

BB's Tips to Start A Blog

Share your experiences and monetize your expertise.



Starting a blog can be so much fun and at the same time ... pretty scary and overwhelming. In this one-page tip sheet, I will share with you the top 10 tips to get started with your blog quickly, avoiding the mistakes I made, and reducing the stress of the process.

You have so much to share and shouldn't let the stress of the process paralyze you from getting started.

Here are 10 tips that can help you get started TODAY!

- 1. Get clear.** What message do you want to share, and what is the purpose of your blog? Clearly define your why, and be clear about what people can expect to receive from you and what problem you are helping them solve.
- 2. Define your target market.** Who will benefit from your blog? What is their age? Their education level? Their living situation? Their average income? Their hobbies? Where do they shop? What websites do they frequent? These are points to help you with writing your content and connecting to the person that you are trying to serve.
- 3. Collect stories.** People will connect with your blog through emotional involvement. What better way to create a connection than sharing your personal stories? Keep a journal with a timeline of your life starting from childhood until now. What experiences have you had that you can recall? How do you think these experience impact your life today? What did you learn from them, and what can you share with others that will help them through a current challenge? This also clarifies your passion as well. It likely started much earlier in your life .
- 4. Start writing.** Before you start your blog, you must have content. Start writing! It doesn't have to be perfect. I use Evernote to write content, then I transfer it to my website for final editing and publishing when I've nailed

down my core message. (website is coming... don't rush this! get your content together first). To write effectively, I recommend the Marie Forleo writing course: **The Copy Cure**.

5. Become an affiliate. If you want to monetize your blog, affiliate links are everything! The **Amazon Associates Program** is great because you can create a link to products that you use everyday and if your subscribers want to purchase your recommendations, you can receive a small percentage of the sale for recommending them. Research other websites or services specific to your area to find out if they offer affiliate programs.

6. Start your website. I recommend using **wix.com**. You can create a domain, simply update your site, add in plugins for an online store, manage your email lists (GOLD!), and so much more as you grow your blog. If you have a business name in mind, run that by a few of your entrepreneurial friends for affirmation, or simply use your name. You are your brand and no one is as unique as you.

7. Promote yourself. Social media is HUGE. I recommend starting small and focusing on one platform at a time. Instagram, Facebook, Pinterest, Twitter, etc. are all great platforms; however you should get good at using one and growing an audience there before jumping over to another playground. Research the best way to grow your audience with that platform, practice for a month or two and move to the next if you're bored or not seeing traction.

8. Be consistent. When you start posting, don't stop. Your current and future audience will pay attention to how much you care about your blog and if they see that you aren't consistent, they probably won't be consistent in reading it. It will impact your credibility, so be true to yourself. Your posts don't have to be perfect, but you better get them out! Even if they aren't perfect, your subscribers can give you that feedback. Don't make assumptions for them. They subscribed to you for a reason and appreciate what you have to offer.

9. Network. Being a writer means that you should stay current. Keep up with trends, expand your network and ensure that you surround yourself with people who inspire and motivate you. Whether it's online or in person, you need a circle of influence to keep your mojo alive and people who will keep pushing you outside of your comfort zone.

10. Repeat. After you get started, it's important to re-evaluate your message, your purpose, your content, learn from your launch mistakes and keep going. These simple steps will ensure that you're successful if you remain consistent and true to yourself, the reason you got started, and continue providing value to your subscribers.

About Brittanni

Your confidence strategist and professional mentor.



My personal mission is to develop and cultivate the qualities of confidence, inspiration, and overall well-being so that I am able to live each day with success and enjoy life to the fullest. I will do this by leading with daily intention, eliminating negative habits, and giving selflessly to enrich not only my life, but also the lives of those around me.

Growing up as a bi-racial girl in a blended family in Houston, TX, I spent most of my younger years trying to find my place. Personal success has always been important to me because of my desire to "prove that I can". I remember a young boy telling me in grade school that I was stupid because I had a white mother and a black father. That was tough to hear as a child and I didn't understand why he felt that way, or who else felt that

way. From that point on, I lived my life in a state of constant fear that I just would not be good enough for anyone unless I worked hard enough to get the best grades, the most awards and the most recognition.

That is not the way we are meant to live.

Many people lack a true support system and I thrive by truly being there to personally support my clients through the goals we have set together. I will keep you accountable, provide you with first hand insight to some of the most invaluable information from many of my personal trainings from inspiring leaders such as John C. Maxwell, Simon Sinek, and Chalene Johnson.

When we engage in personal coaching sessions we will take inventory of your daily habits, your schedule, and identify proven solutions to get you back on track. You will leave each session feeling motivated, inspired, and equipped with the information and tools you need to start making changes immediately.

Schedule your FREE call today.

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