



For Pleasure, Purpose, and Profit

By Patricia Morgan

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Introduction

A blog is a web page that provides regular inspiration or education. It is often formatted like an article. Blogging is a passion for many. Also for many, it has replaced the desire to write articles for traditional newspapers and magazines. However, blogging is not an activity for everyone. It requires discipline, consistency, and some creative juice. Plus, it requires a comfort in writing; that is, if you choose traditional blogging. There are other blog formats such as vlogging (most of the postings are video) or primarily using images. If you are ready to embrace blogging, keep reading.

Note: The enclosed information is based on my experience on a Wordpress website. There may be exceptions to my suggestions if you use Blogger, Wix or other platforms.

Chapter One

Discern WHY You Blog: Ten Possible Reasons

Either write something worth reading or do something worth writing.

Benjamin Franklin

If you have the reason, the passion, and at least some basic writing skills, there are many reasons to blog. Many bloggers write to establish themselves as experts. Others want to share their political views or values. Others are on a mission.

New blogger, Jessica Girard writes with a passion to help others. In her blog, www.mamasperseverance.com, Jessica shares her journey with, and tips for living with, Crohns Disease.

Many authors started their careers by blogging. Do you remember the story and movie, **Julie and Julia**? In 2002, Julie Powell began daily blogging. In her blog, ***Julie, and Julia: 365 Days, 524 Recipes, 1 Tiny Apartment Kitchen***, she described her preparation of a recipe from Julia Child's book, ***Mastering the Art of French Cooking***. Her blogs attracted significant cooking enthusiasts. Readers wanted to know how today's recipe turned out, and the next day, and the next.

By 2003, Powell had a book deal with her publishers excited about her large following. Then, in 2009, the movie was released. How cool is

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that? I recommend you watch the movie, **Julie and Julia** (www.youtube.com/watch?v=-l_We_yAakw) as it will motivate you to stick with the blogging process. Of interest is that Powell was blogging before Wordpress existed.

There are blogs on adventure, art, beauty, Bitcoin, Christianity, education, family, fashion, feminism, food, finance, knitting, parenting, photography, SEO, spirituality, success, technology, travel, writing and more. You name it! Do not blog on them all! As Jane Atkinson, author of *The Wealthy Speaker* (www.amazon.com/dp/0978005953), says, “Pick a lane.” She means decide. Commit to your passion for a primary topic or expertise and/or your target market. That is where to start. Maybe you branch out after a significant following, but begin with focus and knowing your *why*.

Then consider these benefits of blogging.

1. To help position yourself as an expert in your work. To be visible!
2. To provide a publishing platform to share your perspective, knowledge, and experience.
3. To inform and rally others about a cause you support.
4. To attract a following for your purpose and/or profit.
5. To engage your target market with ongoing value.
6. To network with others with a similar interest, cause or business.
7. To promote and SELL your services and products.
8. To express your creative thoughts and develop your writing skills.
9. To provide content for future Special Reports, eBooks, and/or print books

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10. To provide Search Engine Optimization (SEO) juice to your website by providing regular and fresh content.

Chapter Two

Four Blogging Blocks

I avoid writer's block by writing. I power through with a bad version, so I can move on.

Anders Holm

1. **Fear of offending others.** Consequently, you don't share your important message. Making public our views, perspectives, and beliefs can feel risky. Indeed, we want to protect our integrity, credibility, and reputation by avoiding publishing anything slanderous.

The Good News: When we own our personal knowing and share it in service of others, the world benefits. It can also lead to making money when you help others solve their problems.

2. **Fear of criticism.** Sharing your opinions, your perspective or preferences will probably attract critics. The offensive ones are called *Haters*. The big bloggers and YouTube stars attract them.

The Good News: You are not alone. You are amongst good company. Be in integrity with your expertise, knowledge, experience, and perspective. Be honest with yourself and your reads. Let go of paying attention to negative and unhelpful denigration.

3. **Waiting to write perfectly.** You will make some grammar, spelling, and punctuation errors. You know your knowledge, thinking and concepts will evolve and change; maybe you tell yourself, "I and my expertise are not yet good enough."

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The Good News: Even if you feel nervous about your writing skills, you can learn. There are many books, such as Stephen King's *On Writing*, to help you improve your skill. Study blogs you admire. Begin. The more you write, the better you will write. More good news is, with blogging, unlike traditional writing, you can go back and easily edit or update your writing. You can even delete the blogs you don't like or feel embarrassed about.

4. **Thinking you need to write profound literature.** You tell yourself that you don't know enough or have not experienced enough.

The Good News: You can take your passion, continually learn about it, and play with it. Yes, read and explore others' work. Develop and expand on points you agree upon. Explain the points you disagree. Give credit where it is due. Provide personal stories as illustrations or examples. Make up your own formulas. Be in service to your readers by providing solutions to their problems, and have some creative fun!

Two Tools to help you write:

www.hemingwayapp.com is a FREE online platform. It analyzes your content. Copy and paste your text and will give you its opinion! It will tell you if you use a passive voice too often or have hard to read sentences.

www.grammarly.com is a FREE downloadable program that helps detect spelling and punctuation mistakes. It is more thorough than Word's spellcheck. It has versions for both Mac and MS.

It works well if you first write your post as a document on your computer. After you've finished checking your writing with Grammarly and Hemingway, save it, and then copy and paste your contents in your blog platform.

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Chapter Three

Publish Inspiring and/or Informative Content

Writing means sharing. It's part of the human condition to want to share things - thoughts, ideas, opinions. Paulo Coelho

Even if you don't like to write, or struggle to write, you can choose to publish blogs that primarily consist of images and/or videos. Even so you will need to write scripts. Here are ideas to generate content.

- 1. Start with your Target Market.** Write to and in service of them.
- 2. Give Your Target Market SOLUTIONS.** You probably Google to find solutions to your problems. Well, so does your target market. Keep your content relevant to them and their daily lives, challenges, goals, and dreams. Describe the situation and problem; in story form is effective. Then provide your brilliant solution.
- 3. Show off WHO You Are.** Share your personality and brand. Use your brand sound bites, images, and colors. Weave in personal stories. Express your passion or notice when you feel passionate about an idea, incident or issue. Then write!
- 4. Make Your First Blog a MUST HAVE Blog.** Write a **Foundational Blog** that gives an overview of your topic and expertise. Give it a title that

includes your strongest brand or topic keyword or long tail keywords. If you are famous it might be your name.

Then refer to, and hyperlink back to, that Foundational Blog from many of your future blogs. It will help search engines and those seeking help and/or information. For example, I speak and write about *resilience*. I have a Foundational Blog on that subject, which tends to receive the highest volume of visitors.

Here are fifteen more sources for content.

1. Trends, classic concepts or strategies in your area of expertise.
2. Opinions about current affairs. For top searched Canadian blogs go to www.topblogs.ca (Canada's Best Blogs) and <http://canada.alltop.com>.
3. Case studies about clients' successes or projects.
4. Transcripts of interviews with your successful clients or influencers in your field. Or hyperlink to a podcast interview.
5. Video content. There is a whole separate art around *vlogging*.
6. Key steps to master skills in your topic and expertise.
7. Book reviews or summaries in your topic area; the classic, most popular, or most controversial. Hyperlink those books sold on Amazon.com
8. Spin-off ideas from social media comments (Twitter, Facebook, LinkedIn, etc.) on your topic. Also, sign up using your main topic keywords to receive alerts (www.google.ca/alerts) and emails from blog directories such as Feedspot (www.blog.feedspot.com/influential_blogs).
9. Ideas that pop into your head. Immediately go to your blog platform. Click New Blog and save a DRAFT title.
10. Presentation content. Upload your PowerPoint (or Keynote) presentation to Slideshare and hyperlink to it from your blog.

11. Contests or challenges. Add prizes. What fun!
12. Guest bloggers. Ask influencers in your topic area to submit.
13. Answers to your followers' questions and concerns.
14. Lists of Top, Best or Worst 10 leaders or books in your field.
15. How-to information, facts, mistakes to avoid, and resources.

Still Stuck? Here are two more ideas:

1. Look at www.buzzsumo.com which shows what blog articles receive major shares. Consider how you could rewrite one to reflect your brand perspective.

2. Create a **Calendar of Blogging Themes**. Then break those themes down into sub-themes; as many as you plan to write and publish each month. These themes can later become Blog Categories.

Blog Calendar Examples from Solutions For Resilience Blog Categories

Month	Resilience Themes	Sub-themes
January	Communication Skills	1.listening 2.assertiveness 3.hard conversations
February	Emotional Insight	1.self-talk 2.manage worry 3.naming feelings
March	Family Dynamics	1.bullying 2.play 3.unconditional love
April	Positive Psychology	1.optimism 2.gratitude 3. Seligman
May	Relationship Building	1.friends 2.forgiveness 3.apology 4.Mothers Day
June	Resilience Know-how	1.protective factors 2.like a rubber band 3.grit
July	Resiliency Books	1. <i>Flourish</i> 2. <i>The Resiliency Advantage</i> 3. <i>Self-Compassion</i>
August	Special Occasions	See specific months
September	Spunky Senior	1.Aging body 2.Fibbing about age 3.humor
October	Stress Management	1.burn-out 2.care fatigue 3.sleep, diet, exercise
November	Women-Focused	1.feminism 2.#METOO 3.working mom
December	Workplace Issues	1.conflict 2.work overload 3.Christmas Stress

Note: Consider coordinating your calendar themes with your Social Media activity.

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Chapter Four

Structure Your Blog/Article Content

The idea length of a blog post is 7 minutes, 1,600 words. (But it depends.) It's worth writing however much you really need. Don't feel constrained by presumed short attention spans. Medium

It is more important to blog consistently than to write a certain word count. The most famous and relentless blogger, Seth Godin, writes 70 to 500-word blogs at least daily.

Blogs (Articles), just like presentations, need an engaging opening, a solid body or middle, a closing that wraps up your thoughts, and a Call to Action. Consider following a blogger you like. Then use his or her structure and/or style to inspire you.

Classic Structure

First paragraph (Open)

Open with an engaging line that sets up your main point. Here are some ideas: a question, an intriguing quotation, a personal and powerful story, a definition, a startling fact or statistic, a rhyme, a metaphor, or a poem.

Body (Middle)

Write as if you are addressing one person, ideally as if speaking to someone in your target market. E.g. "You might be wondering . . ."

Add sub-points, lists, stories, examples, and quotations.

Last Paragraph (Close)

Wrap up your thoughts by looping back to your open.

Smart Option: At the end of your main content of your blog list **Related Blogs/Articles** with hyperlinks. These hyper-links are internal to your website taking your readers to your topic *related blogs*.

Call to action.

Ask your visitors to leave in the **Comment Box** their thoughts or what they will do with what they learned from your blog. You can also invite them to connect with you on Social Media or sign up for your e-Newsletter.

Chapter Five

Write Visitor and SEO Friendly Titles

Tests have shown that you can increase your conversion rate on a website or a link by 73% by the use of a compelling headline. Jeff Bullas

Your title needs to appeal to your target market *and* it needs to be found by search engines. Titles need to engage visitors and entice them to keep reading. At minimum, the title needs to indicate the blog's topic. Powerful titles point toward solutions for problems. They also need to be search engine friendly with Search Engine Optimization(SEO).

SAMPLE TITLES:

These title strategies are from my Solutions for Resilience website and will give you title and content ideas:

1. **Satisfy a need** in regards to relationships, wealth or health, time, happiness or lifestyle. Example: *So! You Want to Find True Happiness!* (www.solutionsforresilience.com/true-happiness)
2. **Predict the future** to gain success or protect from disaster. Example: *Retirement Groove: Finding Yours* (www.solutionsforresilience.com/retirement-no-longer-means-good-bye)
Note: This is a guest blog.
3. **Address fears or issues.** Example: *How to Master the Fine Art of Giving Criticism* (www.solutionsforresilience.com/giving-criticism)

4. **Build on research, facts, truths and/or inventories.** Example: *Protective Factors to Boost Children's Resilience, You Need to Know* (www.solutionsforresilience.com/childrens-resilience)
5. **Provide How To's:** Example: *How to Be A More Resilient Adult: Explore Your Childhood Wounds!* (www.solutionsforresilience.com/?s=Childhood+wounds)
6. **Provide Lists.** Example: *Improve Your Gratefulness with a Gratitude List.* (www.solutionsforresilience.com/gratitude-list) **Note:** Mega-lists have 25 or more items.



Your Title

On average, five times as many people read the headlines as read the body copy. David Ogilvy

Always write your blog content primarily for your target market's benefit. Add value to their lives. But when it is time to decide on a title, first do a keywords search. *Keywords* and *Long Tail Keywords* (short phrases) are what your potential readers will place in search engines to find information. It is important to embed a primary keyword or long tail keywords **in your title**. Collect a number of them using Google's Keyword Planner (www.adwords.google.com/ko/KeywordPlanner : a Google account is required to access) or use Keyword Tool (www.keywordtool.io) or another online tool.

1. Then choose the best-fit **keyword** or long tail keywords (one phrase). Include it in your title (see next page). You will sprinkle your collection of keywords and long tail keywords through your text including **sub-titles**. Don't go overboard and pad. Search engines will penalize padding. Remember, you first want to write for the benefit of your visitors.
2. Check out the emotional and intellectual appeal of your title by accessing a title analyzer. This online one is my favorite. Test your title at www.coschedule.com/headline-analyzer

Option: Before publishing, compare your title to other blog titles. Google your title and see what shows up on the first page.

Examples of How Keywords Work in Titles

When we examine the titles from above we can see how keywords are embedded in the blog's URL address.

1. ***Retirement Groove: Finding Yours*** The URL is <https://solutionsforresilience.com/retirement> and the keyword is ***retirement***.
2. ***So! You Want to Find True Happiness!*** Its URL is <https://solutionsforresilience.com/true-happiness> The long tail ss are ***true happiness***. That is what many people pop into their search engine, including the popular Google.

3. **How to Master the Fine Art of Giving Criticism** The URL is <https://solutionsforresilience.com/giving-criticism> and the long tail keywords are **giving criticism**.
4. **How to Be A More Resilient Adult: Explore Your Childhood Wounds!** The URL is <https://solutionsforresilience.com/?s=Childhood+wounds> and the long tail keywords are **childhood wounds**.
5. **Improve Your Gratefulness with a Gratitude List.** The URL is <https://solutionsforresilience.com/gratitude-list> and the long tail keywords are **gratitude list**.

Chapter Six

Ten Steps to Format with SEO Know-how

Although search engines have become increasingly sophisticated, they still can't see and understand a web page the same way a human can. SEO helps the engines figure out what each page is about, and how it may be useful for users. MOZ

1. Consider shortening the **permalink** to 3 to 5 words including your best-fit keywords. Unless you blog about current events or social media topics that constantly change or are a prolific writer, remove the blog date. Doing this can help your blog look fresh months down the road. You can also republish old blogs.
2. Chunk your content by using **bullets** and **shortlists**. Make shorter paragraphs and use sub-titles. Most web users *skim*. Lists and bullet points are fast to read. Also, use text callouts.

“ Growing older is a problem when you believe it to be so. If you put it into your mind that aging is fun, it is, especially if someone is calling you *dearie*.”

3. Review your content to ensure **keywords** are in your title, sub-titles, and here and there in the rest of your content. Eventually, this will become more natural in your writing.
4. **Headline text** is important. H1 is used for your main title. For sub-titles use H2, H3, and so on. Using the built-in H1, H2 feature helps search engines recognize important and relevant content.

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5. Add hyperlinks to your other blogs (internal link) with similar content. You can add at the bottom of your blog a sub-title such as **Related Blogs/Articles** or **Related Posts**. Then list one, two or more related blog titles with a hyperlink to them.

Option: Add hyperlinks to other people's blogs with relevant content (external). However, be careful not to send your readers away from your platform too frequently or too soon in their reading process.

6. **Insert Visuals.** They increase reader engagement and shares. Make sure they are relevant to the blog topic. They are IMPORTANT!

a) Photos.



Use one, two or three images depending on the length of your blog. Photos can be ridiculously large files. You want to avoid a weighed down website. Heavy sites are slow to open. Reduce the image size in the media library. Keep your images to less than 50KB. *Naturally* embed the best-fit keywords in the Attachment Details of the Media

Library. You will see boxes for Title, Caption, Alt Text, and Description. Title your images with keywords. The Alt Text helps those who cannot see images on their computer screens. Craft Alt Text to describe the image and include a keyword to help with your SEO.

The best images are often your own. However, sometimes they don't support your blog topic. Free high-quality images can be accessed at <https://pixabay.com> and <https://unsplash.com>

b) Video clips. Again, avoid making your website too heavy. House your video on YouTube and provide a hyperlink on your blog.

c) Gifs. These fun, quick, and repetitive video clips are easy to make at <https://giphy.com>.

d) A Graph or Chart.

e) Info-graphics.



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f) Screenshots.

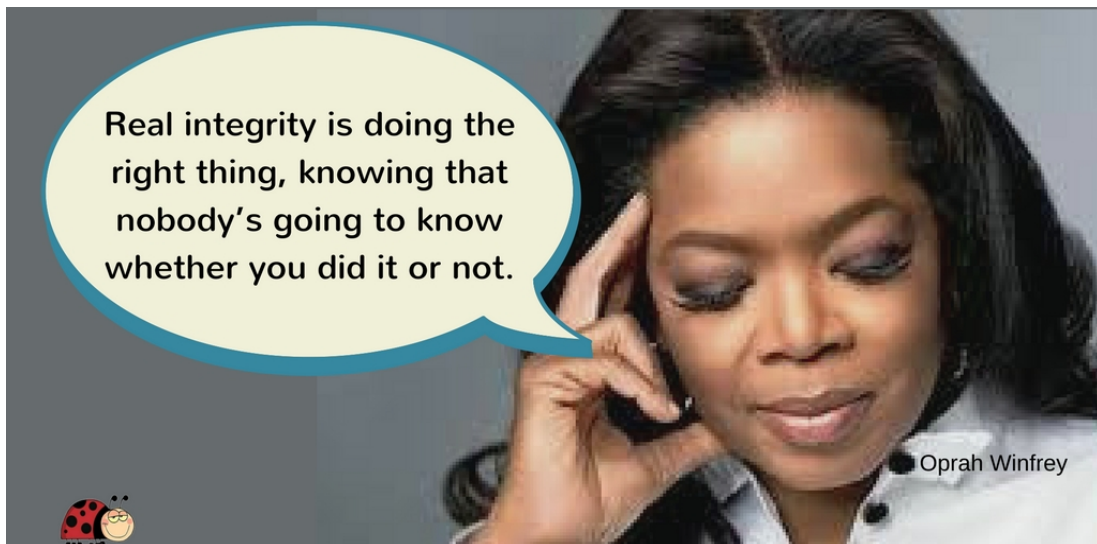
A List of 30 Uplifting and Optimistic Thoughts



Tweet

[Read more...]

g) **Memes** (pictures with a quotation). To create them and info-graphics, I like www.canva.com, the FREE online design program.



7. Fill in the boxes for **Categories** and **tags**. Categories help your readers choose a focus for their reading. Tags help your readers connect to more of your blogs that include related content. Think of Categories as the chapters in a book and tags as a book's index. In books, there

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are more words and phrases in the index than the chapter titles. In blogs, there are more words and phrases in the tags than in Categories.

8. Fill in **All in One SEO, Yoast SEO** or another free SEO tool on your website with your keywords. These tools add extra help to SEO.
9. View **Preview Changes**. Use the Blog Checklist below to look it over.
10. If you like what you see, click **Publish**. If not, edit.

Note: Blogging platforms give you the option of scheduling. If you have a day of full-blown inspiration, go for it! Schedule your publishing so it appears in your regular routine pattern. That way you won't confuse your followers. They know you deliver on your promise and deliver a blog of insight within an expected timeframe.

Chapter Seven

Give Your Blog an Extra Look

Blog Check List

Use this list to review your blog before publishing. Eventually, you will not need it. The process will be like getting on a bicycle. Your blogging muscles will be strong!

Is it **Target Market Friendly** with:

1. content designed to make their life easier?
2. a well-defined solution or inspiring idea?
3. a title that tells them “Keep reading.”
4. their *language*--words and phrases they use?
5. little fluff and few filler words?
6. the title listed in an appropriate category?
7. tags hyperlinked to your other related blogs?

Is it **SEO Friendly** with:

1. keyword/s in the title?
2. keyword/s sprinkled, not padded in the content?
3. keyword/s in subtitles?
4. ample and appropriate keyword/s in the SEO tool?

Is it **Scannable** with:

1. shorter sentences and paragraphs.
2. sub-headings using H2, H3, H4, H5 and/or H6?

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3. lists, steps, and bullet points?
4. visuals . . . worth a thousand words?

Is it **Engaging** with

1. emotions and descriptive words?
2. a story, even if brief?
3. conversational style writing in your voice?
4. often address the reader by using the word *you*?

Is it **Sharable** with:

1. a catchy, repeatable title?
 2. hyper-linked social media icons?
 3. a Call to Action?
- Is it a blog you feel excited to have potential readers find?
 - Would you welcome their comments?

Chapter Eight

Send Traffic to Your Blog and Website

If you want more traffic to your blog, don't focus on the traffic. Focus on the people. Jeff Goins

You and your message are up! But no or few people are visiting, reading, or leaving comments. Maybe you feel neglected, unappreciated, or rejected! Do not despair.

Here are some ideas to increase your website/blog traffic:

1. Become adept at **Search Engine Optimization**. Install Google Analytics Dashboard or some other tool to track your results. Analytics show data such as how many people are reading your blogs, which ones they are reading, how frequently, and from where. It will help you know what content your primary readers like. Then you can produce more content that will engage them.
2. Provide hyperlinks to your blogs from your **e-Newsletter**. See how this is done in my eNewsletter, Your Uplift. Scroll down to Blogs/Articles. (www.mynewsletterbuilder.com/email/newsletter/1413383458)
3. Hyperlink to your blogs from your **social media** platforms--Facebook, Twitter, or wherever you and your target market hang out.

4. Provide Social Media **share buttons**, so that your readers can easily share your blogs with their connections.
5. Add a **RSS feed** to your blog to enable visitors to subscribe to your blog. They will receive it whenever you publish.
6. Offer to **guest post** on other influential bloggers' platforms. As part of the agreement arrange for a hyperlink back to your blog. This is called a *back-link* and gains *search engine juice*.
7. Submit an application to **online blog registries** such as www.bloggersofcanada.com, www.topblogs.ca, www.feedspot.com, www.jayde.com, and www.ontoplist.com.
8. **Routinely blog**. Top bloggers publish their work 5 days a week. At a minimum publish once a month. Otherwise, you look comatose!

Chapter Nine

Make Money by Blogging

Since 2004, <https://probblogger.com> has been the home for bloggers wanting to create and grow their blogs, and then go professional to make money blogging. We've got close to 8,000 posts with blogging advice tips and in-depth tutorials along with the latest blogging trends.

As described above, many people blog to make themselves, their thoughts, and opinions visible. Some people blog for a cause and some merely, for self-expression.

Others want to make money! One key concept is the idea of *repurposing*. Create content. Then use it and sell it over and over again. Think about how you can repurpose your intellectual property. Yes, blogging is you creating your intellectual property or body of work.

Before you invest significant time and money, know your target market's preference for content delivery.

- presentations (keynote, workshop, online learning)
- social media post
- article
- blog (vlog)
- video
- podcast
- eNewsletter
- book
- eBook
- products such as posters, cards, and T-shirts with *your* pithy quotes.

Here are the two primary ways my blogs helped turn visitors into customers or clients.

1. **Selling Books:** If like me, you have a book to sell, you will need a SHOP (www.solutionsforresilience.com/product-category/books) or STORE page on your website. But you can sell any product—games, T-shirts, make-up, whatever. You will also need a shopping cart installed.

By the way, if you have a book, sections of your book can be copied and pasted into blogs. Blogs can be compiled and turned into books. Cool, eh?

The creator of <https://problogger.com>, Darren Rowse, has made a successful online business selling eBooks on *blogging* and *photography*.

2. **Getting Speaking Gigs:** Blogs help make professional speakers and their body of work visible. Blogging keeps their expertise fresh for search engines as well as for meeting planners' review. If you use your blog for this purpose ensure that blog readers can easily see that you are a professional speaker. Also, make your contact information visible. You want the phone to ring!



Other Ways to Monetize Your Blog:

1. Get Sponsorship. If you use a certain product or service because you love it and it fits with your topic, offer to sell it on your website. Then blog about how that product has helped you. However, avoid sell-overkill. Remember, first be in service to your readers.

Conflict Resolutions and Communications expert, Charmaine Hammond has attracted thousands of dollars worth of sponsorship for her work. By doing so she has also become a sponsorship expert. I just bet she started out blogging about this topic. Download her FREE Ebook, *Uncover The Revenue Stream You Haven't Even Thought of . . . Yet: A 7-Step Mode to Building Relationships with Sponsors and Increasing Revenue Through Collaboration and Partnership* (www.raiseadream.com).

2. Develop Blogging Partnerships. This is similar to acquiring sponsorship but with an emphasis on 'partnership'. You might want to have a contract in this situation.

3. Affiliate market. Sell other people's services or products. Invite

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others to sell your products and services. Brendon Burchard is a master at this. Take a look at his book, *The Millionaire Messenger* (www.amazon.com/dp/1451665997). You can become an Amazon Affiliate. Be forewarned that you need to make sales to meet their criteria to avoid them discontinuing your affiliate status.

Note: Affiliate, such as an Amazon.com affiliate provides publicity and a low-cost way for big companies to sell their products. You get a percentage of the sale. With **Partnerships**, you receive free products or money. With **Sponsorship**, you will probably gain more prestige, like a representative of a brand. Compensation is either by free products and/or money.

Don't worry about these definitions as these three terms are often used loosely.

I believed you needed large numbers of followers to even begin making money blogging using the above three strategies. But Petrena Schell, travel & lifestyle blogger told me differently. Her blog, www.apursuitoflife.com: Barefoot & High Heeled began bringing in money, albeit a small amount, when she first had about 1000 followers.

4. Advertise. Pay-per-click does require large numbers of traffic. You can begin to make a little bit of money at 10,000 visitors.

5. Establish a Paid Membership Site and/or create High-End

Content. Author of the million dollar series, including *The Million Dollar Consultant*, Alan Weiss (www.alanweiss.com), sells subscriptions to his writing and group memberships that add to his wealth.

6. **Wordpress** itself has a blog called, 25 Legit Ways to Make Money Online Blogging with WordPress (www.wpbeginner.com/beginners-guide/make-money-online)

Chapter Ten

Meet Rock Star Bloggers

You will notice that these blogging influencers could be described as both *genius* and *quirky*. For sure they are authentically themselves, online with thousands, if not millions, of followers.

They are also deeply knowledgeable and experienced in their areas of expertise. We can learn much by examining those who are considered master bloggers.

Seth Godin, author of *Purple Cow* (www.amazon.com/dp/1591843170) and many other books on marketing, is famous for his prolific blogging of short posts. He posts a daily blog of between 70 and 500 plus words. They are obviously pithy, definitely full of opinion and sometimes fun. Here is an excerpt from a 76-word post, Godin made on November 21, 2006:

How to write a blog post

Do it like this: Joel on Software.

An appropriate illustration,

A useful topic, easily broadened to be useful to a large number of readers,

Simple language with ... READ MORE AT

www.sethgodin.typepad.com/seths_blog/2006/11/how_to_write_a_.html

Gary Vaynerchuk, author of *Crush It! Why Now Is the Time to Cash In On Your Passion* (www.amazon.com/dp/0061914177), is a charming, sometimes swearing and unconventional businessman. He turned his family's wine business into multi-million dollars. Vaynerchuk is a keen podcaster and YouTuber with over 1,200,000 subscribers. Here is an excerpt from a 751-word post, Vaynerchuk published in 2015:

The One Thing Gurus Always Get Wrong About Blogging

Starting a blog has never been easier and here is where to start a blog:

Patricia Morgan, Light Hearted Concepts
Publishing Division of www.SolutionsForResilience.com

Snapchat, Twitter, Facebook, Medium. Now, I know what you're saying . . .
READ MORE AT

www.garyvaynerchuk.com/the-one-thing-gurus-always-get-wrong-about-blogging

Bill Gates, co-founder of Microsoft and philanthropist, averages four posts a month. At this time of writing, Feedspot (www.blog.feedspot.com/technology_blogs) ranks him Number One in their list of the Top 100 most influential bloggers. Of course, he would attract a lot of traffic.

It is interesting that when I went to Gates' blog site there were no posts on technology. They are all about *doing good* in the world. That is this multi-billionaire's focus. Here is an excerpt from a 780-word post Gates made on March 7, 2017:

When Breath Becomes Air

This book left me in tears

All lives have equal value. But some deaths seem particularly cruel.

When Paul Kalanithi was diagnosed with terminal cancer in 2013, he was . . .

READ MORE: www.gatesnotes.com/Books/When-Breath-Becomes-Air

Brene' Brown is a University of Houston professor and researcher on the topics of courage, vulnerability, shame, and empathy. Her TedTalk (www.youtube.com/watch?v=iCvmsMzIF7o) on vulnerability has received several million views! Here is an excerpt from a 2236-word post Brown published on March 13, 2018. I like the "9-minute read" indicator. This blog is an example of repurposing intellectual property.

Courage Over Comfort: Rumbles with Shame, Accountability, and Failure at Work

Adapted from *Rising Strong* | 9-minute read

I think the people who wade into discomfort and vulnerability and tell the truth about their stories are the real badasses in this world.

This is especially true of people who rumble with failure. . . READ MORE:

www.brenebrown.com/blog/2018/03/13/courage-comfort-rumbling-shame-accountability-failure-work

Patricia Morgan, Light Hearted Concepts
Publishing Division of www.SolutionsForResilience.com

As I indicated before, there is someone blogging about just about anything from Pinterest to international trading to crocheting. Mosey over to Feedspot (www.blog.feedspot.com/influential_blogs) and look for the blog type that best fits your goals. Aim to be at the top of the Top 100 List in your topic and you too will be an influential blogger!

Conclusion

The world is waiting for your perspective, wisdom, and solutions. It is up to you to decide how you share some or all of it. If you choose to dive into blogging, let me know how it goes. OK?

Modeling a Call to Action:

If this guide was helpful, please go to www.solutionsforresilience.com/blog. Then find a blog aligned with your topic and leave a comment with your name and website URL. This will help both of us attract Google!

I periodically offer **Living Room Labs** (workshops in our home) on topics related to the speaking industry. You can learn more about them at www.solutionsforresilience.com/presentation-skills. If you are interested in being on the Calgary invitation list or want to arrange for a workshop in your organization or community, please call me at 403-242-7796 or send an email to patricia@SolutionsForResilience.com

Happy blogging,

A handwritten signature in black ink that reads "Patricia". The signature is written in a cursive, flowing style.

Disclaimer:

This eBook is a guide only.

I do not have formal training or education in marketing, social media, or business. Please seek appropriate counsel for any significant investment.

Please research before making any business decisions based on suggestions and resources provided in this eBook.



Patricia Morgan . . . is the Past President of the Canadian Association of Professional Speakers (CAPS) Calgary. She is the creator and mentor of the Fast Track program for emerging professional speakers. Due to that program, she has mentored over 200 aspiring and emerging professional speakers.

Patricia is a recipient of The Spirit of CAPS national award for her contribution to the Canadian speaking industry.

Patricia's speaking and authorship is focused on her expertise in personal resilience at work and home. She has authored four books, four micro-books, seven Special Reports, and hundreds of blogs/articles. And now an eBook on blogging!

Learn more about Patricia and her body of work at www.solutionsforresilience.com



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