of broken links and missing pages will quickly frustrate visitors and run them off. An existing loyal reader might tolerate a few of those and come back (or even shoot you an e-mail letting you know about the problem, assuming you have made yourself to be a real person who values reader comments) but a new reader will almost certainly abandon your blog quickly if the links are broken and pages are missing. Your credibility and trustworthiness as a blogger is demonstrated by how well you care for your own blog.

## **Make it brain-dead easy and lightning fast to subscribe to your mailing list.**

I have been on many blogs where it is hard to figure out how to subscribe to the blog and get notifications of new content. It is very rare that people will simply come back and visit your blog routinely hoping to see something new. You must give them an easy way to be notified of new content. The most common way to do this is to have a subscriber mailing list. Once you set up your subscription list, be sure to put an easy way for people to sign up in a very conspicuous and prominent place on your blog. You never want to miss the chance at getting a new subscriber because a visitor did not see your list sign-up button or form, or because they could not easily figure out how to fill it out.

Always keep in mind that blog readers have an endless choice of blogs before them. If you make it difficult or complex in any way for them to use your blog, they will abandon you without so much as a “fare thee well.”

## **Give them an offer they cannot refuse to sign up to your mailing list.**

Almost every blog tries to get people to sign up for their mailing list. That has caused e-mail fatigue with most people and it has gotten to a point where they simply will not sign up for your blog just because you ask them to.

If you are an extremely good writer with a reputation for content that people just cannot do without, you may be able to get people to subscribe to your mailing list based on reputation alone. If you are not in that top 1% of elite bloggers however, you are going to need to offer some incentive for people to sign up to your mailing list.



You might offer a free report, and e-book, or some sort of service that you provide or other valuable information for your reader. Most of the time you only get one chance to entice them to sign up for your e-mail list, so make sure you give it your best shot and offer them something they have a hard time refusing.

## **Check your blog on different computers with different browsers to make sure it displays properly.**

Gone are the days of single-sized monitors with one Internet browser on one computer platform. Today we have Windows PCs, Macs, Androids, Tablets, Smartphones... all sorts of devices that display blog pages. You have Safari, Chrome, Firefox, Internet Explorer, and a host of other lesser-known browsers to choose from. There are 30-inch-wide high-resolution monitor displays all the way down to 2.5-inch Smartphone screens. Be sure to check what your blog looks like on a variety of devices, screen sizes, browsers, and operating systems. You do not have to go out and buy all those things,

just ask your friends or colleagues if you can check out what your blog looks like on their device.

**Do not be tempted to continually test and use the latest cool blogging format and presentation. People like familiarity. In the end, they are coming to your blog to READ, not be a guinea pig.**

There is a huge difference between market testing and keeping your blog design fresh, and continually fidgeting with your blog and never settling on something your readers can get used to.

We are creatures of habit and comfort and we like what is familiar. You do not go in and repaint, re-furnish, and redesign your house every day. You settle in on what you like and you are comfortable with. Occasionally you might decide it is time for a change, which brings a sense of refreshing or re-energizing. A blog is the same way. Pick a great design and settle into a format and style that your readers can become familiar and comfortable with. You will know the right time for a complete redesign that will inject some new energy and life into your blog experience.

Click to Tweet and Facebook this eBook.

Your friends and fellow bloggers will love you for letting them know:



**Make sure you have an easy-to-find list of your favorite posts so you can make the best first impression.**

Most bloggers will have a handful of posts that I call their flagship content. It is the very best of what they have written and what they are most proud of. Make sure you have a link or a button in a prominent place on your homepage where new readers or any reader can quickly go find that content to either read it or refer other people to it. You also need to keep that list fresh by adding new content or trading out newer content that is even better.

Do not underestimate the power of this best-content list. Very often it will be the page that people bookmark the most and use when referring others to your blog.

## Do not give in to your ego and post about stuff that does not fit your blog.

Your blog about home cooking does not need your opinion about the Presidential election no matter how passionate you are about it. Resist the temptation to use your blog as your own personal brain dump and editorial column unless that is what your readers expect your blog to be. I know a guy who writes a blog about creationism in the Book of Genesis and also throws all his political opinions on the blog as well. It makes no sense. People who show up to read his creationist material get put off by all the political content, and people who show up for the political content cannot figure out what in the world the Book of Genesis has to do with politics.

Of course, it is your blog and you can write about anything you want. Remember though that your readers have a choice not come back if you decide to gain their loyalty with one topic and then, contrary to the material that brought them to your blog in the first place, decide you want to pontificate about something else. This is especially important if you are planning to throw something controversial on your arts-and-crafts blog like religion, or weigh in on politics in the middle of your gluten-free-recipe blog.



## Writing is like any "sport"... the more you practice, the better, stronger, and faster you get.

A lot of people have the misconception that if you do not have the natural gift to write then you will never be a decent writer. That is a false notion. Anyone can be taught to write up to a fairly good standard by following basic writing rules.

I have been doing graphic design for 25 years. I know that I can teach just about anybody to do decent graphic design if they will learn a few basic rules and follow them. To be a great designer at the next level, you do need some of that gift of natural artistic ability and creativity.



Writing is the same way. If you learn the basic rules of writing and follow those guidelines, you can be a decent writer and be ahead of about 90% of most people. The good news is that the more you practice, the better you get. Writing is like working out your muscles, the more you do it, the stronger your skills will become and the more writing you can produce.

Learn the basic rules of good writing and discipline yourself to write something every day even if it is just for practice. Over time, you will be amazed at how much you improve just through the workout of writing.

Case in point... the eBook that this tip is part of is over 24,000 words. I wrote it in one long day. How? Practice. I have strong and durable "writing muscles" from years of practice and working out.

## Mimic success. There are a lot of “fakers” out there but when you do find a “winner” blogger, imitate their success.

It does not matter what goals you are pursuing in life, if you will identify those who have gone before you and become successful, and then mimic their discipline, methods, and choices, you will have a huge head start towards achieving your own goals.

In the on-line business world, you will find that only about 1 out of 10 bloggers are doing anything more than selling you rehashed material about "how to make money online." They have never made any money on-line or been successful on the Internet other than selling information on how to do that. It is like the old "no-money-down real estate" programs that proliferated back in the 80s and 90s. Most of those guys never actually made any money in real estate, they just made a bunch of money selling books on how to make money in real estate. The same thing is occurring with on-line business today.

You need to find someone who has been successful in actually building a real on-line business, preferably with multiple income streams from various sources and who can show you how it is done. The temptation for most people is to immediately copy the "how to make money online" material, and go out and find the next generation of suckers who will buy it. Yes, a lot of people make money that way. I happen to have a conscience and I am hoping you do too. I would rather teach people all the legitimate ways to actually make money utilizing the Internet than perpetuating the "on-line business sucker scheme."



## Sign up for a photo-library service and use quality images to give visual appeal.

There is no excuse for having crummy images on your blog. Unless you are a photographer or enjoy photography as a hobby, you probably will not want to spend the time and effort to come up with your own images all the time. You definitely should have images to enhance the visual appeal and interest they bring to your blog. Many of the really nice blog themes or skins will look for images in your posts to create excerpts on your homepage or search-results page.

There are many on-line stock photography libraries that contain incredibly high quality clipart, photos, and even animation. The better the quality, the more it costs, but you are only talking about a few bucks for most images or clipart in the size that you need for a blog post. My favorite service is [www.istock.com](http://www.istock.com).

## Perseverance is the main difference between success and failure in blogging. Most bloggers will quit in the first year.

Over 10 years ago when I started blogging, we were still at a time where most people could build a blog and new readers would come simply because there was still only a small community of blogs to choose from. Once blogging increased in popularity, that number grew exponentially. The bad news is that you are competing with literally tens of millions of blogs for the attention of readers. The good news is that 99.9% of those bloggers will quit in the first few weeks or months. The longer you keep at it the more you will win new traffic by attrition. Once you establish yourself as someone who can be counted on to hang around and readers know you are not going anywhere, you will build loyalty with them and they will refer other people to you.

Every day I run across new blogs that are just getting started and announce all their grandiose plans to take over the blogosphere. Occasionally I will go back and visit them a few weeks or months later and most of the time they still have the same handful of posts they started with, followed by a post apologizing for not having posted for a while.

The longer you keep at it, the better chance you have to be successful at blogging. You have to realize the quantity of competition out there; and, that on average at this point in the life of the Internet, it will take you two to five years of consistent blogging to build up an audience. Unless you get extremely lucky, or you are an extraordinary writer, you have to be patient and be in it for the long term to increase your chances of success.

## Headlines, sub-heads, and callouts are what attract the reader's attention and give them instant reason to read your blog post.

I have helped many bloggers and authors who write great big, long, and boring paragraphs. While it would be nice if most people could still read long bodies of copy and discern them, the reality is that it is just not where we are at today.

By writing in short paragraphs and using headers, sub-heads, and callouts, to provide a sort of visual roadmap through your content, you will better keep your readers attention and also give them the ability to quickly evaluate the message and determine if they want to invest the time to read it.



In other words, I can look at the title, glance at the sub-headings, and read a callout or two and get the general idea of what your blog post is about. Given that, I can make an instant determination of whether or not I want to read it.

Novice bloggers will immediately think "we don't want them to do that, they may choose not to read it." That is a rookie mistake. By honoring your readers' valuable time and trusting them to make the decision about whether to read your post, you build loyalty and trust with them. Every reader is not going to love every post you write, or even want to read it, so you have to come to grips with that sooner rather than later. Your readers will appreciate your giving them what is needed for them to efficiently and safely determine if your current blog post is something that is relevant to them.

## Have a sense of humor in your writing but be careful of off-color, localized, or social-issue humor which can turn off readers.

I have a relentless sense of humor. Humor is a wonderful way to create interest and cultivate loyalty with readers. But you have to be careful with it on the Internet because you have such a widely varying audience.

You are going to have people of all political persuasions, all sorts of religious beliefs, and a huge range of tolerance for what kind of humor is appropriate. You have to be careful with the words you use as certain words, topics, or stereotypes that you think are hysterical may be really offensive to others. You also have to deal with the reality that we live in a very oversensitive and easily offended world who claims "tolerance" on one hand while in reality being utterly intolerant of anything that even slightly rubs them the wrong way.



That does not mean you have to shy away from using humor, you just have to be savvy about it.

## Share your opinions and experience but do it with your reader's interests in mind, not your ego.

There is nothing wrong with sharing your experiences, feelings, and opinions on your blog regardless of what the blog topic is. A sterile and clinical blog is not generally a very interesting blog. People do not become attached to screens full of text but rather to the person and personality behind the content.

Many bloggers lose out on the personalizing benefits of weaving in their own opinions and experience into their content even if it is a blog about golfing or recipes or business. People relate to people. Your experiences make your advice and information more real and believable. Your opinions build trust as they prove themselves to be true in the lives of those who read them and put them into practice in their own life.

Now a warning for the flipside... If your opinions and experiences are not relevant to your blog topic and do not work to enhance the material to your reader, then leave them out. If you use your blog to whine, complain, or get on a soapbox, and it is not highly relevant to your blog topic, then you will quickly run off people. If you simply use your blog as a place to hear yourself talk about yourself then you run people off even faster.

Learn to use your experiences and opinions in a way that helps your reader and creates an emotional attachment between you and them. That is the kind of loyalty and interaction that will bring them back for a long time.

Click to Tweet and Facebook this eBook.

Your friends and fellow bloggers will love you for letting them know:



## When you get a writing idea, never think "I'll remember that for sure." Write the idea down immediately and keep a little library of writing inspirations.

I cannot even count the number of times I have had an idea for a blog post or website or a new product and thought the idea was so magnificent and so exciting there was no possible chance I would ever forget it. When I woke up two hours, later there was no possible chance of me remembering.

Now when I get an idea, I always write it down no matter how insignificant or how magnificent I think it is. By writing it down, my mind can be at peace that I will not forget it or overlook it later. I may not even act on the idea at that point, but it becomes part of a list of ideas and inspirations that I will read over every so often looking for ways to improve or expand my blog or business.

There are several ways you can do this. I recommend an electronic version and not paper so that you do not have to worry about losing it or having it destroyed over time. Write your ideas in an e-mail and send it to yourself to store it in a folder. Or get a note-taking application and write it down there.

MY FAVORITE: "The Brain" software. You cannot beat this software for storing your ideas, ALL OF THEM, for the long term where you can quickly retrieve them later. Get it here [thebrain.com](http://thebrain.com), you will love it.

## Use a real e-mail list management service to build your reader list.

A lot of bloggers try to manage an e-mail subscriber list with a contact form and their desktop email program. That is okay for a small handful of e-mail addresses, but there are lots of disadvantages to it:

1. You have to manually manage the e-mail subscriptions.
2. You have to manually manage people who want to get off your list, which can be discouraging when you see people request to be removed.
3. You have to send out your e-mail through your local e-mail provider, which can get you put on a spammers list.
4. It is not automated.

With a real list-subscriber service such as [Aweber.com](http://Aweber.com), your e-mail subscriptions will be handled automatically. People can subscribe or unsubscribe and you do not have to manage it. Your e-mails to that list are sent out through a well-known and protected e-mail sending service so they will not get blocked by spam filters. When people unsubscribe, you do not even have to look at the request or know about it.



Also, services like [Aweber.com](http://Aweber.com) which is the one I recommend, offer you newsletter templates and list-campaign services which are one of the best ways to stay in contact with your subscribers. You may even be reading this blogging tip in an e-mail that was sent to you as one of my subscribers.

## Try to keep writing to paragraphs made up of 3-4 sentences. Long blocks of text send a visual message of "too much work to read."

When people come to your blog, the first thing they do is not to read your blog post but they "look" at your blog post. They take a visual snapshot of it which sends a lot of unspoken messages.

If your blog post is a title and one or two great big long paragraphs of text, you are sending this message to them: I want you to work really hard to dissect this big long

paragraph of text to figure out what I want to say to you. You can probably guess that is not the message you want to send. Learn to write in short paragraphs of 2-4 sentences. Vary the number of sentences and links in your paragraph. If every paragraph is exactly the same length, the post will appear methodical and boring, so mix it up.

## **There are a lot of differing opinions about how often to post, which means there is no one-size-fits-all answer.**

How often should you post? This has been argued ad nauseam and for as long as blogs have been around.

Some experts claim you should post every day. Some claim you should post once a week. Others will argue that every day posts will wear people out, but if you only post once a week people will have time to forget you.

The real answer is: there is no answer. You have to know your audience and what they want and expect. If you are writing a blog about parenting, you might be able to post once every two or three weeks and give them plenty to read and practice. It may take them two or three weeks to digest and test out everything you taught them.



On the other hand, if you are writing a blog about football and you post every three weeks, you probably just missed two weeks' worth of games in between. There are some topics like making money, improving your life, or gardening (especially in the springtime), where you could post something every day and people would gobble it up. If you are blogging about the latest and greatest bargains and deals and sales on Internet shopping sites, you might be able to send out multiple posts every day.

You have to know your audience, what they want, what they expect, and in a positive sense, what they can tolerate. That is how often you should post.

## **There are a lot of differing opinions about how long a post should be, which means there is no one-size-fits-all answer.**

How long should your posts be? Should they be long or should they be short? Yes.

In other words, there is no one-size-fits-all answer. The length of your post should fit the topic, the goal of the post, and most of all the expectations of your readers.

Many novice bloggers make the mistake of equating length with expertise, or not understanding that their passion is not always equal to their readers' interest. Sometimes as a blogger you have to learn the fine art of wetting their whistle, and teasing their interest in leaving them wanting more so that you give them a reason to come back. That is not the same as bait and switch, which is promising something and not delivering. Doing that is stupid and will lose your readers fast.

Now I will say this from experience: most people do not have the reading skills or attention level to read long posts anymore. If I had to give you a reasonable maximum

length for most of your blog posts, I would tell you about 500 words maximum. If you force me into a corner and simply want a good reasonable word count target for each post, I would tell you about 400 words. That is my best advice based on over a decade of writing experience.

## **Typos, bad spelling, and poor grammar are unnecessary distractions that cast doubt on you in many ways. Get someone to proofread your writing.**

Just about every word-processing software or browser application has a spellchecker on it which usually includes grammar as well. If you cannot find a friend or relative who is good at proofing, you can hire someone to proofread your material. There are many different sites on the Internet for very inexpensive rates. [Check out my other books for information about to find contract help.](#)

Everything you write leaves an impression. You can get away with a few typos and errors here and there, especially if you are someone who writes a prolific amount. But if your writing is full of spelling errors, it simply makes you look uneducated. If your writing is full of poor grammar, it will erode your credibility. If your writing is full of typographic errors, then you simply look careless.



Learn to proofread and spell-check your blog posts. The best method is to use another person to proofread as the worst person to proofread your own material is you.

## **Learn how to set up a “new-subscriber” campaign so that you are maximizing your invited presence with your readers.**

When you get someone to sign up for your e-mail subscriber list so that they can receive a notification about your new blog content or some free report or e-book from you, here is the worst thing you can do: send them a thank-you email. And that is it.

Yes, of course you should send them a “thank you” but that is a golden opportunity to continue building a relationship with them. They have given you permission to put yourself face-to-face with them electronically. You should take advantage of this in an appropriate and professional manner.

The best way is to have a new-subscriber campaign set up at your e-mail list-subscriber service. I have been using [Aweber.com](#) for many years and recommend them to all my new blogging clients. They will handle your subscriber-list management, e-mail newsletter needs, and best of all, allow you to set up a new-subscriber campaign that works something like this: you create a series of e-mails that go out at a scheduled frequency to every new subscriber.

In other words, let's say I set up a new-subscriber campaign of three e-mails. The first e-mail goes out immediately, tells you “thank you for subscribing,” and gives you a list of all my “best of” links and a link to the free report I promised you. Then I scheduled a

second e-mail to go out seven days later again thanking you for subscribing, asking you how you liked all the material I sent you, and letting you know about my on-line discussion forum and inviting you to visit. Then I schedule a third email to go out 30 days after the second e-mail that again thanks you for being a subscriber, says hellos and asks you if you have any questions I can help you with. That third e-mail would also present a list of other products and services I have through my blog.

The variations and combinations of how that can be used are of course endless and limited only by your creativity. You may even be reading this tip from me as part of a subscriber campaign.

## **Never e-mail your subscriber list with anything less than something of value for them. Spamming will kill you.**

True spamming will ruin your subscriber list as fast as anything you could come up with. Your subscribers will not mind if you send them an occasional e-mail of value that presents something they can buy from you. Most people are reasonable and realize that while you give away a lot of free information, you still have the primary goal of building a business and making a living.

If the products and services that you offer to your subscriber list are truly of value, not only will it not bother people to receive those e-mails, they will actually look forward to them. There are plenty of writers, vendors, and companies that cause excitement when I see an e-mail from them. It does not matter whether they are sending some free helpful information or sending me a product or service to consider. They have earned my trust and so I am glad when something shows up from them. That is the kind of relationship that you need to build with your e-mail list and then you do not have to worry about them ever thinking you are spamming them.

## **Do not duplicate your posts on other blogs, article services, or sites. You will get penalized.**

Resist the temptation to duplicate your blog posts and articles out on other people's blogs or at article sites. Duplicated content does not benefit you and can even get penalized by large search engines such as Google.

The way to disseminate a particular blog post into multiple blogs and articles is to rewrite the post each time it goes out to another location. That may sound like a lot of work but it is worth the benefits. First of all, you do not have to reinvent all the content, you already have it. All you need to do is rewrite it or have some other writer rewrite it. Then you can take those variations and post them out on other blogs or into article services so that you will benefit from the increased exposure of that article all across the Internet.



## Avoid the endless offers to exchange links, get free writing for your blog, and to purchase guaranteed “ranking” or SEO (Search Engine Optimization) services.

Once you start a blog, you will get swamped with junk offers promising to do things for you the easy way. The age-old rule applies: if it sounds too good to be true, it is.

The only people you want to exchange links with are other bloggers who write within the same community as you and who have relevant blogs where both of you benefit from the exposure.

All the offers you will get for people who say they will write free content for you usually end up giving you junk with a couple of embedded links to their site or service. Once in a while you might get some decent content, but not usually. Either way, you have to be willing to allow them to link to their site or blog from within the blog post.

Any offers you get for “guaranteed search engine results” or “automated SEO” are garbage. There is no magic service you can buy that is going to get you to the top of the Google search results. There are lots of ways to get there, but none of them include paying \$79 to some service who promises to post you to 800 search engines and get you on the first page of Google.

When you get offers for services like this, the best thing you can do is find an experienced successful blogger and ask them their opinion. Since they have probably already wasted thousands of dollars (which many of the first-generation bloggers had to do to learn the lesson), they will be more than happy to tell you if something is a waste of time.



## Link to other quality blogs and try to get links from other quality blogs to build traffic and ranking.

One of the best ways to build traffic and search engine ranking is to have your blogs linked to other relevant and popular blogs. This is not as easy as it sounds because a larger successful blogger really has no compelling reason to simply slap your link on their blog. So you have to offer them something in return.

It might be a guest blog post, but usually successful bloggers are inundated with people begging them to guest post. You might trade some work for a link, even if it is just a mention in a blog post. Think of something you can barter with that blogger.

A good successful blogger will not simply link to you for money unless you have a blog that helps build his reputation. If you offered me \$1000 to put your link on my blog, but your blog would offend my readers or tear down my reputation, I wouldn't take \$10,000 to give you a link. Keep that in mind as well.

Sometimes you have to be creative, but if you can get your links onto popular relevant blogs then it can quickly lead to increased traffic and higher search-engine results for your blog.

One new way to maximize blog linking is through a traffic-builder service like Linky Tools. Linky Tools created the "blog hop," which is simply the method of sharing a list of links across many blogs so that you can hop from one blog to the other using that same list. You can check out Linky Tools here: <http://www.LinkyTools.com>

Click to Tweet and Facebook this eBook.  
Your friends and fellow bloggers will love you for letting them know:



## **Post sincere and quality comments on other blogs to build links and exposure for your own blog. People love comments and you get exposure.**

Don't you love getting good comments about your blog posts? Of course you do, so you realize that other bloggers love it too. But what they do not love is the fake two- or three-word comment meant to simply give you an opportunity to provide a link back to your own blog. You may fool some new bloggers into posting those insincere comments, but they never get past the kinds of bloggers who you really hope will approve your comments.

One of the very best ways to get your link out there and to build interest to your blog is to show genuine interest in other bloggers and invest the time to submit authentic and thoughtful comments. Most bloggers are happy to allow you the chance to leave your link because you have taken the time to help them build their blog by leaving a good comment.

Some bloggers make the huge mistake of disallowing all links in comments. I know there are some people who will abuse this, and you can simply not publish those comments, but to me it is the height of both arrogance and a lack of appreciation to tell someone they cannot leave a link back to their blog when they just took a chunk of their valuable time to read your blog post and add a valuable comment to the conversation. I do not care how good someone's blog is, if they refuse to let an authentic commenter link back to their own blog, then in my opinion they are not worthy of that person's time because they are declaring that their time is valuable and the other person's is not.



There are a lot of on-line business gurus and blog-traffic building experts out there who will teach you methods on how to quickly and insincerely comment on other blogs for no other purpose than getting your link on that blog. They will even teach you to hire contractors to go out and do it on your behalf. I find this to be dishonest and I am a firm believer that what comes around goes around.

## Use traditional on-line and off-line marketing to grow your blog.

People often ask me how to market a blog. How can you grow your traffic and build your online business? There was a time 10 or 15 years ago, that simply getting something good on-line would bring traffic because there was not a lot of competition. If you build it, they will come... Those days are long gone. Now you have to grow and market your blog or on-line business just like you do any business, and that is by utilizing all sorts of various techniques both on-line and off-line, using new and traditional methods.

A few available methods are: pay-per-click campaigns, banner advertising, magazine advertising, participate in forums, writing reviews and guest posts, paid search engine results, link exchanges, e-mail marketing, newsletters, and video ads.



There is no one magic way to market your blog, nor should you dismiss traditional ways to market. Learn to use the best of both the old and new marketing methods to your benefit.

## Do not wear out your Facebook and Twitter accounts as simply a way to publicize your blog posts, pitch products, or tug on heartstrings for donations.

Some people wear out their Facebook and Twitter accounts with an endless stream of what is basically electronic junk mail or heavy-handed, emotionally intensive appeals for donations for this cause or that. This wears people out over time.

If you market a business and people expect nothing but product and service sales pitches from you, they may still choose to follow you. But if you lure people in on a personal basis to then bombard them with the latest deal on Amazon or Etsy, you are going to irritate them quick.

Make sure you use your Facebook and Twitter accounts appropriately. Keep your messages relevant to the reason why people became interested in your Facebook page or Twitter account in the first place.

## Interact with other bloggers to build traffic across both your audiences. Be careful though, some bloggers only believe in one-way streets. Look for those who will reciprocate.

You have an audience. Guess what? Other bloggers have audiences to which represent potential growth to your audience. Good bloggers realize that there is far and away enough people on the Internet that it is not dangerous to share your people with other

bloggers. There is no reason to be territorial as a blogger. You can work with other good bloggers and develop crossover traffic from each other.

There's a couple of tricks to this though. First of all, if the other blogger has a much larger audience than yours, you will need to sweeten the pie for them in order to tempt them to allow you to address their audience or to get them to promote your blog to their readers. That principle is also true when you are approached by a blogger with a much smaller number of readers than you have.

The other thing to be careful of is bloggers who absolutely want to get in front of your audience but do their best to keep you away from theirs. Sometimes bigger blogs have all the leverage and there's not much you can do about it except to try to seek out blogs that are more equal to yours in size and influence. Be alert for bloggers who are territorial and simply want to steal your readers without any intention to reciprocate and allow you the opportunity they are asking for.

## **Learn about ways to monetize your blogs. There are lots of options and they all have positive and negative components.**

Many people start a blog to make money. Other bloggers maintain their page for a while, start to see some blogging success, and decide to up their game and really aim for profits. You can go either route.

There are many ways to monetize your blog and it is far too big of a topic to explain it all here, but I will give you enough information to make sure you are headed in the right direction. Some of the most popular ways you can monetize your blog include: pay-per-click advertising like AdSense, direct-sale advertising, writing reviews for products and services, writing for other blogs, affiliate-sale programs, selling e-books or reports, offering a membership site, and if your content is really worthy of it, you can simply ask for donations to support your writing.



Check out some of the books I have written that explain this topic more fully:  
<http://www.brentriggs.com/stuff>

## **Write a great post with your best expert advice or opinion and shop it to BIG blogs that fit your target audience. You will strike out most of the time, but one hit can be magic.**

Do not let anyone lie to you; it is very hard to get accepted as a guest poster on a large successful blog. They are inundated with submissions for guest posts every day. You have to write a standout post, send it to them at just the right time for them, and have a little luck tossed in for good measure.

Does that mean it is not worth the effort? Absolutely not. It is worth the effort if you swing the bat 1000 times and get one hit on a really big blog, resulting in exponential growth for your blog overnight.

So write a home-run blog post and, with dogged determination, submit your post to the larger successful blogs that are relevant to the topic and your own readers' interests. It may take some time and effort, but if you get that one magic chance, it could pay off big time.

## **When commenting on other blogs, add real wisdom, answer questions not addressed, or bring up new points not considered to draw interest to your own blog.**

Commenting on other blogs is almost as good at drawing interest to yourself as is writing on your own blog. If your comment genuinely benefits the readers of the other blog, they will naturally be drawn to your blog. You can do this by adding some real wisdom to what has already been said, or perhaps you may answer a question that was not addressed in the original blog post but should have been addressed. You might bring up some points of conversation and topics that are relevant that also happen to be the kinds of things that are found on your blog.

A good blogger is not stupid, they realize that commenting is a way to draw attention to yourself as a blogger. Successful bloggers do not mind this technique as long as you are not obnoxious, spamming, or submitting a bunch of worthless comments meant only to link back to your own blog.

## **When using affiliate links or promotional links in your posts, make sure to disclose your profit relationship to your readers. Do not try to fool them or pretend you have no monetary motives.**

Never try to fool your readers when it comes to affiliates, commissions, or promotions that you benefit from. With few exceptions, your readers do not care that you profit from recommendations as long as they trust you. They realize that you are actually teaching them a way they can build their on-line business too.

That does not mean you have to spit out a full disclaimer every time you put up an affiliate link. But I typically do make mention of it in the introduction of a document so that gets it out of the way.

You can even use links to affiliates or promotions as a direct teaching example. You might explain to the reader exactly how you set it up and how it works, and then encourage them to use the technique for themselves.



My primary point is this: do not be dishonest or sneaky with your readers. They do not mind if you make money and they realize that is what people with businesses do. What they do not like is being fooled or tricked or treated like dummies.

## **Do not try to sell your readers something you would not honestly buy yourself and find real value in.**

Never try to sell your audience a service or product that you do not honestly like, do not sincerely find real value in, and would never buy yourself. People are not stupid, they will see right through you if you are trying to hawk junk on them just to make a few bucks.

In the online business world there is a lot, and I mean a whole lot, of junk you can foist onto your readers and trick them in the buying especially if they trust you. But once you become known as a snake-oil salesman your audience will disintegrate at a mind-numbing pace. It takes a long time to build up a good reputation and just a couple of gimmicks to tear it down.



If you cannot honestly know that you would be satisfied and glad someone presented a specific product or service to you, then do not present it to your readers who trust you.

## **When people comment on your blog, reply to those comments as often as possible and acknowledge them. Appreciate their time and build loyalty.**

When someone takes their valuable time to leave a comment on your blog and add to the value of the conversation you are having with your readers, you should take the time to respond to their comment and acknowledge them.

If I could only offer you one way, one magical way, to build loyalty and encourage people to return to your blog, I would encourage you to read your comments and post a response. If you truly do not have anything to tell them in response to their remarks, simply acknowledge them for taking the time to comment. By doing this, you are stating publicly that you appreciate them, that you find their time as valuable as yours, and that you are willing to invest in those who invest in you.

## **Consider allowing comments with disagreeing opinions or even criticism when appropriate. Learn when it is NOT appropriate.**

It takes some time to grow a thick skin when you blog and to learn not to get upset when you receive comments that are critical of you. I am not talking about the downright nasty comments that you want to just simply delete (and should). I am talking about sincere comments of genuine and/or appropriate critical response or feedback.

You have to learn when it is appropriate to disregard those comments and trash them versus when it will actually benefit your blog to publish them. Sometimes the best thing

to do is digest the criticism privately, make the necessary changes, and not publish a comment publicly.

Other times, negative comments in disagreement or controversy can actually spark interest in the activity on your blog. So ask yourself when you receive a critical comment: will this benefit my readers if I publish it? Will it generate traffic and interest because of the controversy or emotion involved? Does it actually enhance my reputation by showing that I am confident enough to allow disagreement towards my opinion or published content?

If publishing a negative comment benefits you, then do not be afraid to put it out there. On the other hand, always keep in mind IT'S YOUR BLOG. There is no unspoken, ethical, or unwritten rule that says you have to publish anything on your blog that you do not want on your blog. Do not be bullied by the person who submitted the comment into publishing something that hurts your reputation or credibility.

## **Do not be bullied by commenters or other bloggers. Learn how to handle trolls and criticism.**

First, what do you do with "trolls" and just plain nasty criticism? Trolls are people who hop around on blogs and leave nasty comments for no other purpose than they get a kick out of it. They tear people down, criticize, and are generally nasty because they feel brave typically hiding behind a keyboard and the name "anonymous."

There is only one way to handle people like that: immediately delete their comments and do not give them a second thought. My philosophy is that if you are not brave enough to tell me your name and attach your email address to your comment, then you have not even earned the right to be considered for publication on my blog, especially if you have sent me a nastygram.

What about critical nasty comments from a real person? If the criticism or negative feedback helps you generate interest and does not undermine your credibility, then you should publish it. Do not be afraid of allowing disagreement or even criticism if it works for your benefit. However, you should not be bullied by the commenter into publishing their comment as if they have some right for it to be published simply because they took the time to submit it. Over the years, I have received many an e-mail like this: "I see you did not publish my comment. You're not afraid to publish it are you because I'm right? You shouldn't ask people to read your blog and then refuse to publish their comments. I can't believe you censor other people."

This is pure manipulation and you have to learn not to fall for it. IT'S YOUR BLOG. You do not have to publish anything that does not benefit you and your blogging effort. Do not be bullied or manipulated by anyone who visits your blog. If you blog for very long, it is not a question of if this will happen to you, the question is when will it happen to you. So be prepared for it ahead of time and it will not be so hard to deal with. As a novice blogger, this situation with nasty or mean comments can be pretty stressful until you have dealt with it a few times and then it will not bother you anymore.

## Advertising on a new blog done correctly can add credibility and an image of being established. Too many ads are annoying and junky looking.

We are surrounded and inundated with advertising. Blogs are no different. The novice blogger will usually fall into two categories. Some will load up their blog with every advertisement they can find, hoping to make a few pennies with pay-per-click or affiliate programs. Other bloggers believe that all advertising is cheap or an insult to their readers and will develop this "no ads on my blog" mentality. I will address both sides of the debate, mostly based on the wisdom I learned in the magazine-publishing industry.

First, if you junk up your blog with tons of ads your readers will automatically block them out and dismiss them without a second glance. It is like the pages in magazines that are nothing but advertisements that you quickly flip past and do not give any attention to. Not only are a lot of the ads ugly and worthless, there is no reason for you to stop and even notice them. Learn to be choosy and selective about the ads you have on your blog, and make sure they are products and services that will actually interest your readers. Make sure that these are products and services that you are not embarrassed to present to your audience and will not regret recommending them to purchase. If you will allow any old advertisement on your blog just to make a few pennies from your reader, you are sending the message to them: "I don't value you, and you can't trust me because I will sell you out to make a buck."

What about the idea that "no ads on my blog" is somehow a superior position to take? I think it is hogwash. First of all, good advertising from credible companies sends an implied message about your blog that those companies support your blog and recommend your blog. It does not matter that they actually have probably never looked at your blog, the fact that they are advertising on your blog implies their approval and credibility. That is why you want good, solid, and reputable advertising on your blog. It actually helps establish you and your credibility.



Second, you are actually doing your readers a service when you present them with advertising for high-quality products and services. Think about it, most of the things you buy you find out about because of what? Advertising. You do not mind a good advertisement for something you actually want; and whether you remember thinking it or not, you have appreciation for whoever presented that advertisement to you because you found a great product or service you ended up buying. Not only do good advertisements for good products and services build credibility for your blog, they also cultivate loyalty and trust when readers find out about another company they end up purchasing from and benefiting from.

## Advertising is common and expected; your readers don't mind as long as you don't abuse them or insult them.

There is nothing wrong - and everything right - about good advertising on your blog. When you present valuable and credible products and services to your readers, it builds trust between you and them.

As a blogger, your content and how you treat your readers establishes a foundation of trust and loyalty. The more they trust you, and the better you treat them, the more receptive they are when you present high-quality advertising to them. Readers are not stupid, so never try to trick them or mistreat them. They know you have to make a living and have no problems with you making an income from blogging unless you try to deceive them or dump off junk onto them to make a couple of bucks.



Remember, it takes a long time to build up loyalty and trust and only a few bad decisions to completely destroy your reputation. Keep this in mind when you present something to your readers for sale or put advertising in front of them.

Click to Tweet and Facebook this eBook.

Your friends and fellow bloggers will love you for letting them know:



**Bloggers: What is more important, style or content?**

**Answer: yes. Good content with no style = boring.**

**Good style with bad content = irrelevant.**

Some bloggers focus on style and gimmicks to the detriment of good content. Other bloggers present to you good content in such a sterile and uninteresting way that readers never get around to being interested in the good content. You must learn to have the appropriate balance between good content and style. Great content with no style is still great content but a boring presentation. Bad content presented with great style will leave your readers feeling empty and cheated. So create good content and present it in such a way that is interesting, organized, visually appealing, and leaves your reader feeling happy that they invested their time in your blog.

**People have become hyper-sensitive to advertising; if you primarily blog so every post is an advertisement in disguise, people will get sick of it.**

Today, we are surrounded and bombarded with advertisements so much that for the most part we have become completely desensitized to it and simply ignore advertisements. If you use your blog and your blog posts as nothing more than a

relentless vehicle to sell your products and services, people will quickly get sick of your blog and move on.

On the other hand, if your blog content is valuable and interesting and you build up trust and loyalty with your readers, they not only will not mind the occasional advertising in a sales pitch, they both expect it and appreciate it if you're presenting them with high-quality products and services.

I have found after years of blogging and being on-line that people do not resent your need or effort to build a business or make a living. It has to be balanced with the appropriate value you represent to the reader and must never violate the trust and loyalty you have established with them. You earn the right to sell to your customers when you have earned their trust by treating them right and building up "value points" with them over time.

Do not try to disguise blog posts or e-mails as valuable free information when what it really is an advertisement for something you are selling. People are not stupid so do not treat them that way or you will destroy the trust that they have in you. If you are pitching something, then pitch it. Do not pretend to be writing a blog post under the guise of valuable free information which is really nothing more than an advertisement in disguise. People will see right through it and equate the sneakiness with dishonesty.



## **Do you hope to monetize your blog, but insist on every service and widget being free to you? Is this a smart business decision or lack of investment?**

Many bloggers start blogging because they hope to make an income from blogging. Even if they do not start out that way, the vast majority of bloggers either attempt or wish they could monetize their blog. Many of those same bloggers will never pull one dollar out of their own pocket to invest in their own success, or to reward other bloggers or services that help them along the way (either with a donation or a purchase of their product). These same bloggers consider themselves as "frugal" and "savvy" to never pay a dime for anything and they build their blog on the back of free services and free information. I have never seen that mentality pay off.

If you are completely unwilling to invest in your own success by investing in good products, services, and information that will help you succeed, then what makes you think you will attract the kind of people who will then turn around and invest in your blogging effort to help them succeed? The old adage is true for blogging too: you get what you pay for. There is also the timeless truth that you "reap what you sow." When you are generous and invest in the success of other people, you are sowing the seeds of your own success. I have watched this principle play out as true 100% of the time over the last 25 years.



You should certainly be frugal and not waste money, but that is different than being cheap and not wanting to invest in your own success or the success of others.

## If 10,000 new people saw your blog today, how many would come back a second time? Do you grab readers and give them a reason to return?

Many novice bloggers never stopped to put themselves in the shoes of first-time visitors to their blog. Often their blog is set up in a way that simply feeds their own ego or is just set up in some haphazard and unplanned way because they never stop to think about a quality layout.

You have already won the loyalty of your repeat visitors. When they come back to your blog, they know what to expect. If you have a decently designed blog, they know how to find what they are looking for. On the other hand, first-time visitors have never been there and if you make them work hard to find your best content, or it is confusing on where they should start, you will lose them and they will never return.



Make sure that new users know exactly where to go, know exactly what to click on, or where to visit to find your very best content and resources so that you make the very best impression you can on them within the first minute of their visit. If you fail to do this, you will probably lose them and never see them again.

Learn to role-play as a "first-time visitor." Go to your home page and ask yourself: "what would I think, what would I do, what when I click on, what would I find if I saw this page for the first time?" Ask other people to do that for you and give you an honest evaluation. If you really want a hard-hitting critique, then pay another successful blogger to give you the honest brutal truth of their opinion about this. Here is where I shamelessly plug my critiquing service to you. I have been blogging and helping others build blogs for well over a decade; and I promise you, I have absolutely no problem or hesitation in giving you an objective and honest evaluation of your blog design and what your first impression to new users will be. Visit [RiggsDesignWorks.com](http://RiggsDesignWorks.com)

## Ways to create interest in your writing: surprise readers, leave them hanging, common sense, specific answers, tell a story, or fuel curiosity.

It goes without saying, but you want your blog content to be interesting. There is no better surefire way to make sure your readers do not come back to your blog than to bore them to death. Do not mistake your own interest in what you write as a guarantee of automatic interest from your readers. There are several ways to create interesting content. Here are a few:

Surprise your readers. This one is a little bit hard to explain because it has a lot to do with the personality and expectation of your specific audience. Once they become a little bit accustomed to your usual content, throw a wrench into the works once in a while and surprise them with something different. I am not saying throw in something that does not fit your blog topic or your readers' expectations, but rather I am talking about something that will cause them to raise their eyebrows a little and end up feeling

like "hmmm, that was unusual" or "wow, I wasn't expecting that." Only you can determine what type of content will have that effect but it is an effect that will leave an impression with your readers.

Another technique is to leave them hanging and wanting more. You do not want to use this method all the time or people will come to expect it and grow tired of it. I have known bloggers who constantly throw out teasers as a routine and I would simply get to the point of ignoring them because I knew I should expect that from them. Use this technique sparingly and with savvy. The "until we meet again" or "to be continued" cliffhanger or teaser is a great way to build expectation for future content. Make sure that you actually follow up and not leave them hanging too long.

Offering good old common sense, specific answers to obvious unanswered questions, or telling a great story also generates interest with your readers and fuels curiosity. Generating curiosity results in loyal readers and return readers, both of which are the holy grail of blogging.

## **Signs of a failing blog: declining stats, inconsistent/boring posting, unfocused vision, lack of attention to detail. Danger Will Robinson!**

When you first start blogging, it is all a lot of fun and adrenaline. Most people will burn out and quit within a few weeks or months. Those who persevere and continue to consistently produce good content month after month, year after year, increase their chances of success even if just by attrition.

Successful bloggers will objectively evaluate their blog on a routine basis and look for signs of boredom, lack of focus, or what I call "tired writing." Tired writing is blog content produced from a sense of duty but lacking any sort of passion or freshness. All bloggers run the risk of tired writing and we have to constantly be on guard for it.

If your traffic statistics are noticeably declining, if you are getting feedback about uninteresting and boring content, if you have become inconsistent and frequently put off writing, or if your writing has become sloppy and careless, you need to step back, refocus, and re-energize your blog effort. It is beyond the scope of this tip to tell you how to do that. My purpose here is to warn you of this because it happens to most bloggers at some point in time.

Click to Tweet and Facebook this eBook.

Your friends and fellow bloggers will love you for letting them know:



## Brain freeze? Ideas: How-to, Top 10, Pros & Cons, Tips & Tricks, Lessons Learned, I Predict, Compare A to B; now get writing!

If you have never experienced writers block or a brain freeze when it comes to producing a new blog post, do not worry it will happen soon enough. Here are some quick creative ideas to help you get over the hump:

- **How-To:** Write a post about how to do something, with step-by-step instructions, screenshots, and other educational content.
- **Pros & Cons:** Write down an idea or suggestion or product then give a list of Pros and Cons related to it. You can call it Pros & Cons, or Good & Bad, or Advantages & Disadvantages depending on the topic.
- **Tips and Tricks:** Start with a couple of paragraphs of explanation about the topic followed by a list of tips. People love to know time-saving and cool tips and tricks. What is your blog about? What are you good at? Write some tips. You do not have to be an expert... you just have to know more than your typical readers.
- **Lesson Learned:** Explain a problem, bad result, or unexpected difficulty, and follow it with the lesson you learned from the experience. Unlike “A Story” above, this is usually not some personal circumstance but relates to a business, a hobby, or a specific effort.
- **Prediction:** Predict the future of some topic, some event, or some time period. My predictions for 2013; what I think will happen to the blogging industry; I predict the following for our economy; my predictions for the adoption community.
- **Comparison:** A vs. B; choose this or that. Compare two products, two choices, two solutions, two problems, two people, or two points of view. Unlike a debate, a

comparison points out the differences in two or more things usually without presenting a “winner” or “preference” although there is no rule that says you cannot draw a conclusion.



## You can't find time to study, blog, write, or learn? You must be that one person who wastes ZERO time on passive screen time. Focus on priorities.

I have written a lot about what I call P.E.S - passive electronic stimulation. Basically that is a fancy way of saying “wasting your time in front of a screen whether it is a TV, a computer, or a phone.” Most people waste a remarkable several hours a day staring at a screen being passively stimulated by entertainment or information emanating from glowing LEDs. While there are certainly some benefits in argument for just relaxing and enjoying some screen time, it is also hard to argue against the fact that people waste

a ridiculous amount of time that could be used in pursuit of their goals, helping others, or improving themselves.

If you find yourself saying that you do not have time to write on your blog, educate yourself about on-line business, or simply work on your blogger business, then my first response would be to ask you to evaluate how much time you are wasting passively in front of a screen.

I do not say this to boast but I am often asked: "how do you accomplish so much and produce so much?" It is not that I am remarkable or exceptional, it is only that I choose to trade many hours of passive screen time for many hours of productive time. Imagine what you can accomplish if you are simply to trade two hours a day of surfing the Internet or watching TV for two hours of productive writing or building your business. Over the course of one single year, that is over 700 hours of productivity you have gained and that is just by trading passive time for productive time - for a couple of hours a day.

If you are typical, you spend somewhere between four and eight hours daily engaging in passive electronic stimulation. Trade in four hours a day of that and you will gain 1400 hours - or the equivalent of two months of 24-hour days - of new time that you can spend increasing your income, improving yourself, or enjoying life.

Like I said, it is all a matter of priorities. If you decide "you need your down time" to the tune of several hours a day in front of a screen, then do not gripe about not having time to build your business or write on your blog.

## **Concise, crisp, succinct, to the point... does this describe your blogging or do you meander along blah-blah-blah-ing people into a coma?**

A novice mistake in blogging is to rattle on and on and on under the mistaken idea that more words equals more interesting content. It is more common for bloggers to write too much than to write too little in their attempt to explain every point and answer every perceived objection.

One thing I really appreciated about the emergence of twitter was the exercise in learning to write very concisely and carving out all unnecessary words. Get into the habit of editing your content and making it as concise and to the point as possible. Your readers' time is valuable, do not waste it on unnecessary words. Here are some pointers:

- Remove words that state something that is already clearly implied.
- Remove all the really really good modifiers meant to exaggerate your very very awesome point. See what I mean?
- Take out all the rabbit trails. Stick to your main point and if you have wandered off onto some side point carve it out and save it for another post.

- Resist the temptation to preface, disclaim, and answer all the perceived objections you think you will get. Just make your point and let the readers respond. You can use follow-up posts or replies to comments to answer objections.

**The keys to blog success: take NO shortcuts. Make sure you provide interesting content, nice images, useful information, and meet your readers' expectations.**

Despite all the gimmicks and scammers out there trying to sell you shortcuts and magic tricks, like most good things in life there are no "get-rich-quick" or fast tracks to success when it comes to blogging. Yes there may be a remarkable exception or two out there but there is a reason why those are remarkable exceptions.

For the rest of us, it takes hard work and dedication. It takes perseverance and consistency. You have to produce interesting content presented in a visually interesting way. You have to give your readers truly useful and valuable information and you have to routinely meet their expectations.

By doing this, you will build trust and loyalty, grow your audience, and methodically develop a successful business and on-line blog.

**My opinion: The #1 key to blogging success is perseverance. Most people give up and will not pay the price. Stick with blogging and win by attrition.**

In my opinion, the single-most important and number-one key to successful blogging is perseverance. The average blogger will start with lofty ideas in an adrenaline-filled rush but will fizzle out in a matter of weeks. Another huge segment of bloggers will be done within a few months.

Perseverance, discipline, and consistency over time will automatically elevate you into the top 10% of bloggers, giving you a huge chance of success just by the sheer merit of sticking with your blog. Beyond that, of course it depends on you creating quality content and high value for your readers. But quality content and high value will be of no use if you cannot do it consistently over a long period of time.

Lots of bloggers start out on fire with the greatest content on the planet but they fade away quickly if they do not have the mental fortitude and commitment levels needed to be successful. This is true in any kind of business and is no less true for an on-line business or a successful blog.

**Blogging is a long-term sport. If you are not in it for 3-5 years, you are not serious. You have to outlast the other 98% who will quit.**

I'm often asked how long it will take to get a large audience and a lot of traffic for a new blog. When I started 15 years ago, that timeframe was a matter of weeks or months because there was not much competition. Now that timeframe has easily grown from a couple of years to (realistically) 3 to 5 years.

Do not let that discourage you. There are very few businesses that do not take a handful of years to build up and become successful. If there was a business that you could build "easy and quick," then everyone would actually be doing it as opposed to scamming you with gimmick programs and seminars about their "easy and quick and no work and no talent needed get rich quick business guaranteed."

Roughly 98 to 99% of everyone who starts a blog or an on-line business will quit in the first year. If you are fully committed in your mind to stick with it for 3 to 5 years then you honestly do not have a realistic expectation of the work and time involved in being successful at any business, on-line or not.



**Avoid responding defensively to negative comments or readers. Tomorrow they will have forgotten all about you, while you linger in anxiety.**

One of the most difficult skills for new bloggers to learn is how to handle negative, critical, or harsh comments. Your first reaction will be to respond defensively and to become emotionally distraught. This is natural so do not get too wound up when it happens.

You do have to grow a thick skin when you blog publicly. You will get negative comments ranging from mild criticism to extremely ugly and vicious insults. You should simply delete the latter and never think about them again. The vicious insults will almost always come from anonymous readers and you should not give them the time of day or a second thought. All they are looking for as it is a reaction and they do not deserve it.



As for negative comments and criticism from sincere readers, resist your first temptation to shoot off a reply comment or follow-up post to rebut them. I have found after 15 years of blogging, that for the most part if you will simply wait a day or two, the dozen negative comments will lose their intensity and you can simply move on.

If after a couple of days you still think you need to respond, write a follow-up post but let someone else you trust objectively read it and give you their opinion about whether it is necessary or not or whether you are simply responding out of anxiety. Remember, most people who criticize simply move on and do not even think about you the next day, even though you may be languishing in stress over what they wrote. Do not give people that kind of power over you. If it is accurate criticism that deserves a response, give it. If not, just move on and learn to not let it bother you. Moving on without letting negatively bother you will not come naturally, it is definitely a skill that has to be developed.

**Easy formula for writing a post. Introduction: Here is what I am going to tell you. Body: Tell them. Summary: Here is what I told you. Classic.**

This is a tried and true pattern or method for writing a good blog post. That does not mean all your blog posts have to use this method, but it is something useful to fall back on if your creative juices are flowing a little on the thin side.

Start out with an introduction and an explanation of what you are going to write about. Follow that with a body of content that communicates exactly what you said you would communicate in the introduction. Then write an ending summary that restates what you just told them in a concise, nutshell, bullet-point kind of summary.

The pattern again: 1) Here is what I am going to tell you, 2) Tell them, 3) Here is what I just told you.

That may sound redundant but it is the classic method of communicating in which you are repeating and emphasizing your message in a way that people can remember.



**Have you viewed your blog on iPads, iPhones, tablets, and smartphones? More people are viewing blogs on devices. Make sure your blog is readable.**

When I started blogging 15 years ago, all the way up until about 2008, you primarily only had to be concerned with how your blog was displayed on desktop or laptop computer screens. The market-share for desktops and laptops is shrinking dramatically while the share of mobile screens is growing exponentially.

Be sure to check out your blog on iPads, iPhones, android tablets, and other smartphones. Make sure people can read your blog and do business with you on-line using those devices or you will be alienating a large part of your potential audience.

## **Yes, quality content trumps quantity... but quantities of quality content is the golden goose of blogging. It is hard work but worth it.**

I am often asked whether quantity of content is more important than quality or vice versa. In my opinion, both are important for successful blogging. Aim to have a large quantity of high-quality content.

Of course you can argue that a high quantity of poor-quality content is a disaster and you would be correct. That would be followed closely by how ineffective your blog would be if it contains only a small quantity of high-quality content. One or two brilliant blog posts does not equal blogging success. 100 mediocre or bad blog posts do not equal success either.



So it is not a definitive matter of one or the other. You need high quality content and you need enough of it to sustain the expectations of your readers over the long haul. It is hard work but any successful business requires hard work.

## **There are a lot of "experts" selling their expertise when then only thing they have ever accomplished is being an expert. Check them out first.**

You should always be skeptical of writers, blogs, and websites selling their expert advice on how to monetize your blog or build an on-line business. The vast majority of them have never made any money except on selling their products about "how to make money on-line." It simply becomes a cycle of the experienced suckers finding new suckers who will open their wallet and perpetuate the cycle.

There are honest and successful bloggers and on-line business operators who have proven their ability to generate income from various legitimate sources and have created products to help you learn how to do the same. Of course, I would like to think that I am one of those and I know they exist because I have learned from many of them.



The snake-oil salesmen are not hard to spot because the only product or income they can demonstrate is from the sales of their products about "how to make money on-line" or "how to make money blogging." Usually they are offering just a typical rehash of stuff you can find on 1,000 other blogs. What you will find missing is long-term experience, a demonstrable well-known reputation, and diversity in their established business (in other words: have they made money or created successful businesses doing anything else? For example, I have had successful on-line magazines, subscription sites, blogs, and design businesses).

## **Your blog's success is all about YOU. Not in an egotistical way, but in the way you interact, communicate, and invest time in your readers.**

Always remember that no one cares about your blog as much as you do. Your blog's success depends on you. That is not egotistical or arrogant, that is reality. For most blogs, the blogger will be the face and personality of the blog and/or the on-line business.

In that sense, you will be branding YOU. Keep that in mind every time you write content, interact with a client or reader, or present a product or service you are asking your audience to pay for. It all reflects on you. Everything you write, do, or say either helps to build the brand of "you" or tears it down.

Building a successful blog is hard work and takes time. It can be ruined or significantly damaged by just a few careless or thoughtless actions. The success of your blog is all about the choices you make and how you treat your audience. Always keep that in mind.

## **Growing your blog does not happen magically; you have to work hard on your content, and invest time in visiting other blogs and making friends.**

People commonly ask me about how they can grow their blog. They mean: "How can I increase the number of people who consistently visit my blog?"

There are no shortcuts. If anyone offers you a service, no matter how cheap it is, you should ignore it because they are all gimmicks and scams. If there was an easy and fast way to bring high-quality new traffic to a blog then everyone would know about it and do it.

Of course you have to create consistent and high-quality content, but beyond that you have to invest time in other blogs and other resources on-line. You have to get out there in the virtual world and meet new people, help others, and create exposure for yourself. It is truly a numbers game. The more people you are in front of, the more opportunity you have to let them know about your blog or on-line business.

Visit other blogs and leave sincere comments. Visit forums and discussion groups that are relevant to your blog topic. Write guest posts and editorials for blogs and magazines that fit your readers. Use your e-mail signatures and business cards to let people know about your blog.

Be creative and look for opportunities to serve other people in such a way that it opens the door for you to be able to point them to your on-line presence.

**Many bloggers want public visibility but do not want to be accessible. If readers cannot contact YOU, you are telling them: "love me but I don't love you."**

A lot of bloggers want the popularity, notoriety, and success that come with a large audience and high public visibility but then want to be completely inaccessible to those very same people. It is like the Hollywood celebrity who wants all the fame and adoration and glory but then claims people are not giving them their privacy.

When you remain faceless and anonymous behind a keyboard and a sterile contact form, you are sending a very clear message to your readers that you are important but they are not. You want them to love you, but you do not want to have to love them back. There are exceptional bloggers who may be able to overcome this and succeed anyway, but generally speaking if you are not personable and accessible to your readers they will move on and find someone who is.

**People are busy and spend less time commenting on blogs. Do not take that as a sign of disinterest. Monitor your traffic stats.**

I have been blogging for almost 15 years so I have been able to watch long-term trends. One of those trends is that people are commenting less and less. It used to be that you could gauge the popularity of a blog by how many comments they got on their posts. This is no longer true.

People read so many different blogs, and there is so much competition for their time, that unless those readers are new to the Internet or actively commenting for the purpose of building their own on-line business or blog, there has been a very obvious trend of less and less commenting.

Do not be discouraged by this. It means that you have to switch from gauging your blog's popularity based on comments to monitoring more objective measurements like website traffic statistics.

If you think about it though, there is one good thing about less and less comments. It means that YOUR comments will stand out more and not be lost in a sea of other responses. So use that silver lining to your benefit and take the time to comment on other blogs to build more exposure for yourself.

**A serious blog takes an investment just like any other serious success. Too many want blogging success without investment, sweat, and time.**

For the last 20 or 30 years, we have all seen the proliferation of "get-rich-quick schemes" and supposed business opportunities that require little or no ability and

almost no effort or time on your part. Unless you are 12 years old, you also realize that it is all a bunch of garbage.

Blogging has seen its share of garbage gimmicks and scams as well. As you have jumped into the blogging world, there is no doubt you have probably had a lot of this junk dumped into your in-box as well. Do not be fooled by empty promises that will only empty your wallet.



Blogging is a business. Just like any other business, if you want to be successful at it (and especially if you want to monetize it), this business takes hard work, lots of sweat, and lots of time. That is been true about all successful businesses since the dawn of mankind and it is no less true for having a business on-line or a successful blog.

## **You can waste a lot of money on guarantees and promises of "on-line riches." Do not be fooled.**

Scammers make money on that promise alone... .. their only success is getting people to pay for the "secret." On-line business is real business that requires hard work, time, and a good product/service.

At this point in the history of the Internet, I think a lot of the scammers and gimmicks have been exposed but there is still a lot of trickery and opportunity out there for you to waste a lot of money on completely worthless promises of quick and easy "on-line riches."



For the most part, the only thing those people have ever sold is that workshop or e-book or information about how to get rich on-line. At some point, they were probably suckered into buying it, they created their own version of it, and they sought out a new generation of suckers to buy their version. Do not fall for this.

There are legitimate products, blogs, books, and workshops to teach you the real process of being successful in an on-line business or blog. These legitimate products will never promote a "quick or easy" way to make money on-line because it is neither. Be sure to check out the background of anyone offering this type of material and make sure that they have truly been successful on-line or at business in something other than suckering people into buying get-rich-quick information.

Click to Tweet and Facebook this eBook.

Your friends and fellow bloggers will love you for letting them know:



## Be careful about the advertisements you put on your blog. You are putting your implicit mark of approval on them and asking your readers to trust you.

When you put an advertisement on your blog, you are saying two things to your readers. First, you are telling your readers that you approve of those advertisers. This is what can be dangerous about advertising systems such as Google AdSense where you have no control (or limited control) over which advertisements appear on your site or blog. If an advertisement appears that is contrary to your blog message or offensive to your readers, your readers do not care about whether you have control over the advertising content or not. All they care about is that you have violated their trust in you by presenting something that is not consistent with the trust you have built with them.

That brings us to the second point. When you put an advertiser on your blog, you are sending a message to your reader to "please click here and patronize this business and buy their product or service." If it is not a product or service that you would buy yourself or that you would recommend, you are violating the trust you have worked so hard to build between you and your reader.



People do not mind advertising that leads them to products and services that truly benefit them. They will not be offended that you have put an ad in front of them. But if you violate the trust by putting junk in front of them just to make a few bucks, you will quickly destroy the loyalty you have built up and the reputation you have earned. Keep that in mind as you decide on the advertising that will be presented to your audience.

## Should you give time, energy, and space to widgets and "stuff" on your blog? CONTENT (your blog posts) is what attracts and keeps people coming back.

The real estate on your blog is valuable. You want to fill it with things that are both a benefit to you and a benefit to your reader. Novice bloggers make the mistake of filling up their screen space with all sorts of junk, widgets, and gadgets believing that the presence of lots of "stuff" somehow makes their blog look credible.

I think a lot of this is due to the "monkey-see-monkey-do" syndrome. Many new bloggers simply mimic what they see on other blogs who themselves have just mimicked what they saw on other blogs. Novice bloggers have gadget envy and want to install every new widget or gadget or banner available down to that two-mile-long double sidebar on their blog.

That is a bad habit and a big mistake for several reasons: widgets are often incompatible with each other; widgets slow down the load time of your blog; no one cares about or looks at your 400 gadgets, blog rolls, or icons in your sidebars; and it makes your blog look busy and disorganized.

All this junk also tears down the styling of your blog because every widget has its own color scheme, styling, and graphics which may compete with or conflict with the style of your own blog. Basically it ends up looking like a junk drawer.

Be very picky and choosy about giving up the real estate on your blog. Make sure it fits your style, benefits your audience, and helps you in some way promote the success of your blog.

## **Do you know WHY you have a blog? Why are you writing it, what is your goal? What results are you hoping for? What is your plan to get there?**

Hey, I think I'll start a blog and make money. So I run on over to Blogger or WordPress and I set myself up a new blog, pick a shiny new template, and start writing about my two-year-old's bathroom habits or how much fun my last round of golf was. Not much of a plan, huh?

If you want to have a successful blog, and especially if you want to monetize it, you have to have a vision, a plan, and goals. Otherwise you're just out there making noise and creating activity for activity's sake. You need to be able to answer the question: "why do you blog?" The answer to this question will determine your goals and plans.

You also need to be able to clearly answer about your blog: "what do you hope to achieve?" And: "what results would indicate your blog is successful?" If you do not know the answer to those questions, you cannot possibly know the path to getting there or the goals you need to set to help you achieve success.

There is nothing wrong with impulsive and shoot-from-the-hip blogging if you are just doing it for fun and have no business or monetary goals. But if you are trying to build a business and you do want to produce income from your blog, you are surely shooting yourself in the foot if you cannot answer the questions we have discussed here.

## **If you have reports, guides, how-to's, eBooks, or other files people get from your blog, be sure to treat the file name like a HEADLINE.**

Think about it: "great-blog-report-ver-2.pdf" is forgettable, while "Brent-Riggs-Top-10-Things-All-Great-Bloggers-Do.pdf" is valuable marketing.

I have a big folder of downloaded e-books and PDFs from other bloggers with file names like "e-book\_PBM\_ver2.pdf." Really? If I go back and look at that later on I will have no idea what that is or who wrote it. I will be faced with a decision of opening it up just to find out what it contains rather than being attracted to it by a filename that acts like a headline: "The\_Power\_of\_Blog\_Marketing\_by\_Joe\_Smith.pdf"



**COMMENTING on blogs is a great for new exposure and generating traffic \*\*\*\* IF \*\*\*\* your comment is relevant, sincere, and adds to the value of the post.**

Leaving sincere comments that genuinely add to the conversation and increase the value of that bloggers post or information is a great way to get exposure for your own blog. Almost always you are able to leave a link back to your own blog or website.

There are lots of bloggers out there that will teach you to scurry around on blogs leaving quick and obviously self-centered comments with a link such as: "Thanks, loved your post." This is an insult to serious bloggers. Trust me.

Leave a sincere and meaningful comment if you leave one at all. Otherwise you are just lazily trying to get attention on the cheap and a well-deserved reputation will soon be yours.



**Photos are a statement about the quality of your blog. It is not easy to improve photos - it takes effort. What do your pictures say about your blog?**

There is really no excuse these days for poor images on your blog. There are any number of software programs that will help you improve your own images, or stock photography libraries that will allow you to use royalty-free images.

If you have haphazard, poor, or uninteresting images on your blog, guess what kind of statement that makes about your blog content in general? It is not a trick question.

There are free services where you can get a few decent images and other paid services like my favorite istock.com where you can get eye-popping world-class images that will instantly set your blog apart visually.

**Your blog design should ENHANCE your content and make reading your blog comfortable. BUSY-ness is a distraction, not a sign of creativity.**

Novice bloggers make the mistake of "the more the merrier" when it comes to putting stuff on their blog. Lots of badges, icons, advertisements, gadgets, widgets, and every other imaginable doodad is pasted onto every inch of their two-mile-long homepage.

Have you ever seen that TV show about hoarding? Many blogs remind me of this show. It seems like bloggers put anything and everything they can find on their blog and once it is on there they can never part with it. Hoarding on your blog is about as attractive and successful as those hoarders are on that TV series.

For every item you have on your blog, you should be able to articulate how it enhances your content, helps you reach your goals for your blog, and most importantly how it benefits and positively impacts the experience of your readers.

**Few people today are good readers. If you want to be a serious writer or exceptional blogger, READING is your #1 training choice.**

Reading will cultivate your writing. It promotes discipline, education, and self-improvement. If you routinely read for several hours rather than waste your time being passively stimulated by an electronic screen, by default you will elevate yourself in intelligence and creativity over the vast majority of your blogging competition.

Read other bloggers. Read business books. Read classics. Read self-improvement books. Read the Bible. Notice I left out trivial-junk reading like People magazine and any number of social sites on-line. That is not creative and mind-building reading... that is just more passive stimulation on paper instead of a screen.

I can hardly say it with enough emphasis: READING is a discipline of successful people (who often trade SCREEN TIME for it).

## **Struggling with blog-writers block? List your hobbies, travels, leisure activities, jobs, or accomplishments . . .you thought of something now, didn't you?**

It is common to get "stuck" as a writer. Maybe you are tired, a little burned out, or not feeling well. Sometimes your creative juices just are not flowing or your passion is waning a bit. Here is a list of ideas to help you get moving:

Write about one of your hobbies. Make sure it is relevant to your reader expectations or use a hobby story as an analogy that fits your blog topic.

Apply the same process to your travel, job, achievements, or leisure activities... think of something you have done or experienced that will bring a personal touch to your writing. You can present it symbolically, as an analogy or a lesson learned, or as a transition into the topic your blog is built around.

## **I consider Twitter and Facebook updates to be "microblogging"- easier to do frequently, and short so that people have time to read them. Microblogging helps you write more concisely.**

Most people use Facebook and Twitter for purely personal reasons. A lot of people are getting burned out on the latest group or game on Facebook, or hearing what you had for dinner on Twitter. Consider using Facebook and Twitter as a way to help people, and to help your blog. I use Twitter to communicate blogging and spiritual tips... and notifications of new blog content. Same thing with Facebook, even though I have to admit I am kind of worn out on Facebook because I get routinely flooded with messages and invitations to any and all types of time wasters.



Twitter also has the added benefit of teaching you to write more concisely. You are forced to carve out all the useless words and get straight to your point in as few words as possible. For this reason alone, Twitter is a good practice for writing.

## **Writing accuracy projects the image of your website. A personal blog can have a few spelling and grammar errors, but errors are a credibility killer for serious blogs.**

The quality and accuracy of your writing should be directly parallel to your blogging purpose. If you are simply writing a personal blog and could not care less about building an audience or monetizing it, then it does not matter if there are some typos or poor grammar. It is your blog so it does not matter. It only has to be what you want it to be.

On the other hand, if you are trying to build a business with your blog, or you want people to invest in your products and services, then accuracy, spelling, and grammar

become a very serious issue. A low quality of any of those will send a clear message to your clients or readers.

My advice? Invest in a good proofreader to professionally edit your post content and information products.

Click to Tweet and Facebook this eBook.

Your friends and fellow bloggers will love you for letting them know:



**Your blog post should reward the reader. When they are done, they should be glad they traded part of their life to read what you wrote.**

Always value your readers' time. They only have a small amount to devote to blog reading and they have chosen to invest time in yours over the literally millions of other blogs out there. Never take that for granted.

Make sure everything you write, everything you e-mail, and every communication you ask them to invest in is worth their time. Is it worth your time? Their time? If not, do not post it or send it.

It takes a long time to build up trust, and just a few abuses or thoughtless episodes to begin to destroy it.

Each time someone reads your post or e-mail, whether they articulate it or not, they should be able to state: I am glad I traded part of my life to read that.

**Did you miss out? Too late to start blogging? NO! Most blogs are not worth reading and very few stick with it. Now is a great time to be new!**

I get a lot of e-mails from people who see the mountains of bloggers ahead of them (more like the Himalayas of bloggers) and do not even want to start. They think they missed the boat.

While I will not argue that 20 years ago would have been a better time to jump on board, you have to keep in mind that something like 55 million new users a day are hopping on the Internet. You only have to capture a tiny sliver of the reading market to have a fabulously successful blog.

There are two other things you have going for you even if you have got in the game late:

1) Most people will quit in the first few weeks or months, so all you have to do is hang in there and you will rise to the top by attrition.

2) Most blogs are terrible.

There is no real “kind” way to say that so I will just be blunt. Very few people launch well- written, interesting, and consistent blogs. If you can do that, you will be one of the best in short order! So get busy, it is never too late.



**No one cares about your blog. Why? Irrelevant fluff - same old repeats - trivial, egotistical, and unoriginal content. All are interest killers.**

Wow, that sounds pretty harsh but we have to learn to be our own worse critics if we want to continue to produce high-quality content and serve our readers. You should frequently evaluate your blog (and ask others to) by asking yourself these important questions:

1. Has my content or topic become irrelevant? Does it matter to anyone? Do people care?
2. Have I gotten lazy with my writing and begun to repeat and rehash the same old thing? Has my writing gotten passionless and obligatory?
3. Has my content drifted towards being trivial or inconsequential? Is it really helping my readers by meeting their expected needs in the way it did when I first earned their loyalty?



4. Has my blog become an ego soapbox? Is it all about “love me,” “look at me,” “me, me, me”?

There are many ways to make your blog dull, uninteresting, and irrelevant. You must be on guard not to slip into any of those bad habits.

## **Can you really make money with a blog? Yes. It takes consistency, hard work, multiple income streams, and self-education.**

Yes, you can make money blogging. You hear that a lot from the sellers of gimmicks and junk but what they mean is “you can make US money by buying our ‘how to make money’ materials then you can make some too by finding some more suckers to sell it to.”

Do not let the hucksters ruin the reality: the Internet is the largest and best business platform in human history. There is a mind-boggling huge market to serve and only your creativity can limit you.

You can make money blogging. Thousands and thousands of people are doing it every day. You only need a teeny tiny sliver of the market to make a very nice income.

You can do this a variety of ways: ad sales, e-books, affiliate programs, writing for pay, proofreading, researching, design, reviews... the possibilities go on and on for the go-getter and hard worker.



The key? Learn, learn, and then learn some more. Keep your eyes open and work hard. “Luck” is when preparation (education and hard work) meet an unexpected opportunity. Be ready for it!

## **Cheesy clipart, amateur graphics, and crummy images send a loud and clear message about your blog. Want to guess what that message is?**

Like your clothes, a company’s branding or a craftsman’s attention to detail, what people SEE causes them to make snap judgments about you. It is just human nature. You can whine that it is unfair or pontificate about how beauty is on the inside but that does not change reality: people stereotype, react, and instantly categorize your blog based on what they see before they ever read a word.

There is no excuse to post poor images given the simple and powerful image-editing software that is available, some of it free. Cheesy, cheap, and ridiculous clipart is a thing of the past. There are dozens of quality clipart services where you can get inexpensive high-quality art for your blog. If you are not a graphic artist, do not think a graphic design program is going to turn you into one. Spend a few bucks on a graphic designer

and have them do your blog headers, blog badges, and major graphics so that you can have design elements you are proud of.



## **Encourage readers to e-mail you. Some people are too shy to ask questions in the comments section of your blog.**

One thing I have learned to do that I find very profitable on many levels is to make sure people know how to contact me directly and encourage them to send me questions and comments directly.

Many people do not want to comment publicly for various reasons. By giving them a way to contact you directly, you establish a personal connection with them and build loyalty

Another benefit is that you will discover a lot of needs, and get a lot of questions, both of which become great sources of new content for your blog!

## **Ask your readers for advice, ideas, and opinions.**

Your audience is one of your greatest resources. Not only can they give you a lot of great ideas if you simply ask, people love to get recognized for the great idea or comment. So it is a win/win situation.

Ask them to submit questions they want answered, topics they want discussed, or projects they would like to see you do.

Ask your readers for THEIR opinion about your posts or ideas. You will get a ton of good feedback and ideas just by asking for, valuing, and recognizing your readers' opinion.

## Bonus Quick Tips:

1. Give your readers an easy way to find you on Facebook, Twitter, etc.
2. Respond to comments on your blog as often as possible and with a full reply. If your time is short, at least say “thanks” so they know you read it.
3. Have a clear comment and privacy policy so your readers feel safe sharing their ideas and opinions.
4. Treat your readers the way you would like to be treated. The Golden Rule applies to blogging too.
5. Give credit to people, places, and resources that have given you feedback, content, or help. Some people feel like this takes the spotlight off them but remember the timeless principle: what comes around goes around. You can never be too kind and appreciative.
6. Create flagship content – this is your “best stuff” that you will point people to immediately when they first visit your blog
7. Do not avoid the popular blog topics – no matter how busy a particular blogging niche may be, there is always room for more. The Internet is a vast and growing market. Jump in!
8. Right after you set up a blog, set up an e-mail list - do not put it off. It is too important to figure out later on how you wish you would have set up the list at the start.
9. Use the tools you have to give an impression of “bigness” and “establishment” – there is no need to look amateur, new, or “mom and pop” on the Internet. Being on-line is the great equalizer... you get to communicate to the very same audience the biggest corporations in the world do.
10. Always believe in yourself – no, I do not mean the self-involved pop-culture silly version of confidence. I mean genuine self-confidence cultivated by hard work, continual education, and commitment to persevere. You CAN be a successful blogger and you CAN make money doing it. Just imitate those who are successful and have a dogged, relentless determination to make it happen.

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Your friends and fellow bloggers will love you for letting them know:



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# 100+ Of My Best Blogging Tips, Tricks, Lessons Learned & Great Advice

I have been blogging and running websites for almost 20 years. It has been amazing to watch the internet evolve. What is even more amazing is that anyone, INCLUDING YOU, can blog and make some real income from it.

It has become my joy and passion to share the lessons I have learned with the next generation of individuals, professionals, moms and dads, and friends, so that they can tap the immense and nearly incomprehensible opportunities that the internet represents.

In this book, you will find a compilation of my best tips, tricks, lessons learned, and advice about blogging specifically, and indirectly about doing "on-line business." The individual "tips" in this book are meant as both a compilation and as standalone tips. They can be read all together, or one at a time as you implement them.

Over 100 quality mini-blog posts... plus some bonus tips at the end!

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