

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 _____

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.
