From Blog To Book Deal

Why Should A Writer Or Author Bother With A Blog?

1. What is my personal purpose for blogging?

2. What do readers hope to walk away with after they read my blog?

3. What do I want my reader to do after they read my blog?

A Blog Is A Writer’s Perfect ________________  ____________

A blog is a perfect place to discover:

• Your _________________________
• Your _________________________
• Your _________________________
• Your _________________________
How Could A Blog Help Me Land a Book Deal Or Publish Articles?

Build your _______________  _____________________

Discover your _______________  _____________________

Glean _______________________     ___________________ from readers

Eventually, you will have ________________  _____  ____________!

So—What Do I Blog About?

• Non-fiction articles (include fun, verified facts)
• Fictional short stories
• Non-fiction short stories (Always with a valuable lesson or takeaway)
• Recipe posts with a story about or behind the recipe
• How-to articles with plenty of photos
• Devotionals (include personal stories)
• Personal stories of failure and overcoming
• Poetry
• Book reviews (Link to the amazon book listing and the author’s website, they love this!)
• Musings with a lesson (These can be less refined)
• Blog series (same topic covered over 2-4 posts within a week or so)
• Contributor posts
• Interviews
What About “Taboo Subjects”?

At some point, you may want or feel the need to write about a topic or a story that can be sensitive. Whether it is a controversial topic, or includes a delicate story or relationship.

Remember: Write what is ______________, not what is ______________.

“By writing what is taboo for you, you act as an ambassador for others who will never find the words.” -Jordan Rosenfeld

We have a responsibility to ____________ and ____________ the story God has given us, while ____________ and ____________ those it involves.

Tips For Fun, Successful Blogging

• Include your family
• Stake your claim (What’s your “one thing?”)
• Include an “About Me” or online resume page. List ALL your credentials.
• Eliminate clutter. Focus on simple. Point the attention to your words.
• Promote your content
• Choose the social media you enjoy. Ignore the rest.
• Write your posts magazine style
  • Headers
  • Short paragraphs
  • Photos
  • Bolding
• Write intriguing titles (avoid self help)
• Build your list
• Find community
• Journal first
• Challenge yourself with new writing styles. This is a safe place to experiment with first story, narrative, fiction, historical, factual, whatever you want!
• Write under a pseudonym for fragile stories and topics
• When you need a break, take a break. No apologies. This should be a fun part of your writing practice, not a discouraging or overwhelming.
What Is Your Next Step In Either Considering a Blog, Starting a Blog, Or Taking Your Blog To A New Level? Be Specific.

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