

**Creating True Wealth @ The Wealth Solution**



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# Prepare 2 Succeed with Blogging

## Successful Blogging Tips and Tactics



by

# Sandy Moore

**I have a special Success Message at the end of this Book**

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## **Welcome!**

Hi, my name is Sandy Moore and I run a successful Internet Business from the comfort of my home office. I am not a guru, I am a mum, who took my future into my own hands and have now found my home on the Internet. I have written this book especially for those of you just starting your new home based business.

When you first start out you need a home on the internet to run your business from, a place where people can meet you and get to know more about you and what you do online.

**This is your online office - Your Blog!**

# Hot Tip.....

## Share this eBook

Feel free to share this E book with your team, your friends on Face Book, Twitter and any other way you can think to share this valuable information on starting your own Blog.

## Why You Should Share This E book?



One of the best things about working on the internet is sharing your valuable knowledge with others and giving other Internet Marketers value! I can't think of a better way to share value with your team members and friends than by giving them a free gift.... Don't you agree? P.S. You can share this with anyone you know, just dont alter the content in anyway.

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## **Your Blog and why you need it to build your business.**

It is hard to find anybody that owns a business who is not interested, at least a little bit, in bringing that business onto the Internet. This not only opens up the possibilities for a local audience but it also opens up the possibilities for a worldwide audience and additional work. One of the key points in having your business online which can really help to make it a success is having a blog. Here are some of the reasons why you need a blog and why it can help you to be very successful with your online endeavours.

Before I begin to talk about why you should have a blog, I should really mention that there are several different blogging platforms that are currently available. Some of these are available on free services, such as blogger.com but I would tend to recommend that you stay away from these. It is a much better idea to go with WordPress.org, as you will be able to have complete control over the blog. If you go with the free service, they can flip a switch at any time that they like and you are at their mercy constantly. Don't allow your business to suffer this fate at some time in the future.

One of the main reasons why you should have a blog is because it allows you to interact with your customers and potential customers on a regular basis. Although it is still a good idea to consider things such as email marketing for contacting people regularly, many individuals enjoy coming back on their own in order to see what is new on your website. Blogs give you the opportunity to post small and large messages, and you can do so with very little knowledge about website design. Once the blog is up and running (which is a very easy process), it is simply a matter of logging on and adding the information which you want to show online.

One other reason why it is important to have a blog for your online business is because it allows interaction between people. If you have your blog set up properly, it will allow your visitors to add comments at the end of each posting, and a dialogue can also be started between you and them at this time. People enjoy having an interactive part in websites, and by adding this to your website, you can help to make it a success.

## **Wordpress.org - The best platform to start your blog**

You are always going to have options whenever it comes to setting your business up online, and this is especially true whenever you are starting your blog. It is important for you to make the right decisions from the very start, as transferring between different blogging platforms can be somewhat of a hassle. If you go with the best from the beginning, you would be surprised with how many different options it offers to you and exactly how easy it is for you to get started. That is why we recommend the services and blogging platform that is found at WordPress.org, and we have been using this platform on our websites for many years.

One of the first reasons why you would want to choose WordPress as your blogging platform is because of how easy it is to set up. Most website hosts have automated systems available which can allow you to have a WordPress blog up and running within just a matter of minutes. If they do not have it, the effort that is needed in order to have one of these blogs up and running manually typically takes less than five minutes. In that short amount of time, you can have a very effective website which will begin pulling people into it rather quickly.

Another reason why you would want to use WordPress.org is because of the additional items that are available. These come in the form of various scripts and designs which can easily be uploaded and can tweak your blog in a number of different ways. Not only can it help it to look different, you can switch back and forth between looks within just a matter of minutes. You can also add additional items to the back end which will help you to keep track of stats, allow you to interact more with people or any number of different features which you will be able to utilise.

One final reason why I would choose WordPress.org over top of any other platform is because of the support that is available. There is a large team of individuals who work tirelessly in order to answer any questions you may have, along with a forum where you can interact with other WordPress users. You would probably be surprised with how easy it is to find an answer to any question that you may have. This can really make a difference in your comfort level whenever you are running a blog.

## **Your Domain Name is a Crucial Part of Your Branding**

It's best when choosing your domain name that you have your own name.com because you should brand yourself not your product. This is all part of the process of branding yourself and projecting yourself as a leader in your industry.

There are so many sites where you can register your own domain name for as little as \$10 per year and some are even cheaper than this. I personally use [Hostgator.com](#). Having your own domain name makes you look more professional and is your own piece of real estate on the internet.

One of the key decisions that you need to make whenever you're setting up a website is your domain name. Many people don't put enough effort into this, really thinking that it is just a matter of choosing a name that is somewhat related to their business or business name. The fact of the matter is, however, the domain name that you

choose can have a large effect on the branding that is done on the Internet. That is why it takes at least a little bit of thought on your part in order to choose an effective domain name that can really assist you in this regard.

One of the first things that you need to choose is the extension of your domain name. The reason why you need to make this decision first, is because you were going to have a much more difficult time finding a .com domain than one which is .net or.org. It is worth the effort to look for the .com extension, however, because it is universally recognised and when most people hear the domain name, they automatically think of this extension in their mind. It would be worth the extra effort to continue to look for one of these extensions that can be used for branding, even if your first choice is not available.

Another thing that you need to consider is that many times, the branding which can be done is on a domain name that does not necessarily match exactly what you are trying to do. Look at websites, such as Yahoo.com or Google.com. These names have absolutely nothing to do with the fact that they are search engines, yet they are

universally recognised as such. Other domain names, such as Microsoft.com are not only branded according to what they offer, but they are branded according to the name of the business.

Keep in mind, the domain name that you choose today is going to be with you for quite some time. The Internet is certainly not going anywhere, and you need to be set up properly at the very start, as making a switch can be rather messy whenever you're talking about domain names. Once you have the right name, however, you can go about beginning to brand it in any number of different ways. The more that you get the name out there, the more of an opportunity for pulling people into your website and getting more business.

## **How to Brand yourself as a Leader Using your Blog**

There are many people that avoid using the Internet for business purposes because of the fact that many areas are rather crowded. I like to think of it as a way to rise above the competition and to make sure that you are going to be giving something to the community that is not available from the others. This is effectively done through branding, something that the Internet makes rather easy and can be done in a number of different ways. One of the first things that I would recommend whenever you are trying to brand yourself is using a blog effectively. Here's why.

First of all, a blog helps to give you a voice which is exactly what you need in order to be heard online. If you are trying to brand yourself as a leader in a certain online community, a blog can absolutely help you to achieve that

purpose. It is important for you to make sure that you are not only putting material online regularly using your blog, but that the blog is regularly seen by other individuals. This can be done in a number of different ways.

Perhaps the easiest way for you to pull people into your blog and to begin getting the recognition that you want is by taking part in other blogs and forums that exist within the community. These help to introduce you to new individuals, and it helps to remind people that are already familiar with you about your knowledge on the subject. When people like what they hear you saying on these other venues, they will naturally want to follow through to your blog in order to see what you have to say. At this point, the branding begins and it can really make a difference in how successful you are.

One final thing that I would like to mention is that you should use your blog in order to differentiate what you have to offer from what your competition has to offer. People like things that are unique, and not only will it help

to brand you as a leader within the niche in which you're working, it will help to keep people interested in what you have to offer. If you do this successfully, you will be surprised with how quickly your online business will begin to grow and with the heights that your business is able to attain.

## **Use Your Blog to give Value to your readers**

A blog not only gives you a voice, it gives you the opportunity to offer real value to your website visitors.

This is important for a number of different reasons, but it is also important that you choose wisely from the very start in order to make sure that your readers are going to get the most out of the information that you are posting. Here are a few ways to continually add value for your readers, and how you may be able to use it to your advantage.

One of the first things I would like to mention, is the fact that many of us are familiar with blogs that really only put information out there which is of superficial value. Although we may land on these pages on occasion, very few of us end up visiting them on a regular basis because

they are not offering us in-depth information that can help us in any way. If you feel this way, you can guarantee that individuals who are going to be visiting your website have also experienced the same thing. By simply adding good value to your blog in the form of information that will truly help them, you can have a repeat audience and the potential for new clients that come from that audience.

Another benefit that comes from adding great value to your readers is the fact that they will readily pass it on to other individuals. Whenever they see something on your blog that they feel would be of interest to somebody else that they know, they will and email it to them, or perhaps even bring it up in conversation.

Of all of the different forms of advertising that are available, word-of-mouth advertising is one of the most effective, and the more value you offer, the more you will receive in return.

Your blog is all about giving value to your readers. For instance, when you learn to implement a new strategy within your business, pass this on via a blog post as it will help others. You can also do a video to demonstrate what you have learnt. People love watching videos and if your content is good, your readers will be back for more of the same. You can also add news articles to your blog that are in reference to your business.

It's always a good idea to keep a little fun in your blog as well. I personally find that everyone is way too serious most of the time so, adding a bit of fun to your blog will also let your readers get to know you and your personality.

When all of these things come together properly, along with your adding value to the information that you are putting out there, you would be surprised how quickly your visitors will grow.



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This is the first book in a series of  
Prepare 2 Succeed online books available in 2010.

I'd like to connect with you so you don't miss out on  
the other editions of

**Prepare 2 Succeed Coming Soon!**

Connect with me (Sandy Moore) by clicking on any  
or all of the links below

I look forward to meeting you



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## ***My Closing Message To You!***

No matter what business you decide to do online or if you already have an online business these are the most important rules I follow for Success!

- **Stay Focused - If you want to succeed online don't be jumping from one opportunity to another.**
- **When things get hard, NEVER quit on yourself or your dreams to be successful.**
- **Find a good mentor - Someone who has great leadership qualities and has been there!**
- **Have faith and believe in yourself - You are the ruler of your destiny.**
- **Remember, it takes time to build your business. Anyone that tells you otherwise, is not telling you the truth.**
- **Finally - You must have the 3 P's. Patience, Persistence and Perseverance.**

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