

BLOGGING SUCCESS

©2015 Marti Pieper, www.martipieper.com

I. Brief Intro to Blogging

A. History

B. www.prayforbj.com was a blog about BJ Higgins which eventually became a best-selling book God gave me the privilege of writing for his parents, Brent and Deanna Higgins.

C. Other authors have turned blogs into book contracts (Katie Davis of “Kisses from Katie,” Ann Voskamp of www.aholyexperience.com and more come to mind).

D. What blogging experience do you have?

II. Reasons to Blog

A. Builds _____.

B. Develops your _____ as a writer, your uniqueness reflected on the page.

C. Helps you earn _____ as an expert in a field or on a particular topic.

D. Can serve as your Internet _____. And today’s blogs can even be modified to serve as an author _____.

C. Grows your _____ and _____ of people who want to read your work.

III. Learning from Marti’s Mistakes

A. I _____ Posts: When it comes to building audience trust, consistency trumps frequency (Michael Hyatt).

B. Wrong _____: Concentrate on your reader, not yourself.

C. _____ Trauma: Too short, too long, too unclear.

D. _____ Bomb: Well-chosen ones add interest to any post.

E. _____, you're it. Don't ignore the SEO factor.

E. Failure to _____: Keep a folder of topics and ideas.

F. No Master _____: An editorial calendar can help keep you on track.

V. And a few successes:

A. Write _____: Don't take too long to say what you need to say.

B. Always _____: Go over your work before you post.

C. _____ your posts with your writing work.

D. _____ and _____ alike: make posts social-media-friendly.

E. Build _____ that count.

Resource List:**BOOKS:**

Create Your Writer Platform: The Key to Building an Audience, Selling More Books, and Finding Success as an Author by Chuck Sambuchino

The Extroverted Writer: An Author's Guide to Marketing and Building a Platform, Amanda Luedeke

Get Known Before the Book Deal: Use Your Personal Strengths to Grow an Author Platform. Christina Katz

How to Blog a Book by Nina Amir, Christine Katz, and Chris Garrett

Platform: Get Noticed in a Noisy World, Michael Hyatt

INTERNET:

www.bloggingbistro.com/ (Laura Christensen, the blogging barista)

www.boostblogtraffic.com/writingformulas/ (Writing Blog Post Openings)

www.chipmacgregor.com/ (MacGregor literary, especially Thursdays with Amanda)

www.janefriedman.com/ (Jane Friedman; writing and publishing in the digital age)

www.michaelhyatt.com/ (Michael Hyatt, former chairman/CEO of Thomas Nelson Publishers)

www.smallseotools.com/ (Small SEO tools)

www.thewriteconversation.blogspot.com/ (Author Edie Melson, especially social media Mondays)

<http://www.twelveskip.com/guide/blogging/1247/blog-post-title-templates-that-work/>
(Infographic, 74 Blog Post Title Templates that Work)

IMAGES:

www.freedigitalphotos.net/

www.freeimages.com/

<http://www.morguefile.com/>