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/