



# HOW TO GET STARTED WITH BLOGGING

**A BEGINNER'S GUIDE**





# Pick a niche (that you LOVE)





# Higher chances of interaction

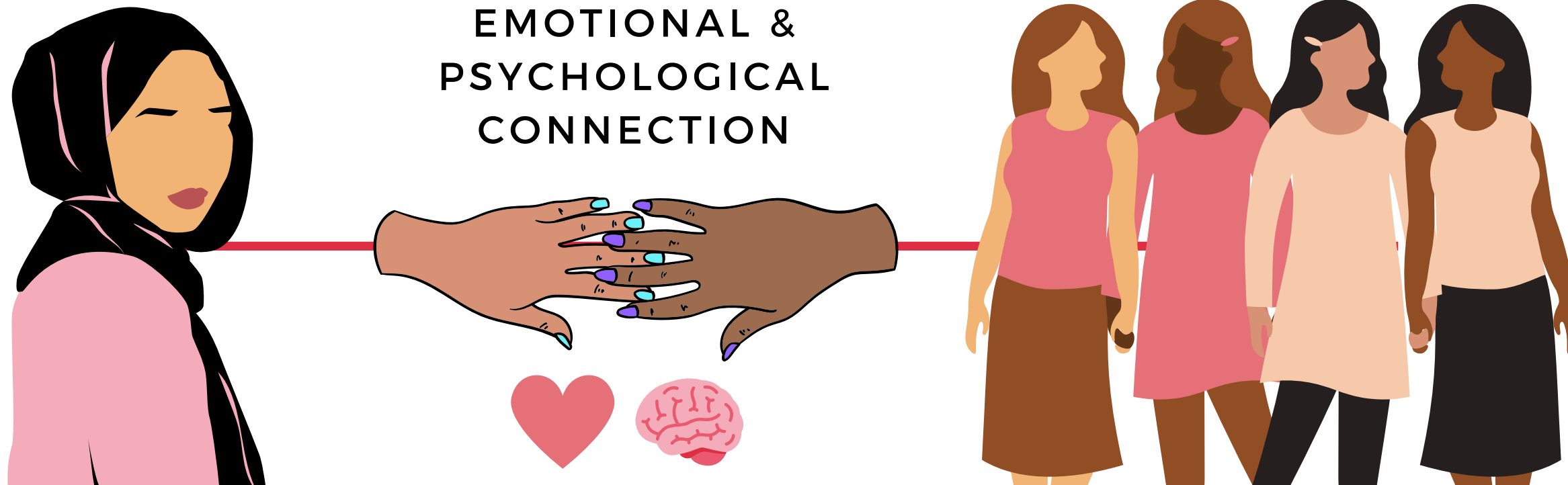
No business has grown by being alienated from networking, building relationships with its target audience and learning more from them. While you are doing this for yourself, you are giving yourself a chance to interact with people that are going through the same or taking inspiration from your content.



PERSONAL  
EXPERIENCES

EMOTIONAL &  
PSYCHOLOGICAL  
CONNECTION

PUBLIC OPINIONS



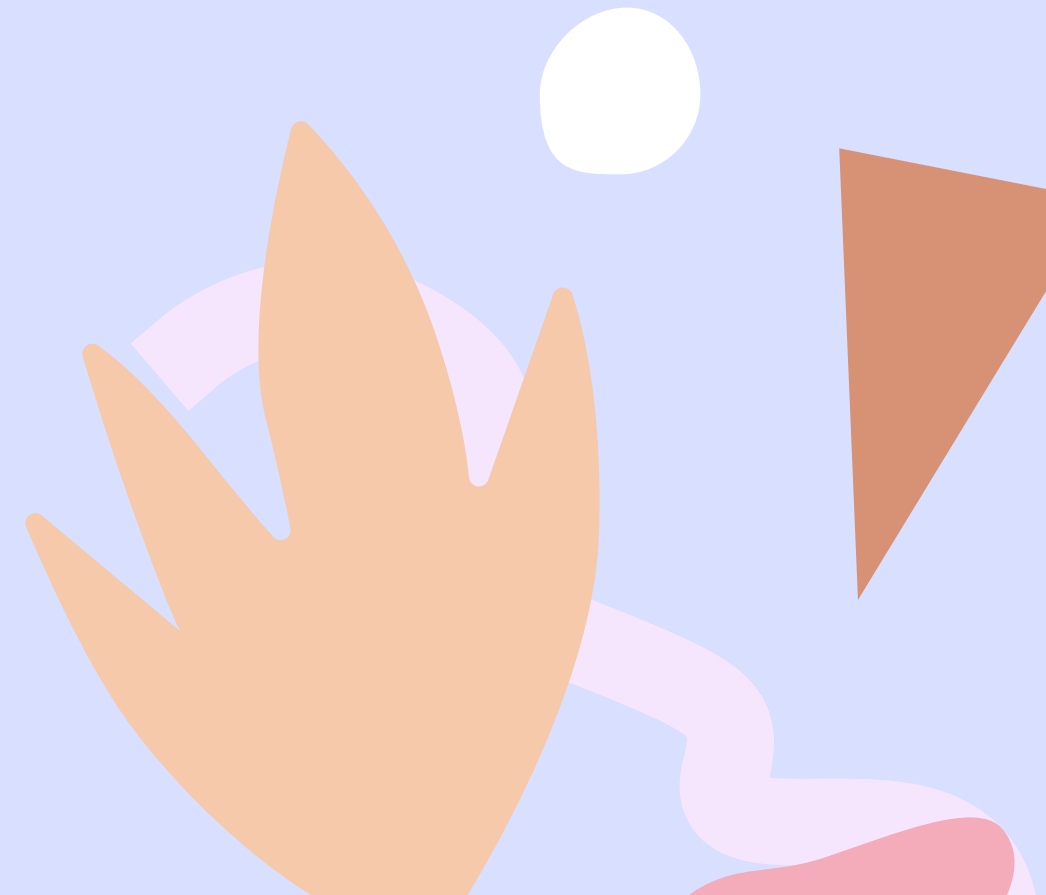
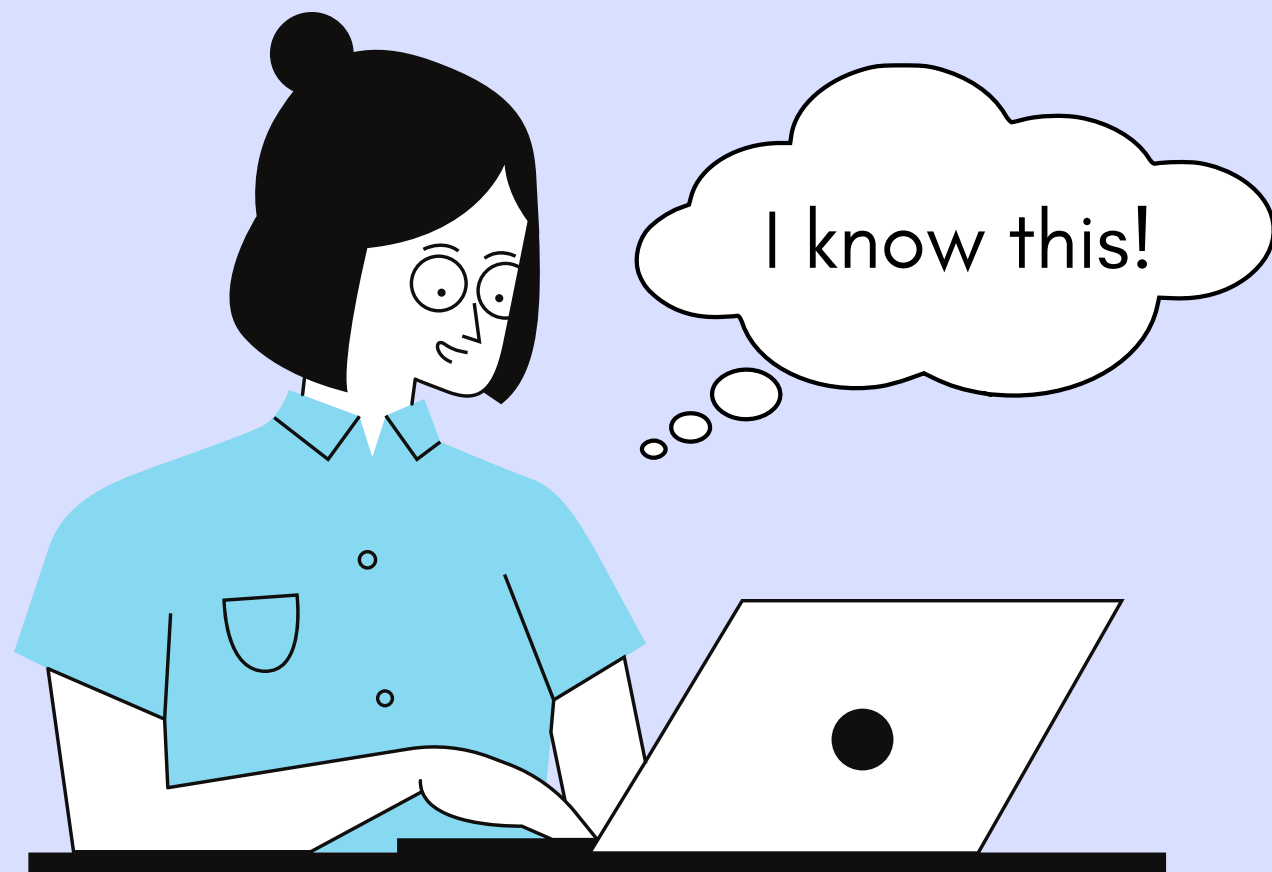
# Learn More

As you write more, you will be reading to source new information and content out into the public. This will help you personally and give the target audience what they're looking for.



# Assists professional status

Publishing online through blogging will change you from an amateur to a professional writer, video editor and an overall health enthusiast. If this is a temporary part of your life, it shows that you are an expert in this chosen field and will make it easier for you to acquire a position in this particular niche.



# WHY BLOGGING?



# MAKES MONEY

- Affiliate Marketing
- Workshops and courses for readers/ viewers
- Advertising
- Coaching/consulting
- Offer freelance writing



# TO HELP OTHERS



- They will feel heard and unite them together
- Opens forum in which people could share their experiences and help one another
- It helps to know that everyone else out there is as imperfect as we are
- Help potential clients/customers solve their problems, they come to trust you and respect you as an expert in the field



# FOR FUN



- Keeps you updated on trends
- Allows you to think differently
- Allows you to be creative and helpful at the same time
- Opportunity of building new friendships and relationships in that field
- You can always go back to articles that you wrote a week or month ago and celebrate your qualitative and quantitative progress
- Of course, you can enjoy bragging about it!

# THE EXPOSURE.

- There's another person who has been through a similar experience so they don't feel so alone
- The effort is visible through your work
- Networking, no doubt
- Your ideas will be inspired by others in a similar position
- You get to make the rules!

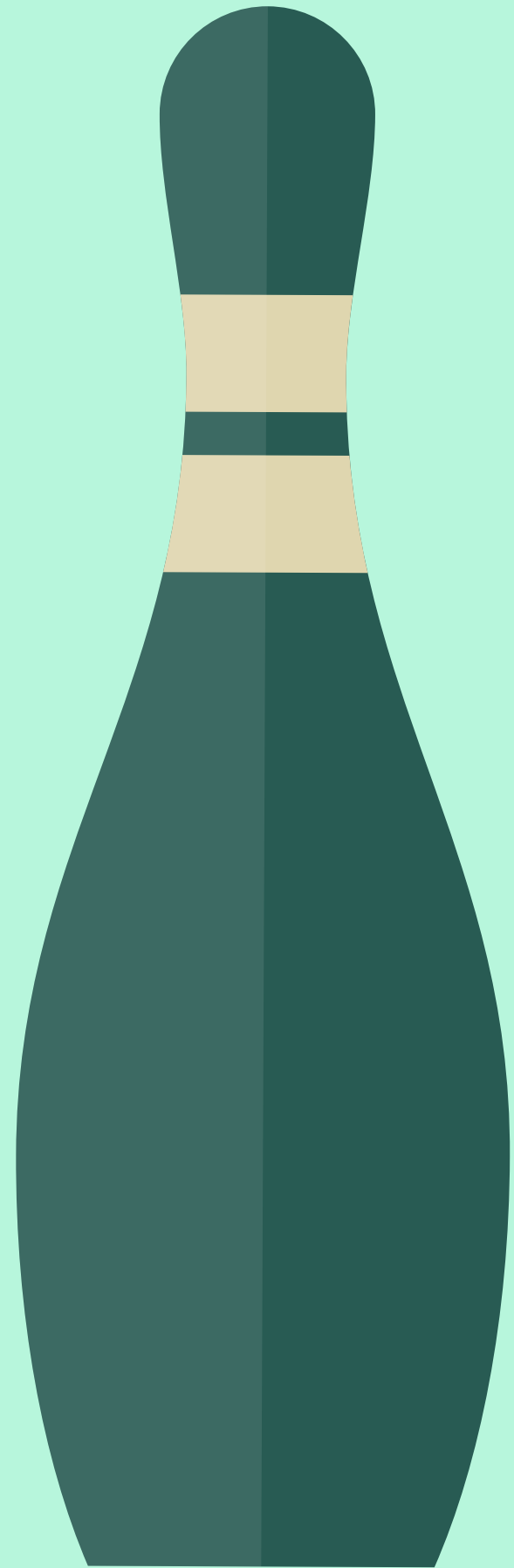


# LEARN NEW SKILLS

- Writing
- Research
- Gain more knowledge hence becoming the smartest person in the room
- Increases memory
- Encourages you to adapt to habits and schedules that are healthy (and probably suggested by you)
- Builds patience
- Photo and video editing skills
- Networking and emailing skills
- HTML skills



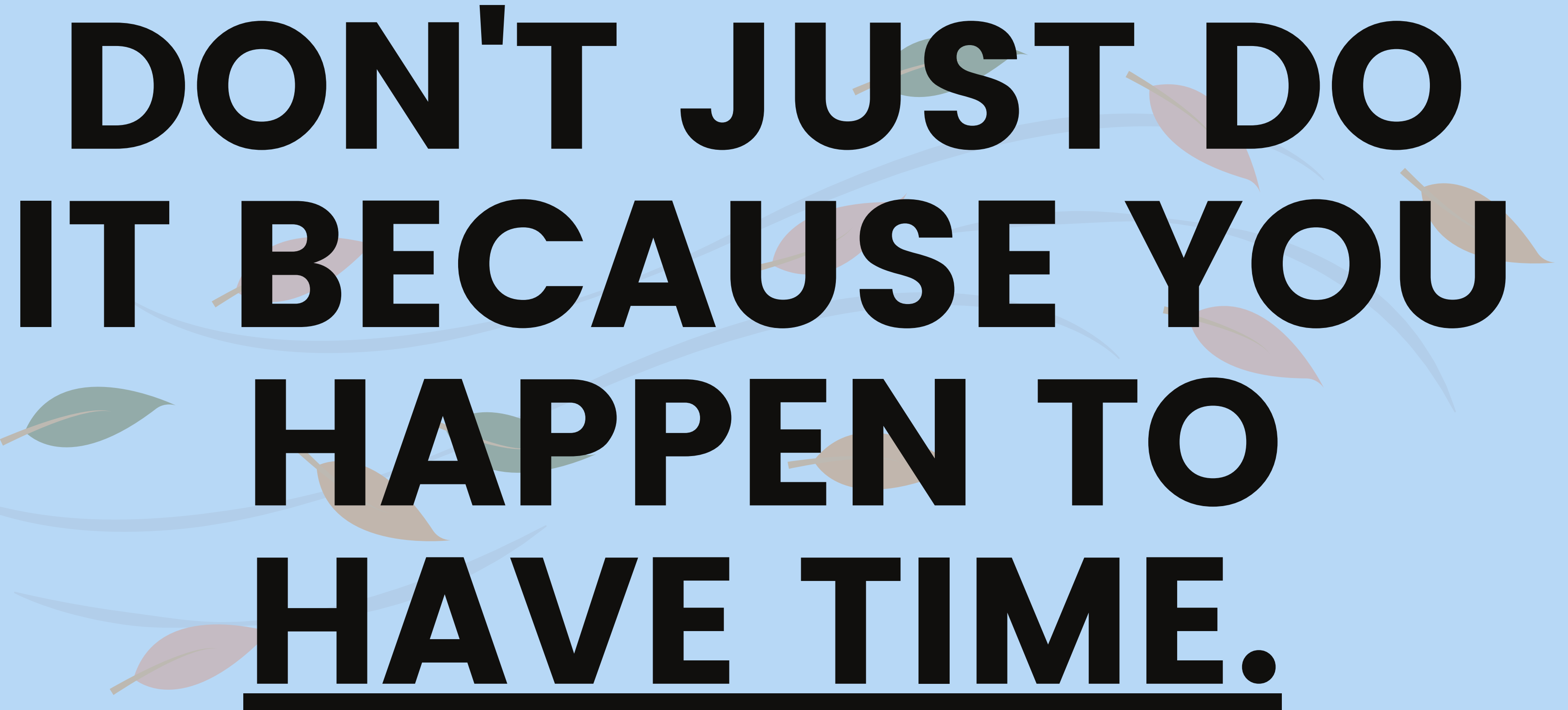
# OPPORTUNITIES, EVERYWHERE



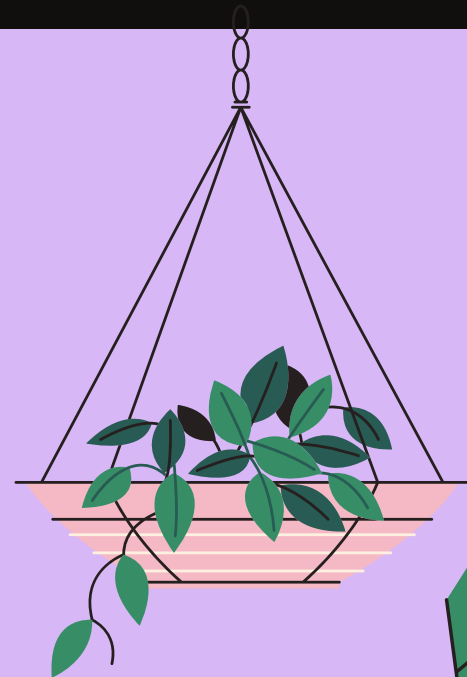
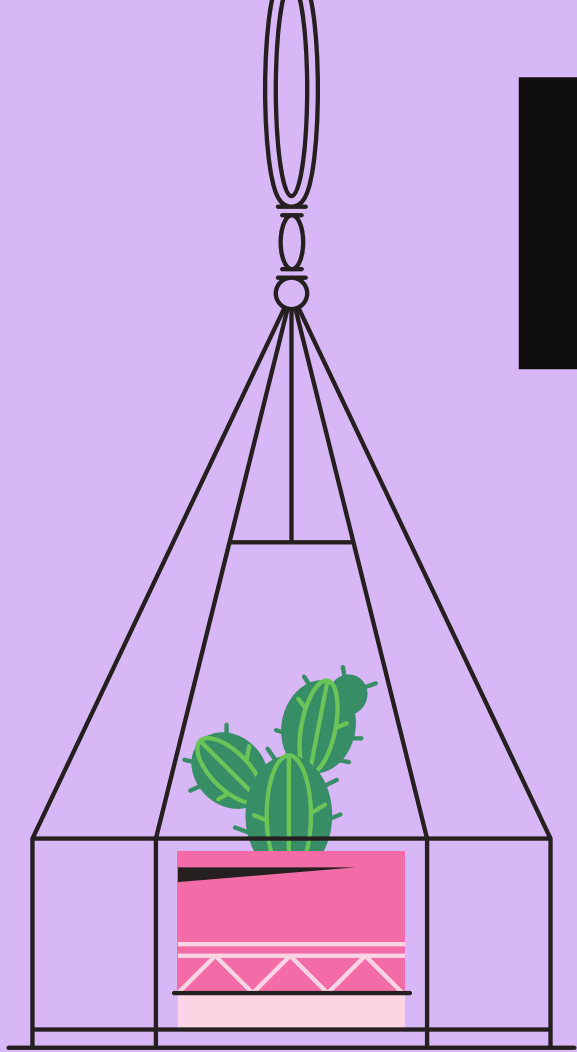
- Create more content you struggle looking for
- Grow your audience everyday
- Better storytelling
- Enhance your skill of attracting readers
- Keep yourself on par with trends before anyone else in the world
- Eventually, collaborations for interviews, features, adverts, events, podcasts etc will pop up
- There will always be a place for you to execute your ideas. ALWAYS.



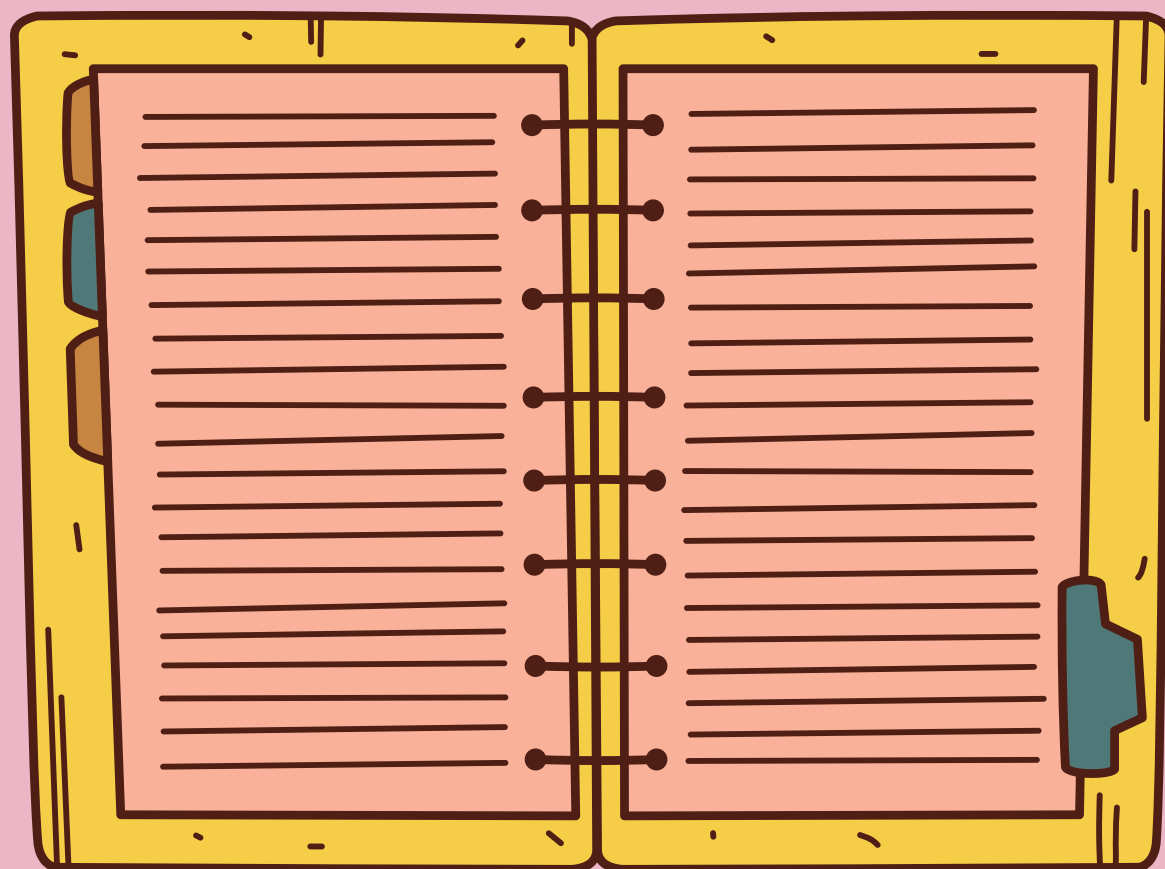
**DON'T JUST DO  
IT BECAUSE YOU  
HAPPEN TO  
HAVE TIME.**

The background is a solid light blue. It is decorated with several stylized, flat leaves in muted green, pink, and tan colors. These leaves are scattered across the frame, some overlapping the text. There are also faint, light blue curved lines or swirls that sweep across the background, adding a sense of movement or flow.

**DO IT BECAUSE  
YOU WANT TO  
DO IT.**





*Starting from scratch*





Sit for an hour and write

100     

on the top of  
your head.



# Need help?

Use your personal experience, twist things around and make it about the audience

example:

**your experience**



I've been paleo for almost 8 years and going paleo took away plenty of confusion for me.

Foods that come from the earth or have spent their lives living off the earth (eating grass or other animals for example) are the foods that humans are supposed to eat.

**your target audience**



All of these newer foods have created the obesity epidemic we're currently dealing with in addition to the heavy use of sugar, inflammation-causing industrial oils, and soy.

# Need help?

Look for inspiration from other bloggers

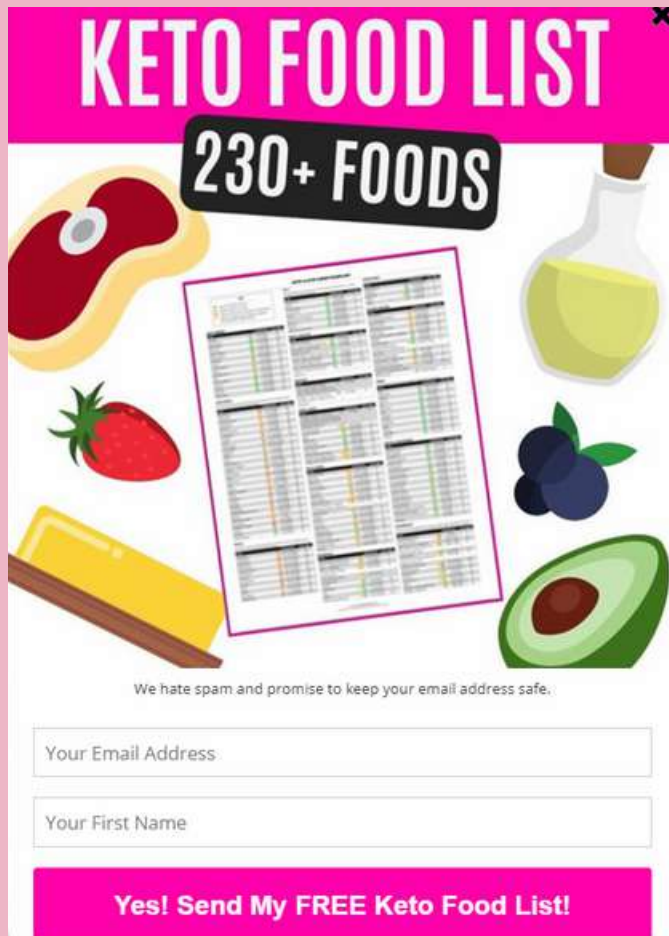
example:



# Need help?

## Subscribe to other bloggers

## example:



**KETO FOOD LIST** ✕  
**230+ FOODS**

We hate spam and promise to keep your email address safe.

Your Email Address

Your First Name

**Yes! Send My FREE Keto Food List!**



**FREE LOW CARB RESTAURANT GUIDE!** ✕

Learn WHAT TO ORDER, WHERE TO GO, and how to stick to THAT LOW CARB LIFE! All of my best tips and tricks for FREE!

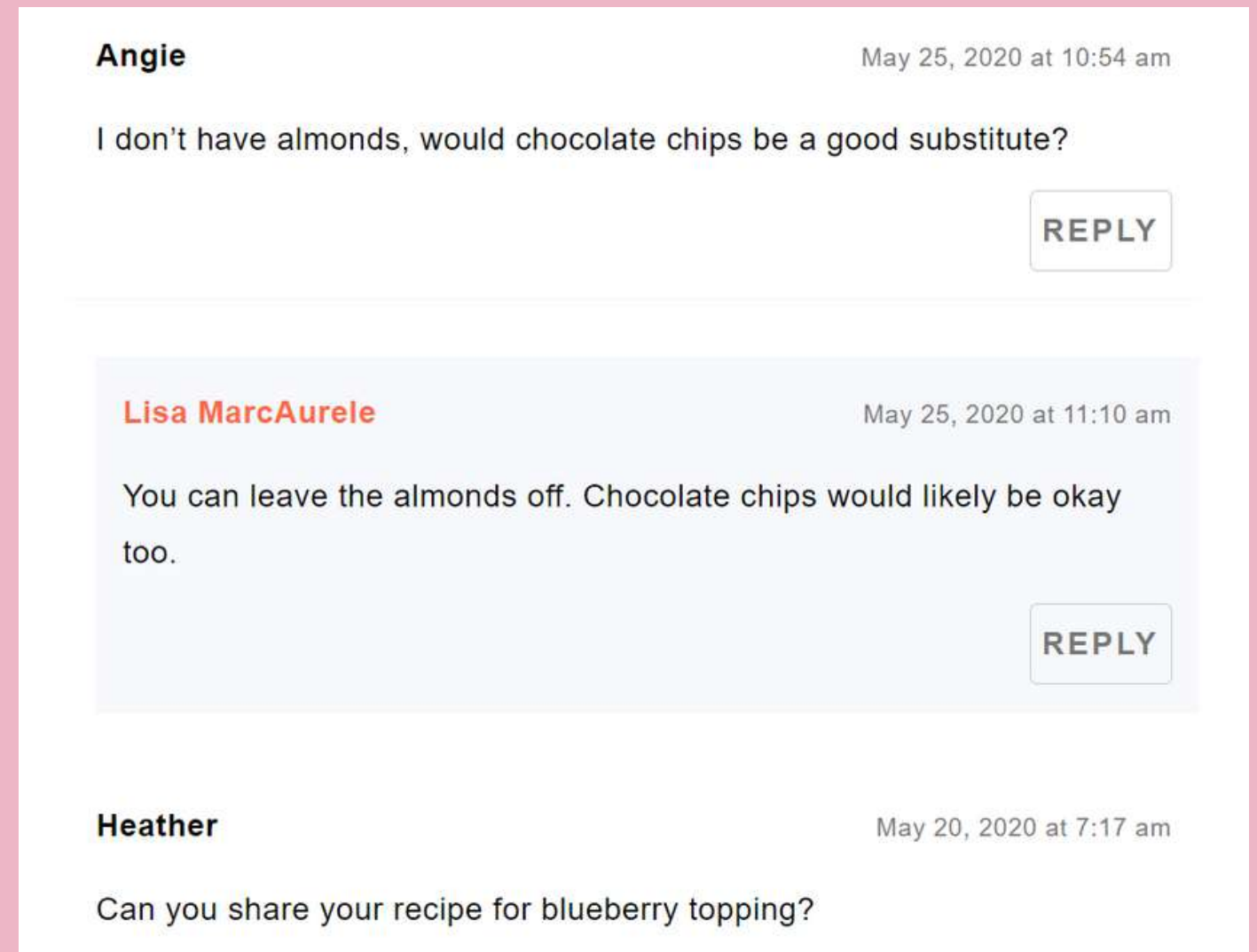
Enter your first name

Enter your email

**YES, I WANT THIS!**

we respect your privacy and take protecting it seriously

**don't forget to check out the  
comments section**



**Angie** May 25, 2020 at 10:54 am

I don't have almonds, would chocolate chips be a good substitute?

**REPLY**

---

**Lisa MarcAurele** May 25, 2020 at 11:10 am

You can leave the almonds off. Chocolate chips would likely be okay too.

**REPLY**

---

**Heather** May 20, 2020 at 7:17 am

Can you share your recipe for blueberry topping?



# Need help?

## Stalk influencers

## example:

yes, even small ones



leannetakesajourney [Follow](#)

354 posts   3,435 followers   456 following

Leanne Raad | ليان رعد  
Dubai 🇦🇪 18 years old 🧑 100 pounds down all naturally 📌 Follow my journey on health, fitness and lifestyle 🌟 Right Bite Ambassador 🥗🍌  
[vm.tiktok.com/79XBFy](https://vm.tiktok.com/79XBFy)



busyavocado [Follow](#)

1,104 posts   14.4k followers   1,803 following

Diana I A Feed You Want To Eat  
Creative & Entrepreneur  
🥑 Healthy Colorful Food  
📢 Marketing on Social Media  
📷 Instagram Food Photography  
🎓 Upcoming Zoom Course 📌  
[linktr.ee/busyavocado](https://linktr.ee/busyavocado)



daliaskitchen [Follow](#)

1,687 posts   55.8k followers   1,577 following

Dalia داليا  
travelling chef & author currently home sharing easy recipes with #kitchenlockdown series on IGTV  
@harpersbazaararabia food editor  
cookbook 📌  
[www.amazon.ae/Food-Love-Life-Dalias-Kitchen/dp/9948444159](https://www.amazon.ae/Food-Love-Life-Dalias-Kitchen/dp/9948444159)



secretsquirrelfood [Follow](#)

2,187 posts   193k followers   282 following

•KAREN MCLEAN•  
👩 Twin mama - Emily & Sophie 🧑🧒  
🏆 Winner 2018 MENA Digital Awards - F&B  
🐾 @teddyminisausage  
📍 DUBAI based 🇦🇪  
✉ info@secretsquirrelfood.com  
[www.secretsquirrelfood.com](https://www.secretsquirrelfood.com)



healthybyhuda [Follow](#)

469 posts   26.2k followers   493 following

Healthy by Huda  
♡ Food Made with Love ♡



# Need help?

## Attend courses and watch videos

## example:

**FREE 5 DAY SELF-HELP COURSE**

Join in the fun and this awesome FREE course! :)

\* Email

\* First Name

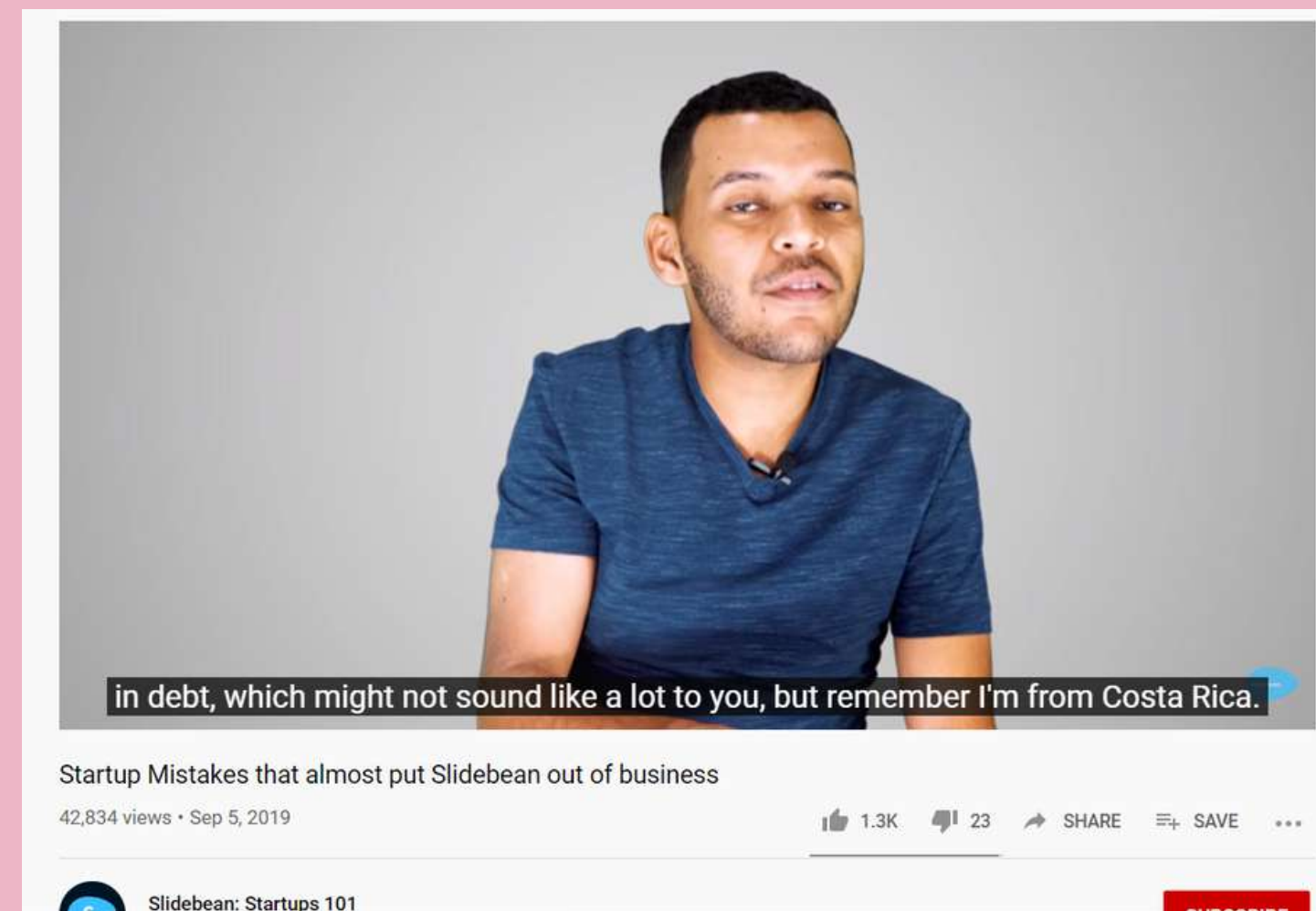
Last Name

Birthday

MM / DD

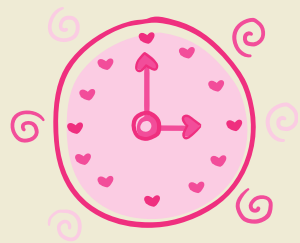
By submitting this form, you are consenting to receive marketing emails from: A Red Hair Girl, P.O. Box 900652, Sandy, UT, 84090, US. <http://aredhairgirl.com>. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. [Emails are serviced by Constant Contact](#).

**Sign Up!**



# REMEMBER

**Do NOT make it  
about the money**



**it takes time**





# REMEMBER

## BE TRANSPARENT



**everybody knows  
no one is perfect**



# REMEMBER



**KEEP  
BRAIN  
STORMING**



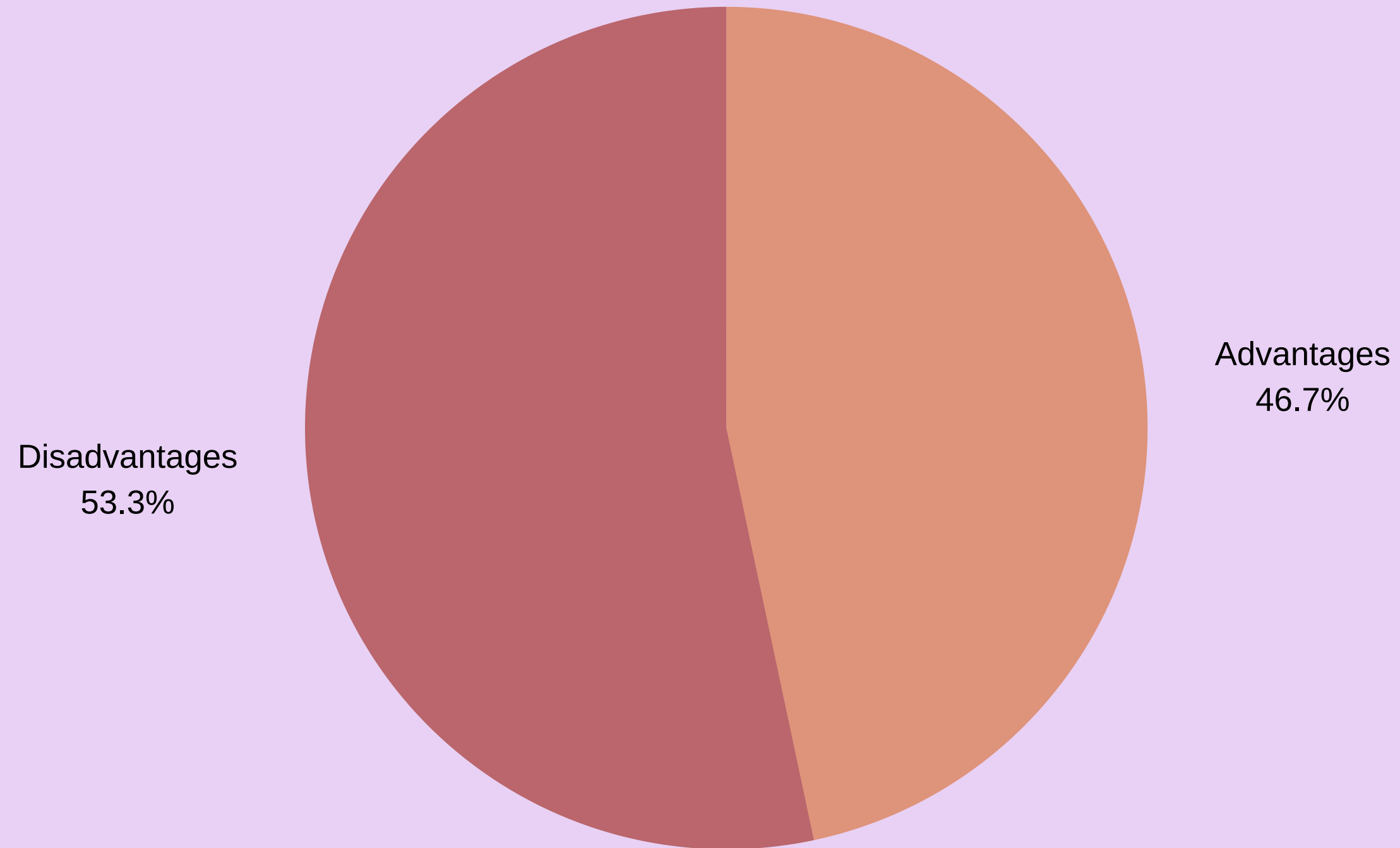


choosing a  
platform

**HERE ARE YOUR  
OPTIONS...**



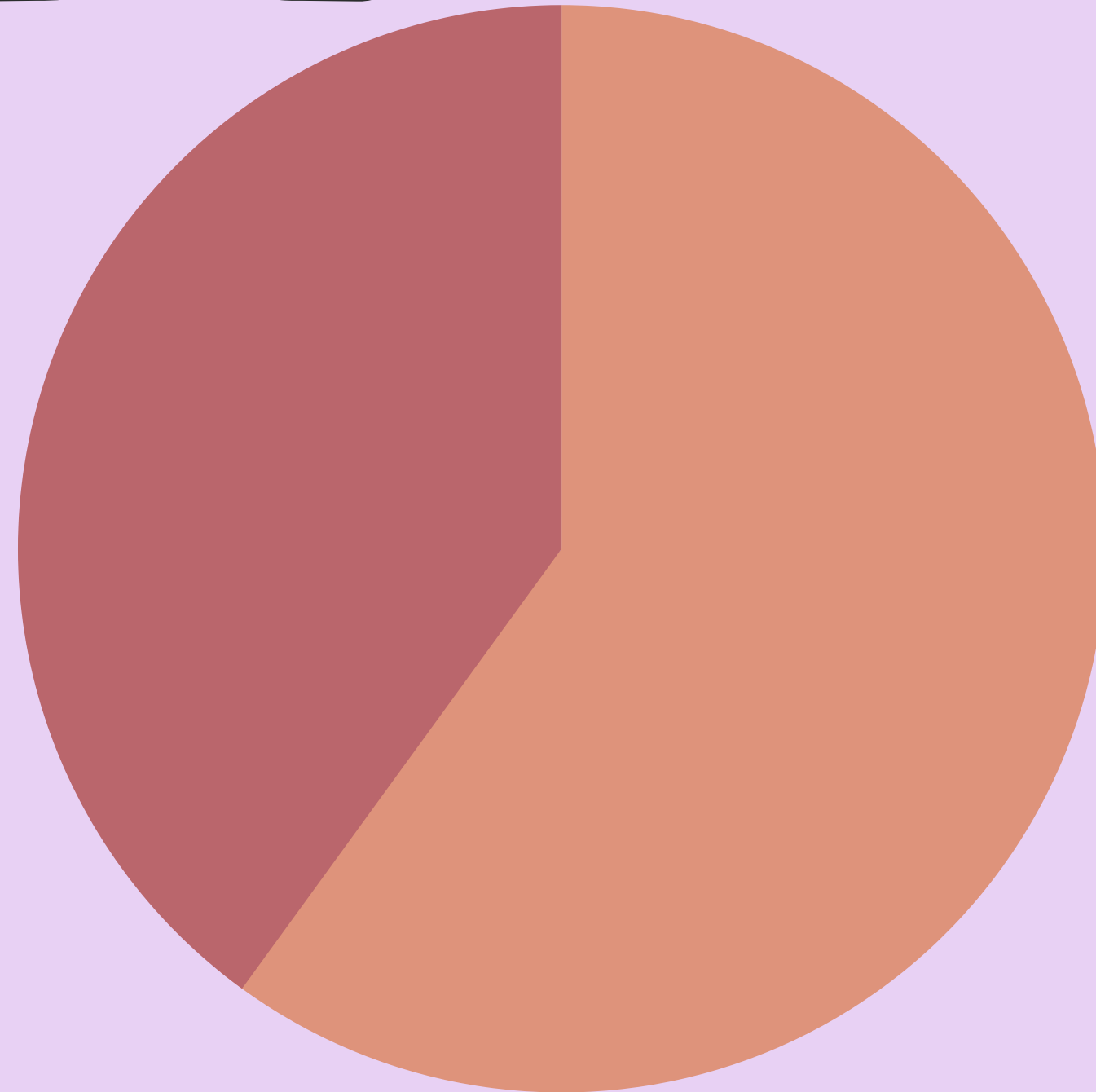
# Blogger



User-friendly	You can easily customize your template with the help of style sheet which could make your blog look better	😊
Free/Paid	Free Hosting By Google	😊
Widgets/Tools	Blogger has widgets to customize your blog from header to footer but it is limited	😞
Advertising	Easy AdSense integration & approval	😊
Publishing	Automatically publishes new content in google plus	😊
Custom domains	Custom domain address for free	😊
Analytics/Insights	Can be easily linked to Google Analytics and Webmaster tools	😊
Traffic/Exposure	If you don't post a week you might lose your traffic which is the biggest disadvantage of blogger	😞
SEO	To get Traffic SEO is the key but in Blogger you can't do any thing to improve its SEO quickly. 'Blog archive' and 'label' pages are not SEO friendly	😞
Uploads and other customizations	Media files like PDF, word doc, etc., can't be uploaded on your blog server	😞
Malfunctioning	If your blog is against the policies of Blogger your blog might face detention by getting you blog banned. Chances are there for blog to get deleted if violates blogger content policy	😞
Mobile friendly?	All users who are viewing your blog on <b>mobile</b> devices should be automatically redirected to your <b>mobile</b> template, but <b>Blogger</b> fails to do that.	😞
Speed	Blogger is slow	😞
Social Media	You can add the social media handles to each article that you post on your blog	😊
Business	No e-commerce component	😞



Disadvantages  
40%



Advantages  
60%

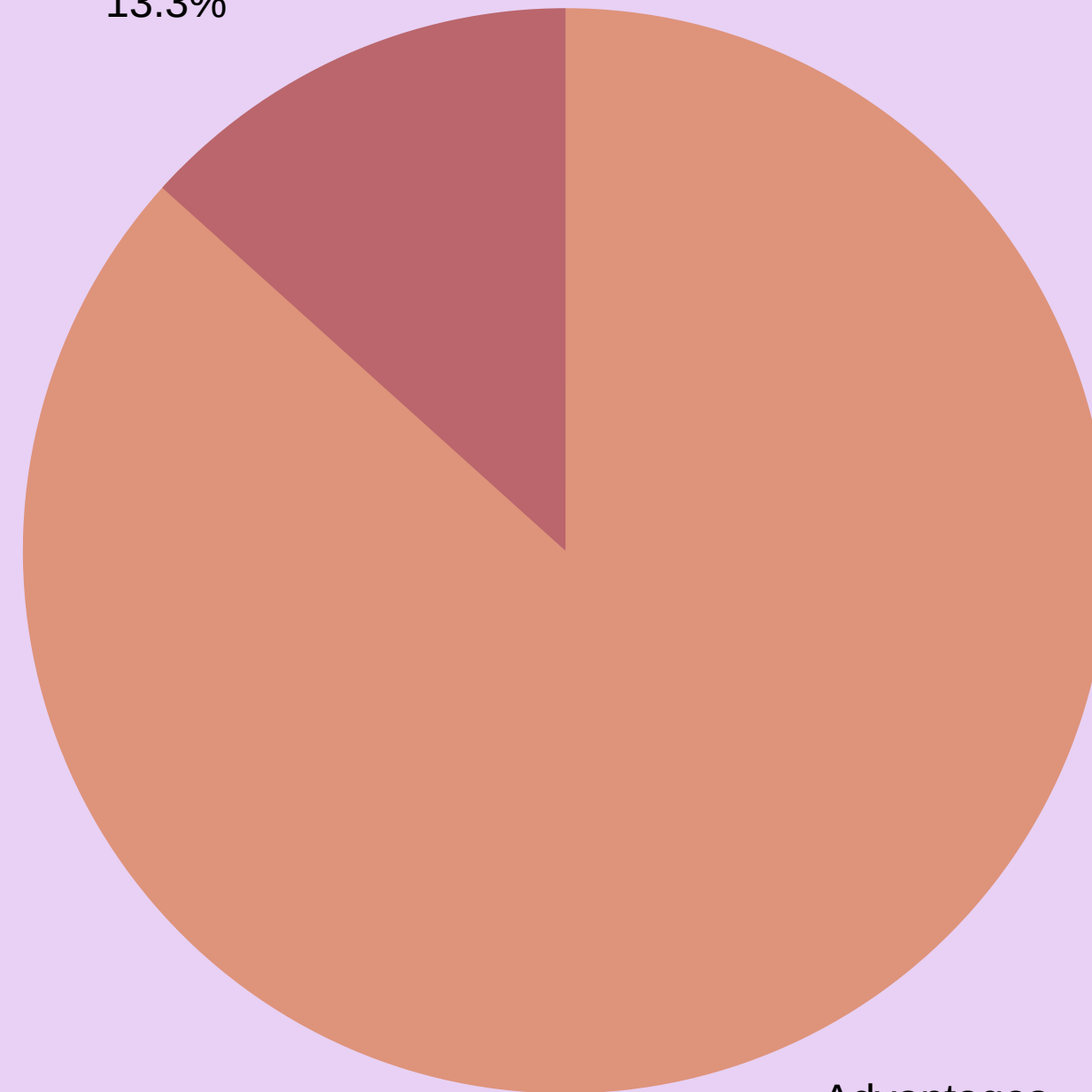


User-friendly	Your settings are preset along with featured templates. It makes a fast sign up process even faster. they are a 100% independent, publicly-traded company exclusively devoted to website builders.	😊
Free/Paid	They all remain more expensive than their main competitors	😞
Widgets/Tools	The design approach is a major advantage to its platform.	😊
Advertising	<b>You can</b> add advertisements to your site in a few different ways such as AdSense app	😊
Publishing	If you have connected your <b>site</b> to your own domain, it may <b>take</b> up to 48 hours for your <b>site</b> to appear when browsing to your domain.	😞
Custom domains	You will not have your own custom domain unless you pay	😞
Analytics/Insights	It is not possible to use <b>Google Analytics</b> with a free <b>Wix</b> site. But Wix provides it's own analytics.	😊
Traffic/Exposure	<b>Wix sites can handle</b> thousands of visitors at the same time	😊
SEO	Wix has always been disdained a bit in the professional SEO community	😞
Uploads and other customizations	Adding pixels, retargeting tools, custom share buttons, custom email collection tools – all are either difficult or unavailable.	😞
Malfunctioning	The sites stay secure and they rarely, if ever, “go down”. When something is wrong, or when you want to edit something, you can get in touch with customer support.	😊
Mobile friendly?	Yes they are mobile friendly. They even provide custom mobile design.	😊
Speed	Their sites respond very quickly, but also take a while to fully load.	😊
Social Media	<b>Wix</b> provides a default <b>Social</b> Bar which you can add from the Add Panel, but you can customize your bar to your own tastes.	😊
Business	Related to growing is what happens if you do need to move platforms. What happens to your data, designs, and content..With Wix – there is no way to export your data.	😞



# WordPress

Disadvantages  
13.3%

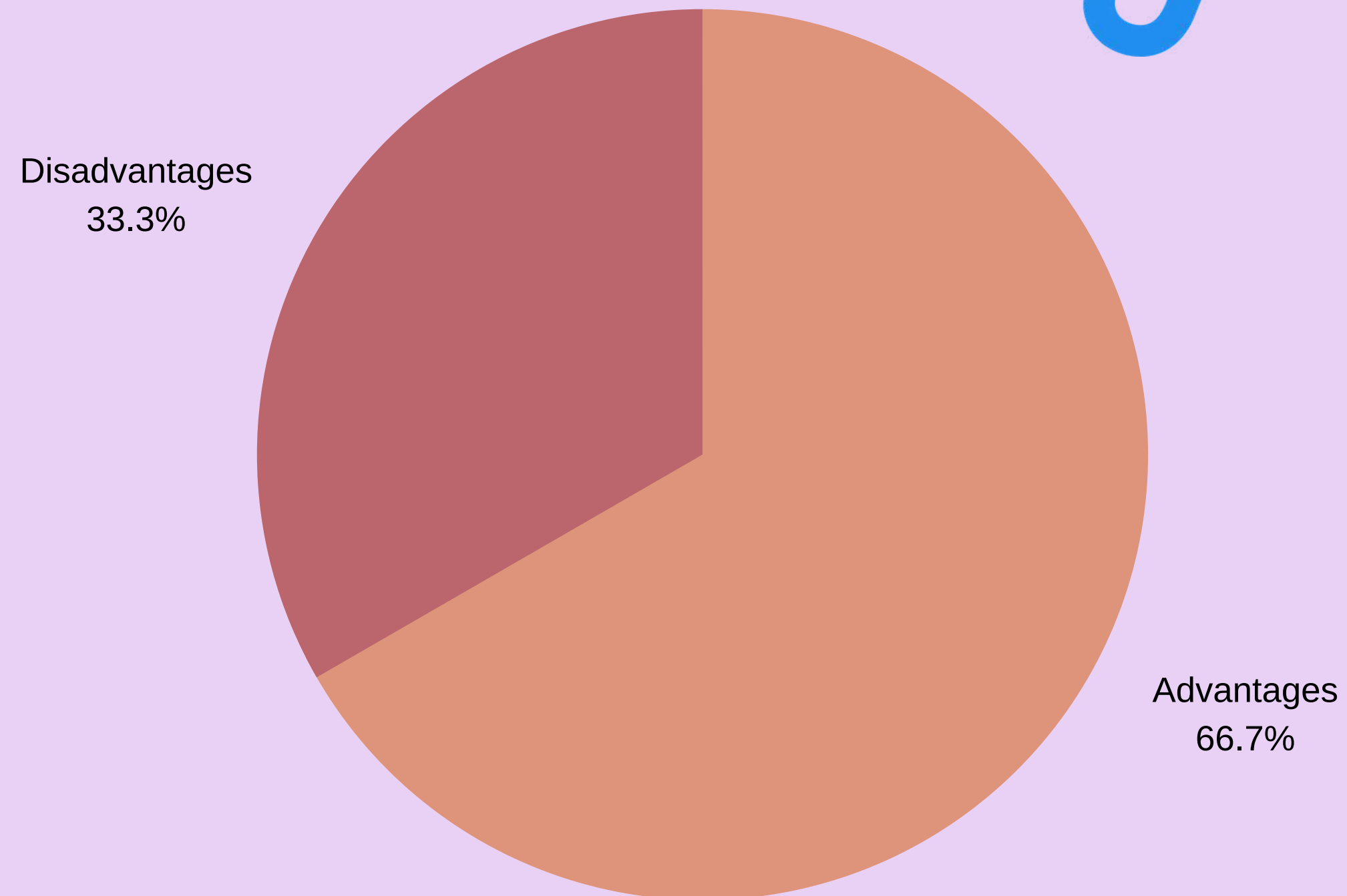


Advantages  
86.7%



User-friendly	The website owners or bloggers can edit & maintain their sites without technical knowledge	😊
Free/Paid	You can easily modify and use the code without having to pay any license or subscription fees.	😊
Widgets/Tools	Easy-to-use features like drag and drop.	😊
Advertising	If you started using <b>AdSense</b> on one of Google's hosted platforms like Blogger or YouTube, then you <b>can</b> change your <b>AdSense</b> account type and use it with <b>WordPress</b> .	😊
Publishing	WordPress has this wonderful feature that allows you to <u>schedule posts</u> to be automatically published at a specified time.	😊
Custom domains	if you want to also <b>use</b> your <b>own domain</b> , you <b>can</b> do so by paying for a <b>Domain</b> Mapping Upgrade.	😐
Analytics/Insights	WordPress allows more than 10 ways to extract analytics of your page	😊
Traffic/Exposure	You'll get in-depth reports of <b>visitors'</b> behavior including the types of browsers and operating systems they use to visit your website using <b>Visitors</b> Traffic Real-Time Statistics	😊
SEO	The plugins on WordPress are designed for SEO purposes and simplicity. Some people have a hard time with Meta descriptions and tags. WordPress helps in making these tags easy to use and understand.	😊
Uploads and other customizations	It is possible to <b>customize</b> any WP theme using the inbuilt customizer	😊
Malfunctioning	WordPress has been registered as the one with the highest number of vulnerabilities with 542 in 2018, which is a 30% increase from 2017. Before updating your website, make sure you have a backup of your data.	😐
Mobile friendly?	With increasing usage of mobile devices for internet surfing, WordPress has a mobile-friendly site	😊
Speed	Neutral	😊
Social Media	You can <b>connect</b> multiple <b>social media</b> profiles and share the same content to as many as you'd like.	😊
Business	Paid for, iThemes offers a Toolkit to build and run a <b>WordPress business</b>	😊

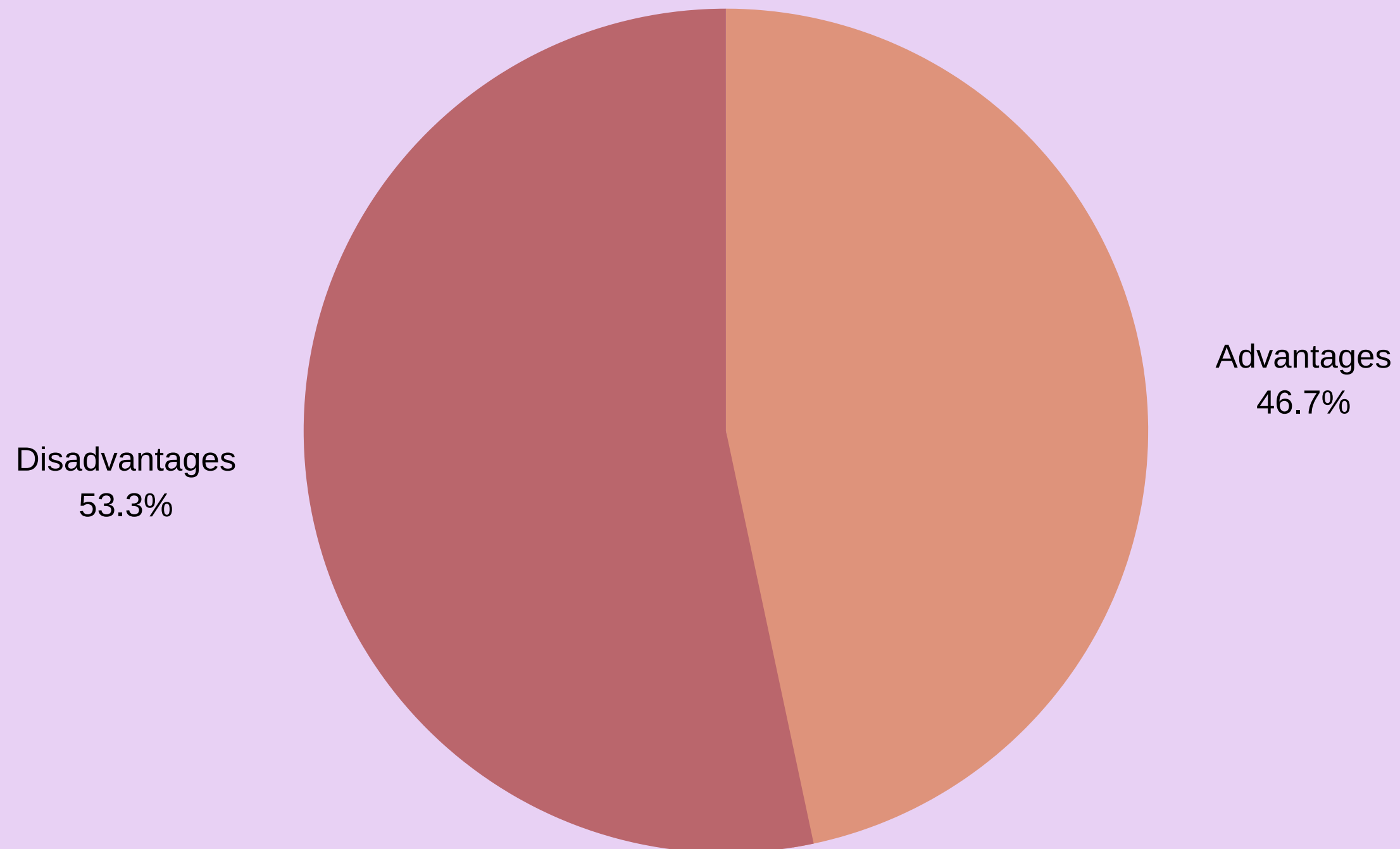
# weebly





User-friendly	There are limits on how you can construct each blog post – the format is fixed, as in title and content.	☹
Free/Paid	help/support level depends on which plan you buy in to. If you're a little more serious about your website, then plans start from \$4 per month onwards all the way to \$25 per month.	☹
Widgets/Tools	Once you've chosen your template you can then move on into the drag and drop editor.	😊
Advertising	<b>Drag the Google AdSense element under ECommerce to any page on your site.</b>	😊
Publishing	Neutral	😊
Custom domains	Of course, the paid plans get you a real domain, but free plans can be hosted on Weebly subdomains	☹
Analytics/Insights	Review your site statistics and see how it is doing at any point of time, anywhere. Through this tab you can have detailed information on business intelligence matters example: traffic, products that sell best	😊
Traffic/Exposure	A lot of people have problems in terms of exposure on Weebly	☹
SEO	Not very extensive, If you install the Market Goo App, you can get a free SEO analysis report on your site if you publish it. This can help new users tweak their SEO settings for better optimization.	☹
Uploads and other customizations	From the settings page you can also invite people to collaborate with you on your website	😊
Malfunctioning	they are a well-established company that provides safe, secure, legitimate website builder services.	😊
Mobile friendly?	Weebly has an app that will work on your mobile device and let you edit your site there.	😊
Speed	Weebly registers a solid A rating in the BitCatcha speed test.	😊
Social Media	<b>Customers can like and follow your accounts right from your website.</b>	😊
Business	Weebly is more realistic and allows its users to export their sites and even has a tutorial to teach you how to do so.	😊

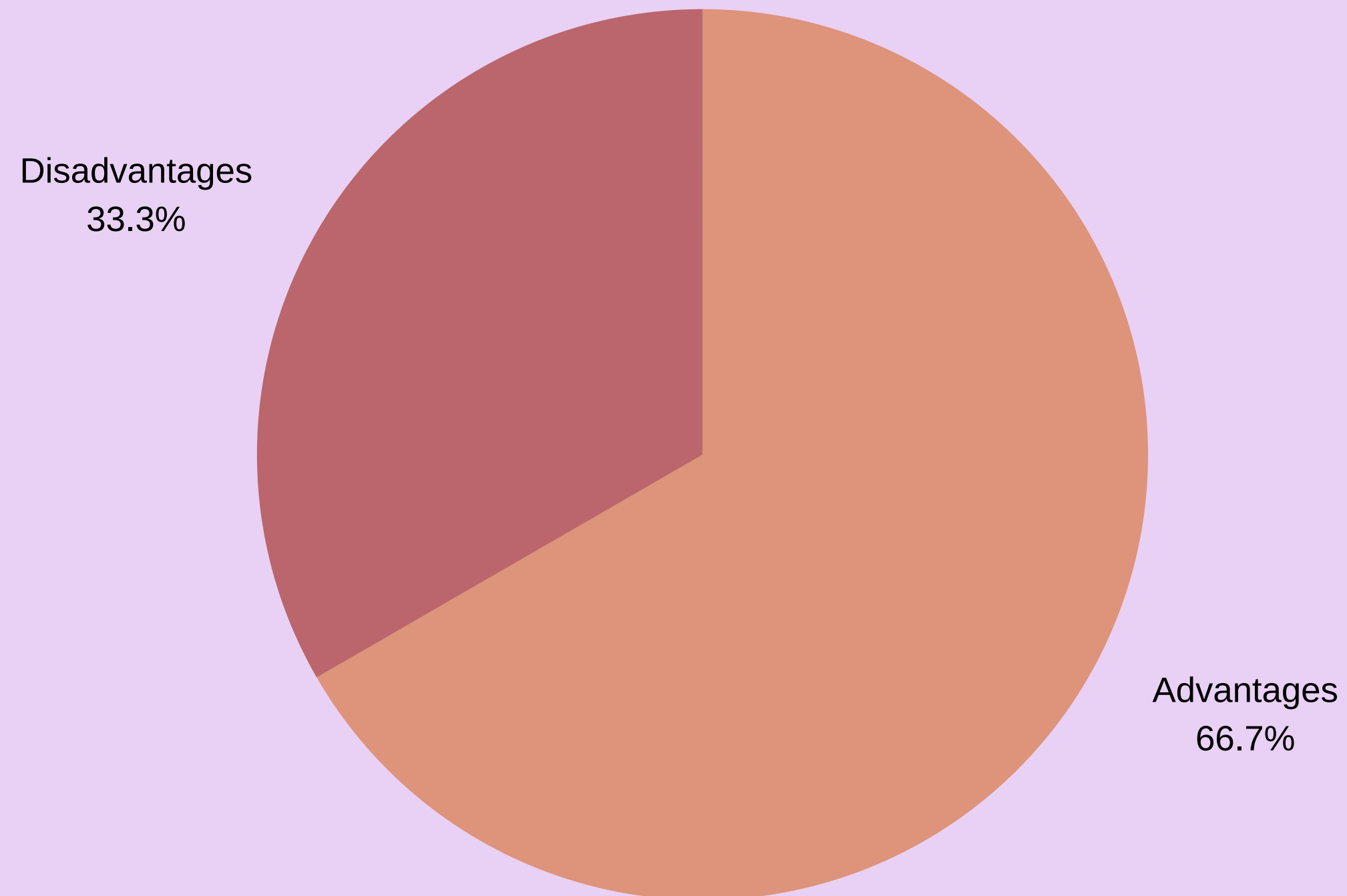
# Medium





User-friendly	Medium also has a great CMS to power it. It's clean and very simple to use.	😊
Free/Paid	Become a member. For \$5/month or \$50/year, <b>Medium</b> membership gives you: unlimited, ad-free access to all the stories on <b>Medium</b>	😞
Widgets/Tools	<b>Medium</b> has plenty resources that make this platform incredible	😊
Advertising	Third-party <b>advertising</b> and sponsorships are not <b>allowed</b> .	😞
Publishing	<b>Medium</b> may automatically restrict <b>publishing</b> privileges for new accounts	😞
Custom domains	<b>Medium</b> is no longer offering new <b>custom domains</b> as a feature.	😞
Analytics/Insights	While Medium offers great insights and information regarding your published content, it does just enough.	😞
Traffic/Exposure	Medium receives more than 60 million visitors per month but <b>Medium</b> allows you to <b>read</b> up to 3 premium <b>articles</b> for <b>free</b> every month.	😞
SEO	If you write great content and strategically optimize it for SEO, you have a solid chance of ranking for competitive and valuable keywords.	😊
Uploads and other customizations	Medium is a one-size-fit-all platform	😞
Malfunctioning	Neutral	😊
Mobile friendly?	Yes it is.	😊
Speed	Medium is fast.	😊
Social Media	You can use the social media sharing elements to add a new dimension to content, organic power, virality	😊
Business	<i>By furnishing your User Content to Medium, <b>you give Medium a broad license</b> to use and exploit your User Content as it operates and evolves its business.</i>	😞

# tumblr.





User-friendly	Very.	😊
Free/Paid	Tumblr is 100% free to the user.	😊
Widgets/Tools	can post images, videos, links and much more, directly to the platform – without having to add in any additional content.	😊
Advertising	<b>Tumblr</b> , the free micro-blogging service, allows its users to post advertisements and earn money from blogs	😊
Publishing	Backlinks increase a companies page rank and help a website rank higher in search engine results. Do follow blogs create normal links that count as a vote for a business website.	😊
Custom domains	Tumblr allows users to choose a custom domain	😊
Analytics/Insights	Google Analytics can be easily connected to a business Tumblr account to track progress and statistics. 188 million blogs make Tumblr the biggest blog hosting system worldwide. Mostly for youth.	😊
Traffic/Exposure	Tumblr is indexed by search engines and contains social media sharing tools. It has the power to attract lots of traffic to a business websites. Tumblr tags are already used for content discovery.	😊
SEO	<b>Tumblr</b> does not have good <b>SEO</b> built-in, compared to WordPress and Blogger	😞
Uploads and other customizations	It isn't unusual for those on Tumblr to make more than 10 posts in a day and if you can't commit to regular updates then it may be that this channel isn't for you.	😞
Malfunctioning	It comes down to the fact that if Tumblr goes down, your site goes with it.	😞
Mobile friendly?	Yes but not in the UAE	😞
Speed	<b>Tumblr</b> can start to load <b>slowly</b> if your browser becomes overwhelmed with the amount of content it <b>is</b> trying to load all at once	😞
Social Media	Business can share posts quickly and easily with your social networks.	😊
Business	For small <b>businesses, they can</b> sign up and use the platform for developing their own site.	😊

With so many options out there, it can be nerve-wrecking to single out one platform that fits your needs but don't let this demotivate you to not blog.

**Take your time.**



Step 2:  
Choosing  
your blog name

Jot down the topics  
you'll be writing about  
and then any words  
associated with those  
topics and tones.







**art**

**easel**

**acrylic**

**glitter**

**grafiti**

**paint**

**bold**

**gallery**

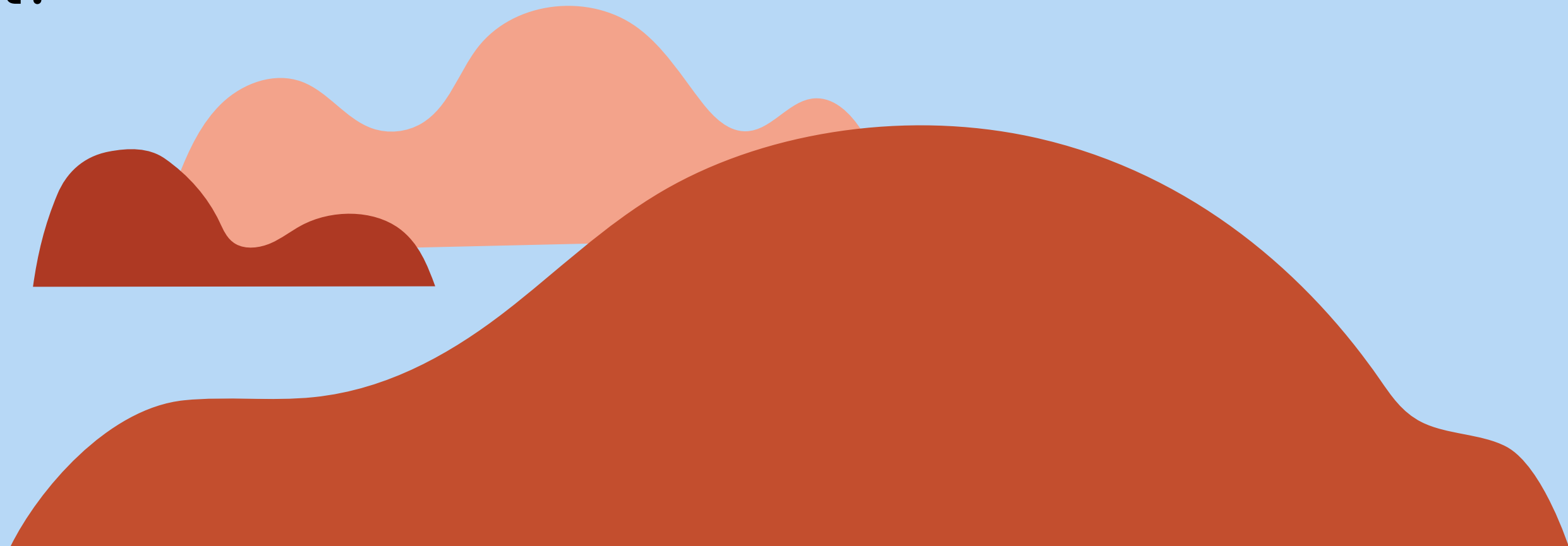
**brush**

**sketch**

**color**

# Specify your target audience.

Why do they come to your blog? To be entertained? To laugh? To learn something? Because they're curious about your life? You can have more than one answer. Is there an audience you want to attract, but aren't at the moment?



Looking at blogs you like  
can ✨spark creativity ✨ that  
leads you in the right  
direction.



Look at the words and notes you jotted down in the previous steps and then start writing down name ideas.

You might pair two words together. Or start with a word and add something to it (like -ista, or -ed). Not more than 2-3 words or else it'll be too cluttered.



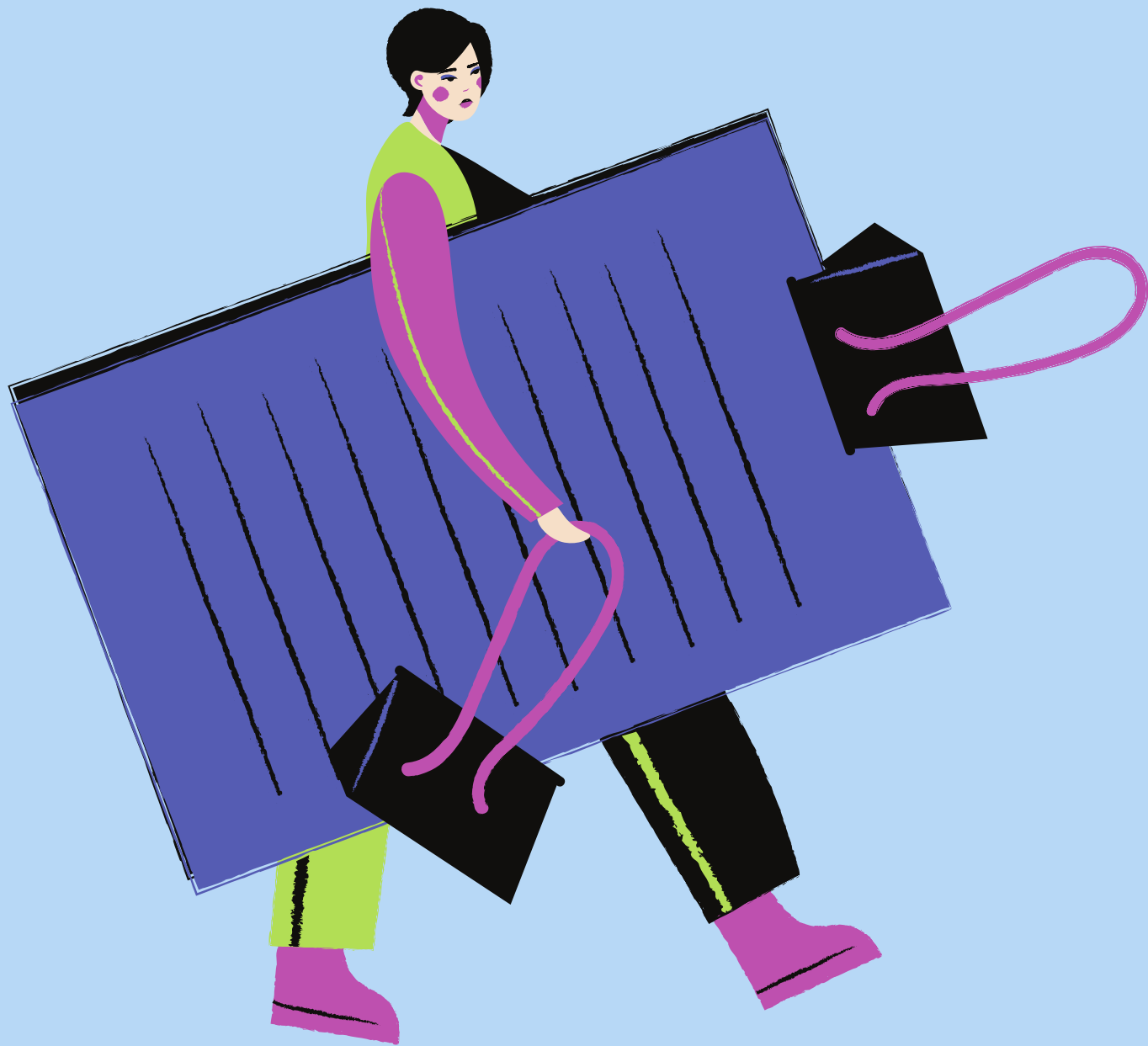


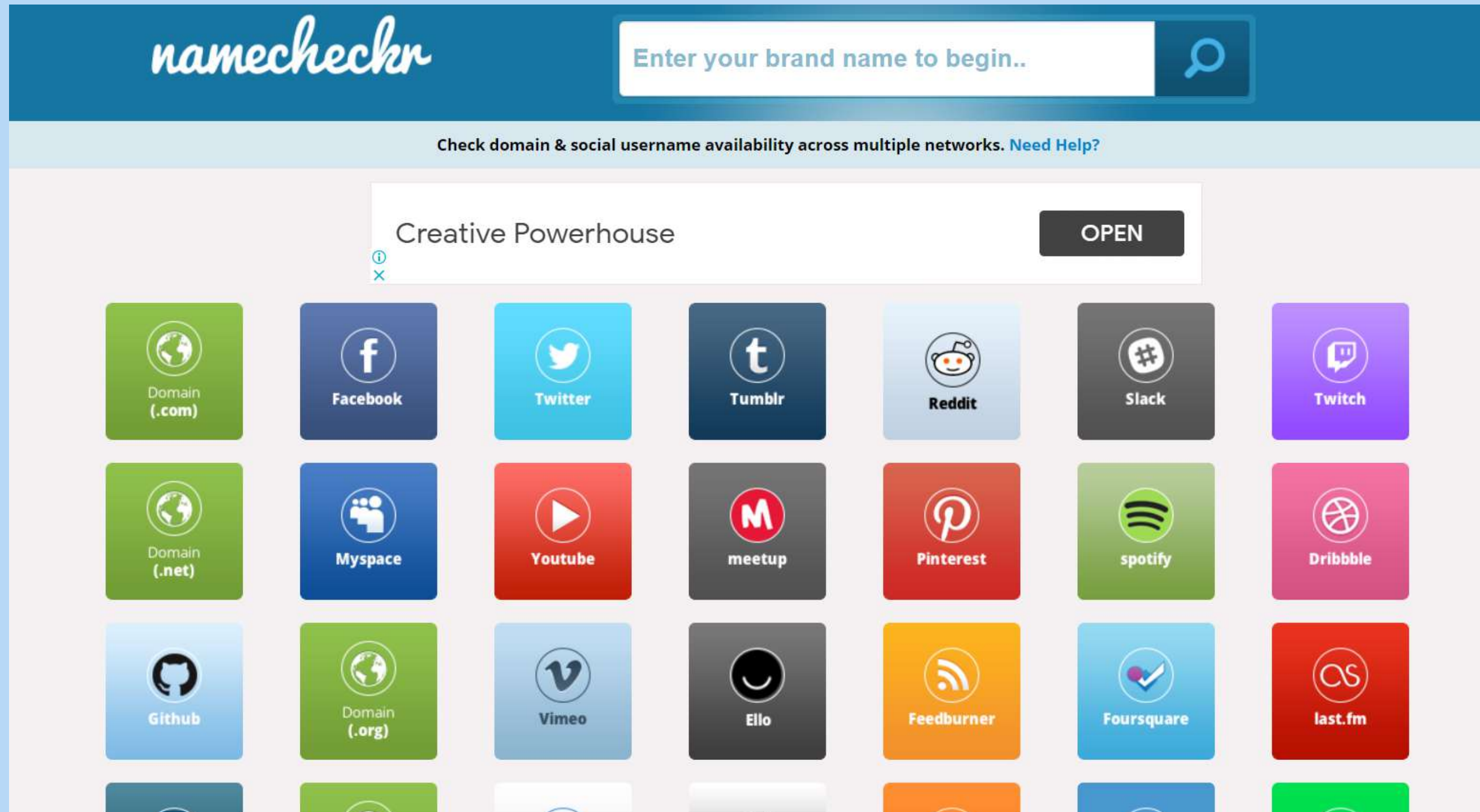
# Some tips to help you out

- Check domain name availability and potential conflicts
- Consider how it looks as a domain name
- Is it relevant? Will it be relevant?
- Ask others how it sounds and say it out loud

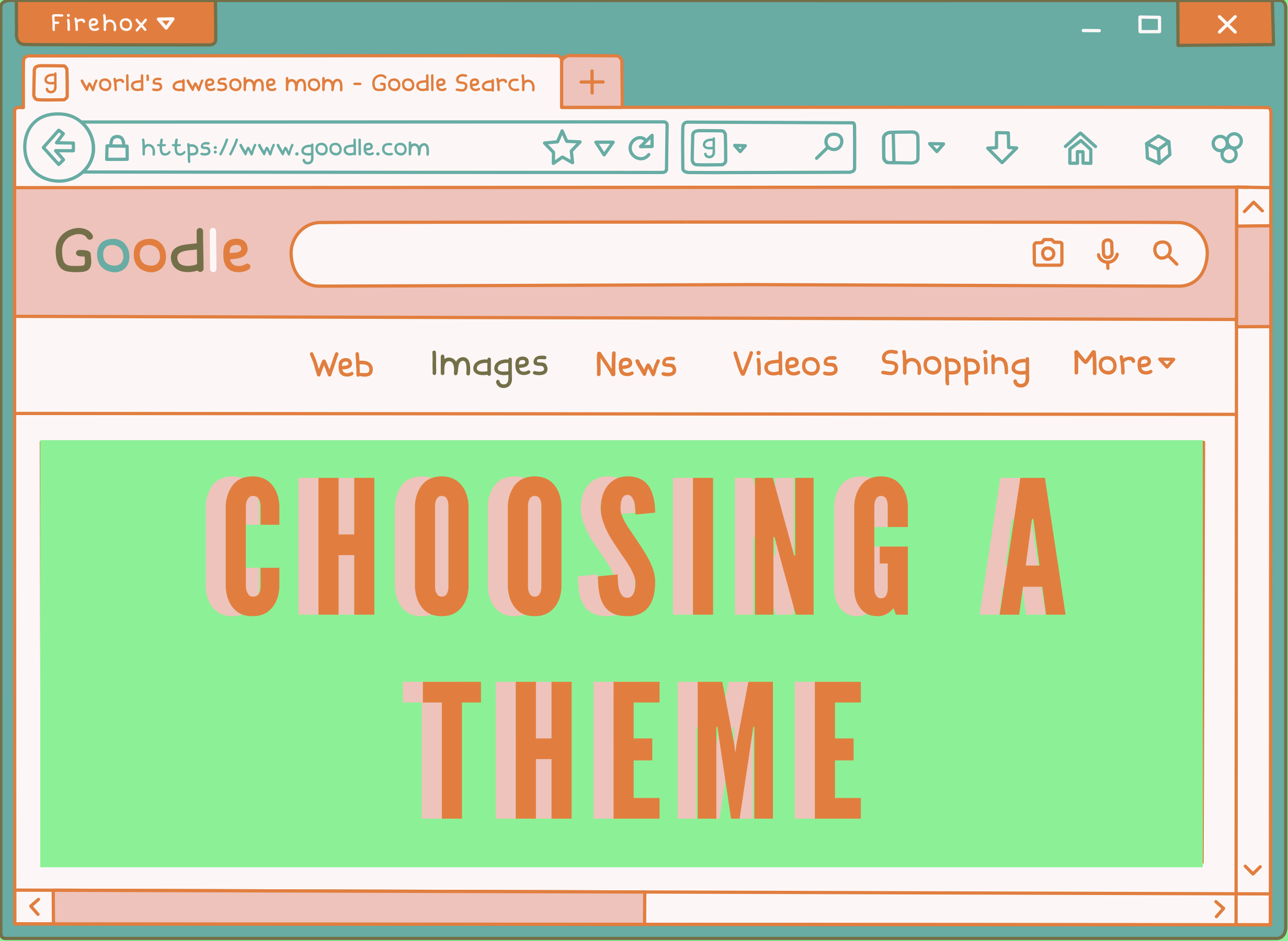


Use "namecheckr" to see if the  
name has been used previously  
by other bloggers  
or SM users.

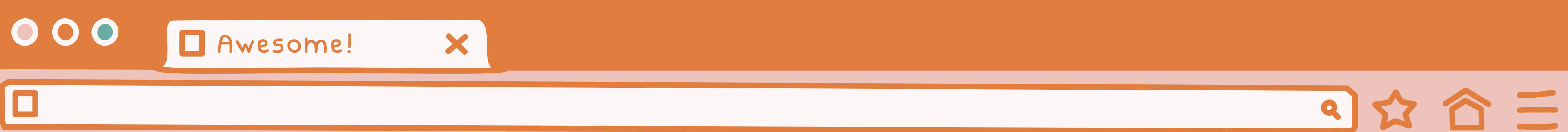




namecheckr.com is used to search domain and social username availability



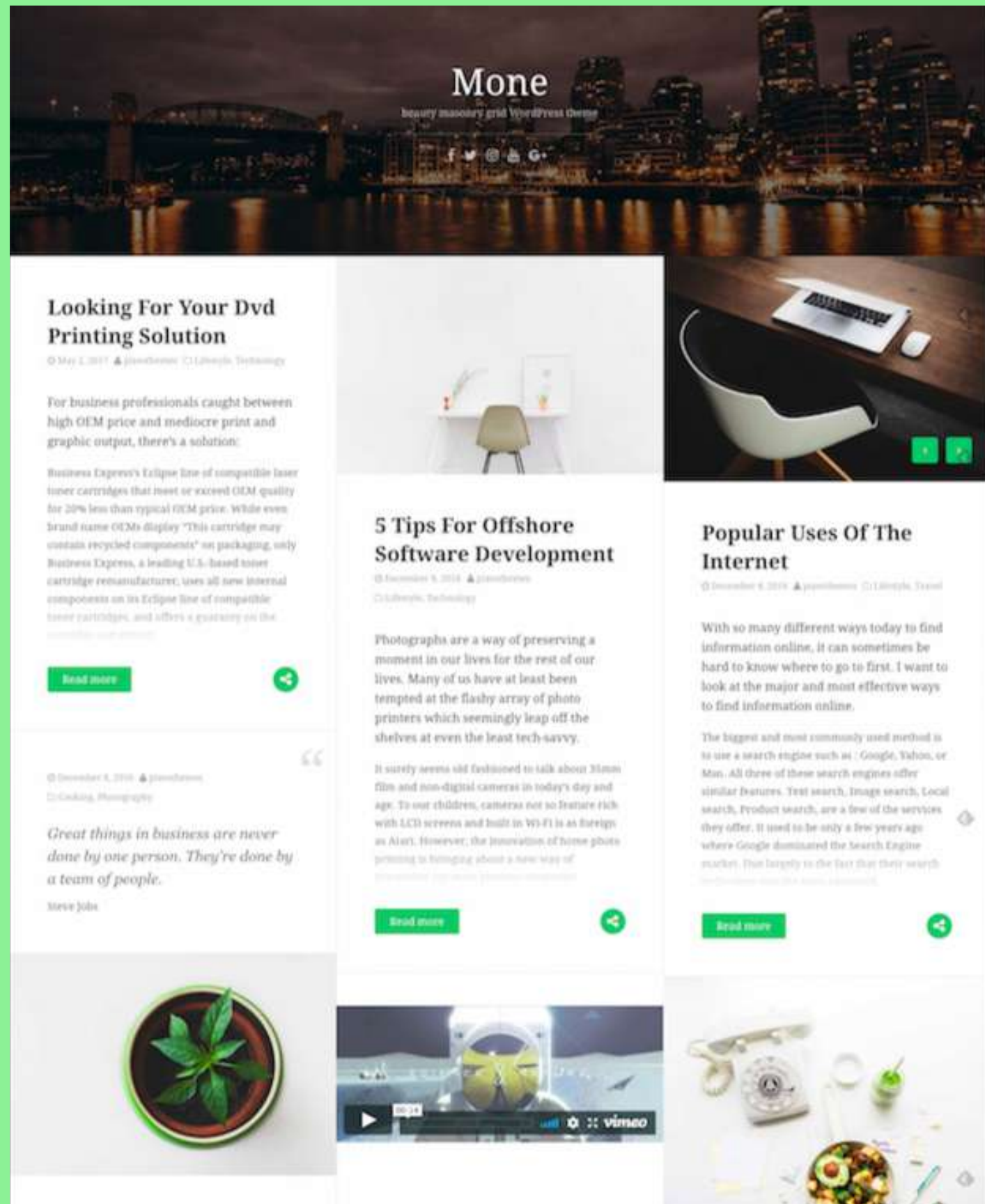




# DECIDE ON A THEME FOR YOUR SOCIALS AND WEBSITE.

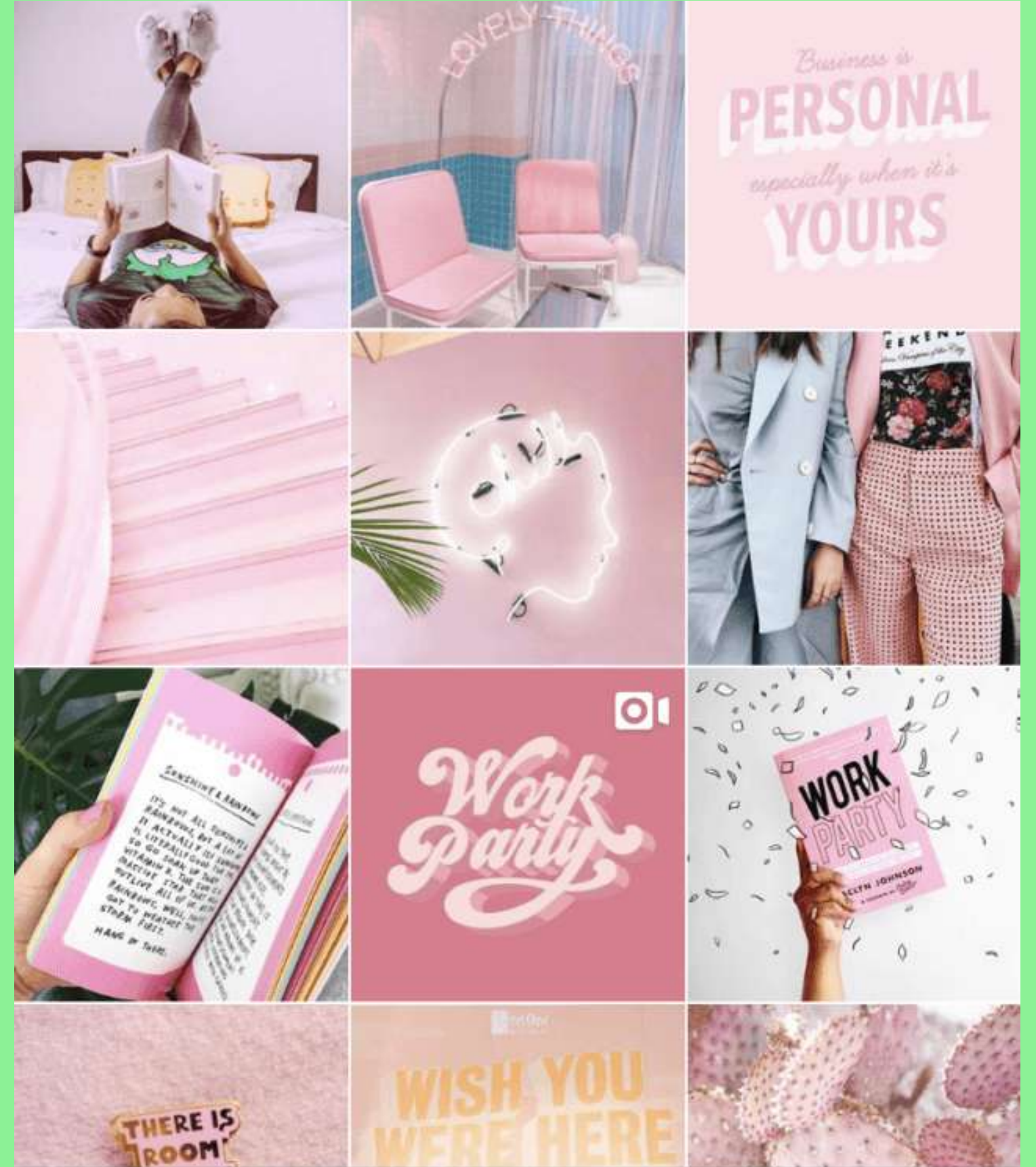
(KEEP IT SIMPLE)





YOU CAN'T HAVE  
YOUR WEBSITE  
LOOKING LIKE  
THIS...

...IF YOUR  
GRAM FEED  
LOOKS LIKE  
THIS —————>



LOOKING FOR A COLOR THEME  
GENERATOR?

I GOTCHU.



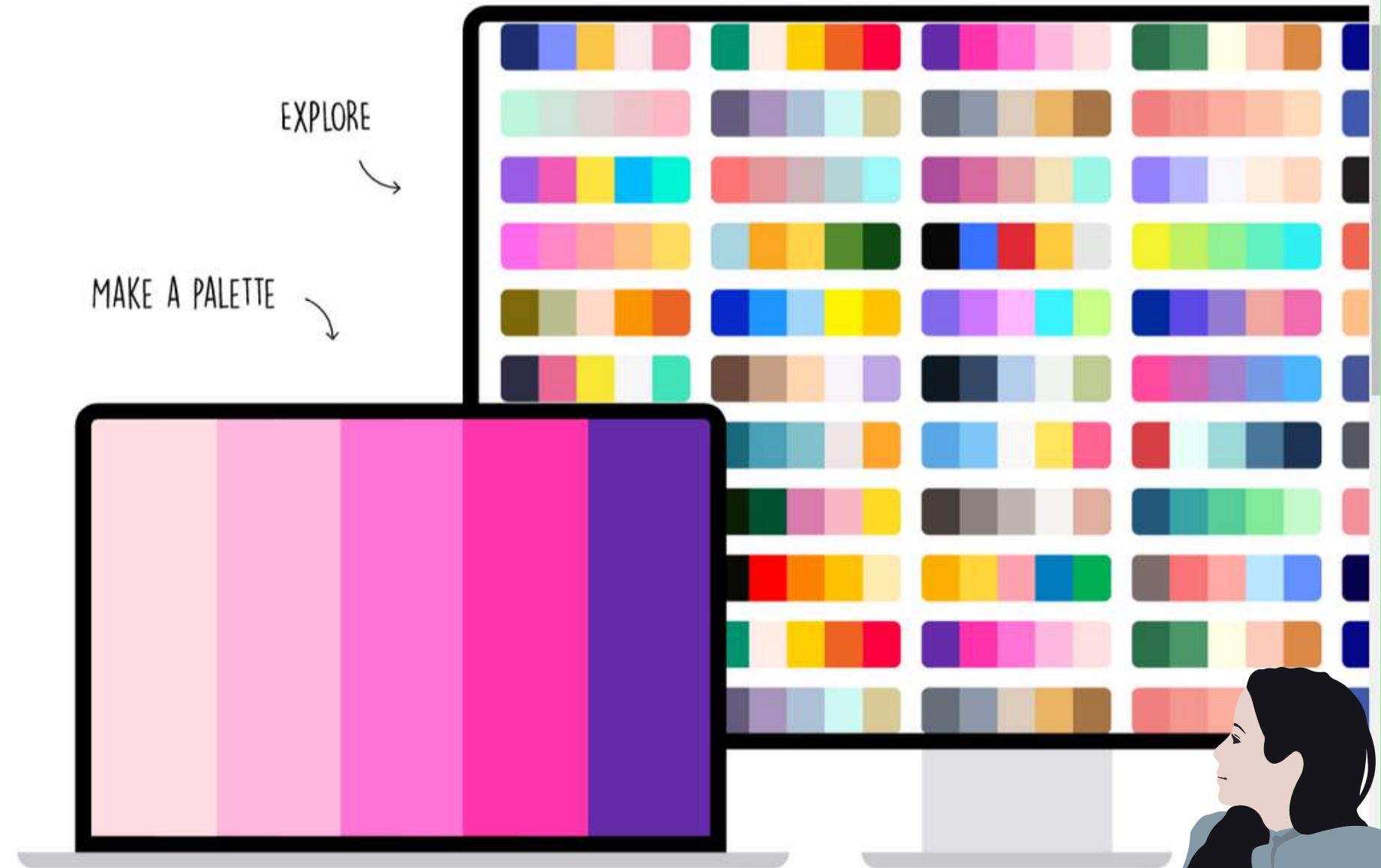


# The super fast color schemes generator!

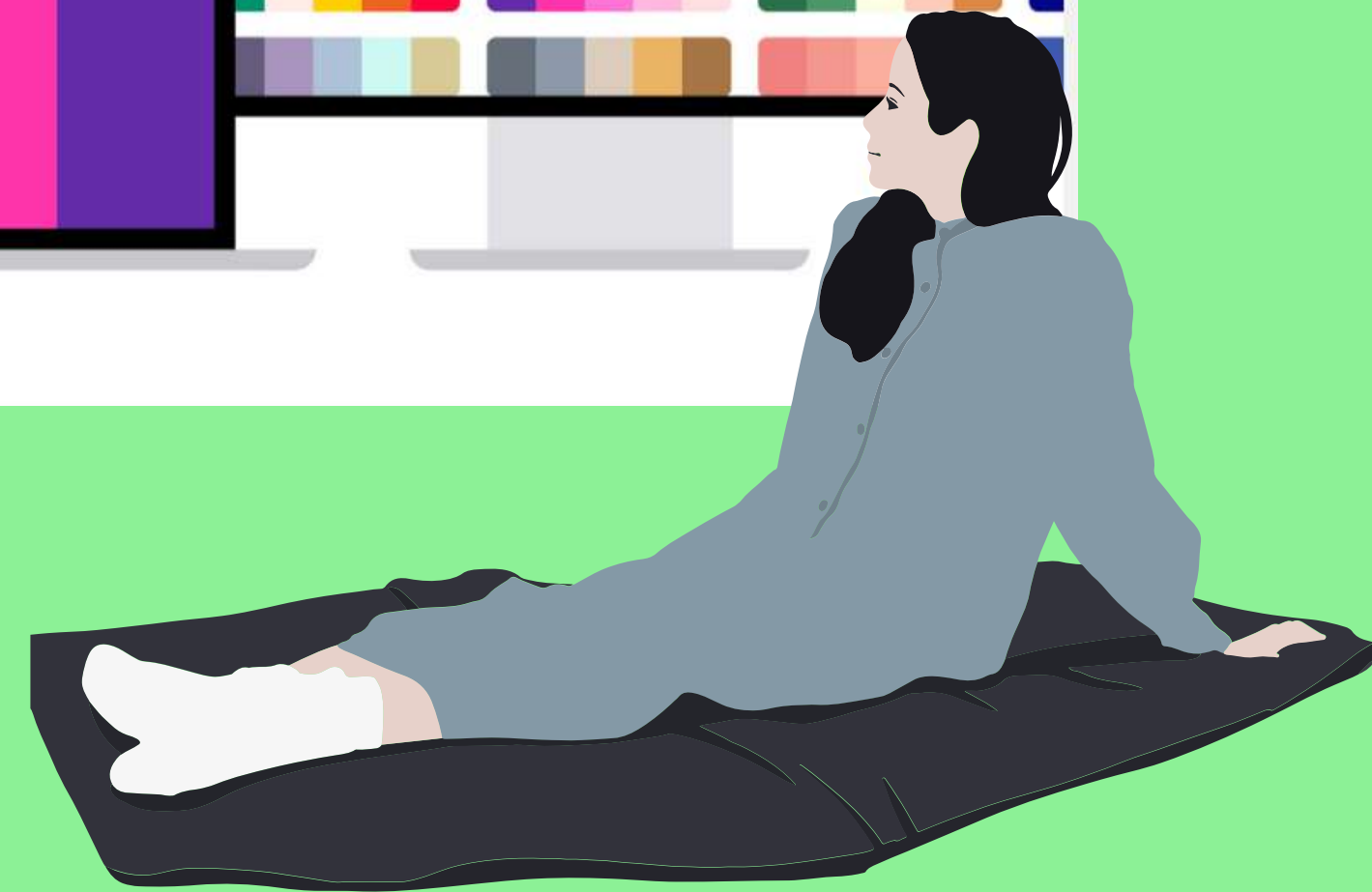
Create the perfect palette or get inspired by thousands of beautiful color schemes.

Start the generator!

Explore trending palettes



**Coolors.com** gives you a clue of the trending color palettes and it also helps you in recognizing themes that fit well into your aesthetic.



OTHER CUTE THEME  
INSPIRATIONS...



# CHECK OUT...



Restored  
316



#### The Most Popular WordPress Themes In The World

WordPress Themes with Visual Drag & Drop Technology that empower a community of 767,154 customers. Home of Divi, the ultimate Visual Page Builder and Theme.

 [elegantthemes.com](https://elegantthemes.com)



Considered  
e-mails?



Join Our Email List For All The Latest Updates!

Name

Email

JOIN NOW!

Join our mailing list & stay in the loop!

Your name

Your email

Subscribe



## FREE RESOURCE LIBRARY



MUCH MORE!



# Make Money Online NOW!

Unlock the secrets of **how to start working from home** absolutely FREE + receive **weekly job leads (only for subscribers)** right in your inbox!

Name

Email

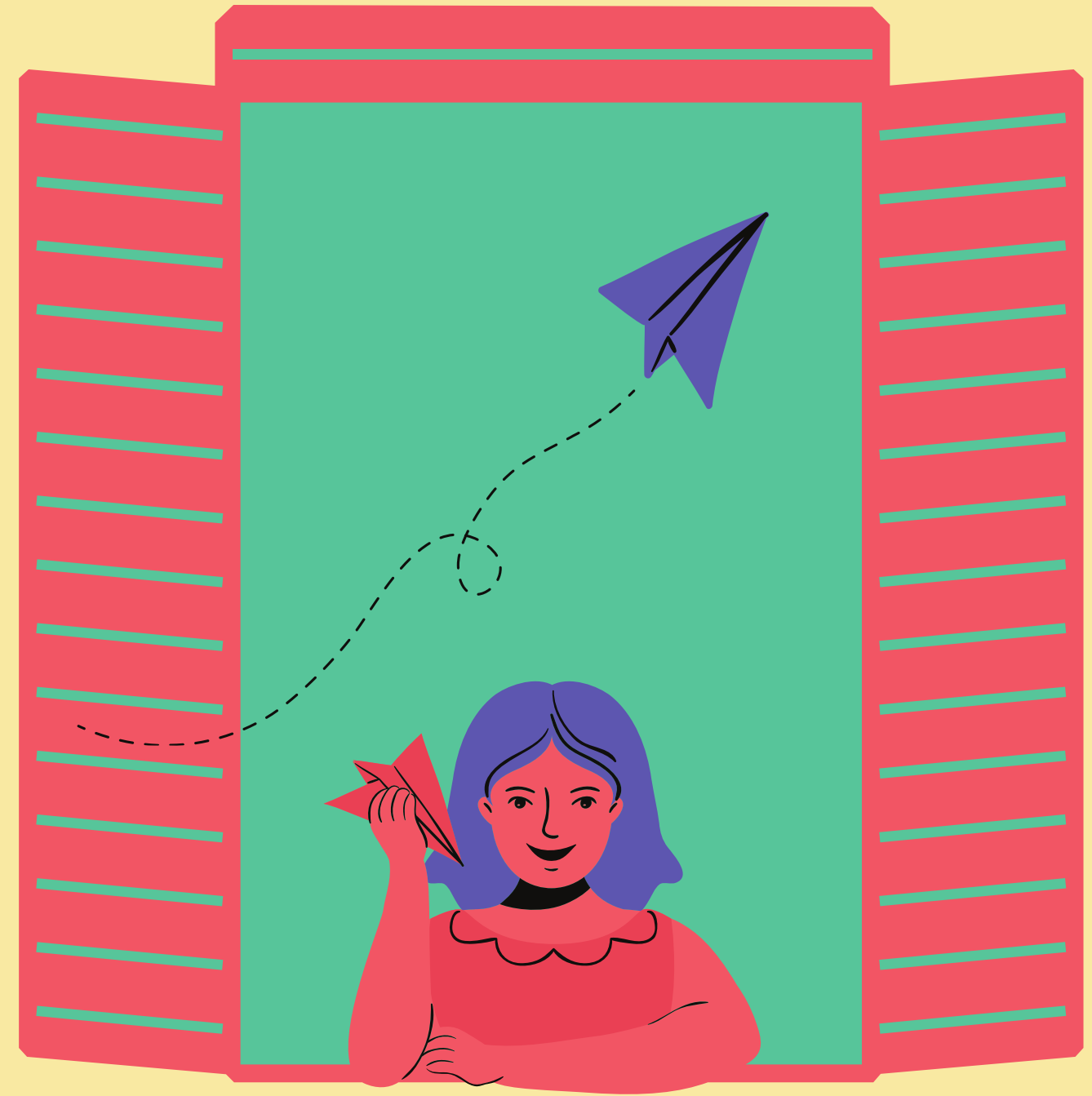
If you want to hear from us about weekly job leads and occasional promotions emails about work at home products, please tick the checkbox below

☐ Email

I WANT TO MAKE \$12000 FROM HOME!

No thanks, I know everything!

It is one of the easiest and most direct ways of reaching the people who are most interested in your content.





It helps to  
build a  
relationship  
between your  
blog and your  
readers.

It also allows  
you an  
incredibly high  
conversion way  
of driving  
traffic to  
your blog.





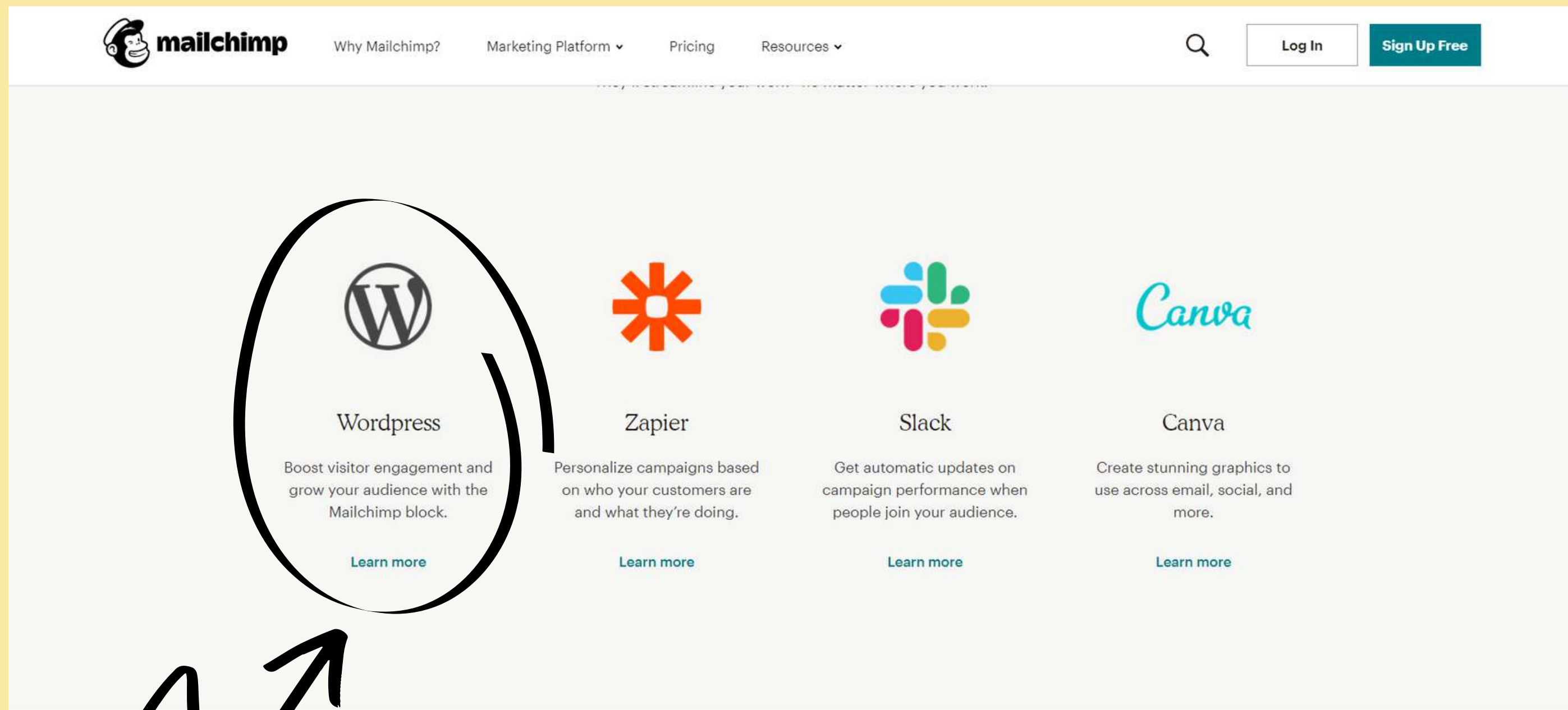
# Start with MailChimp



## Marketing smarts for big ideas

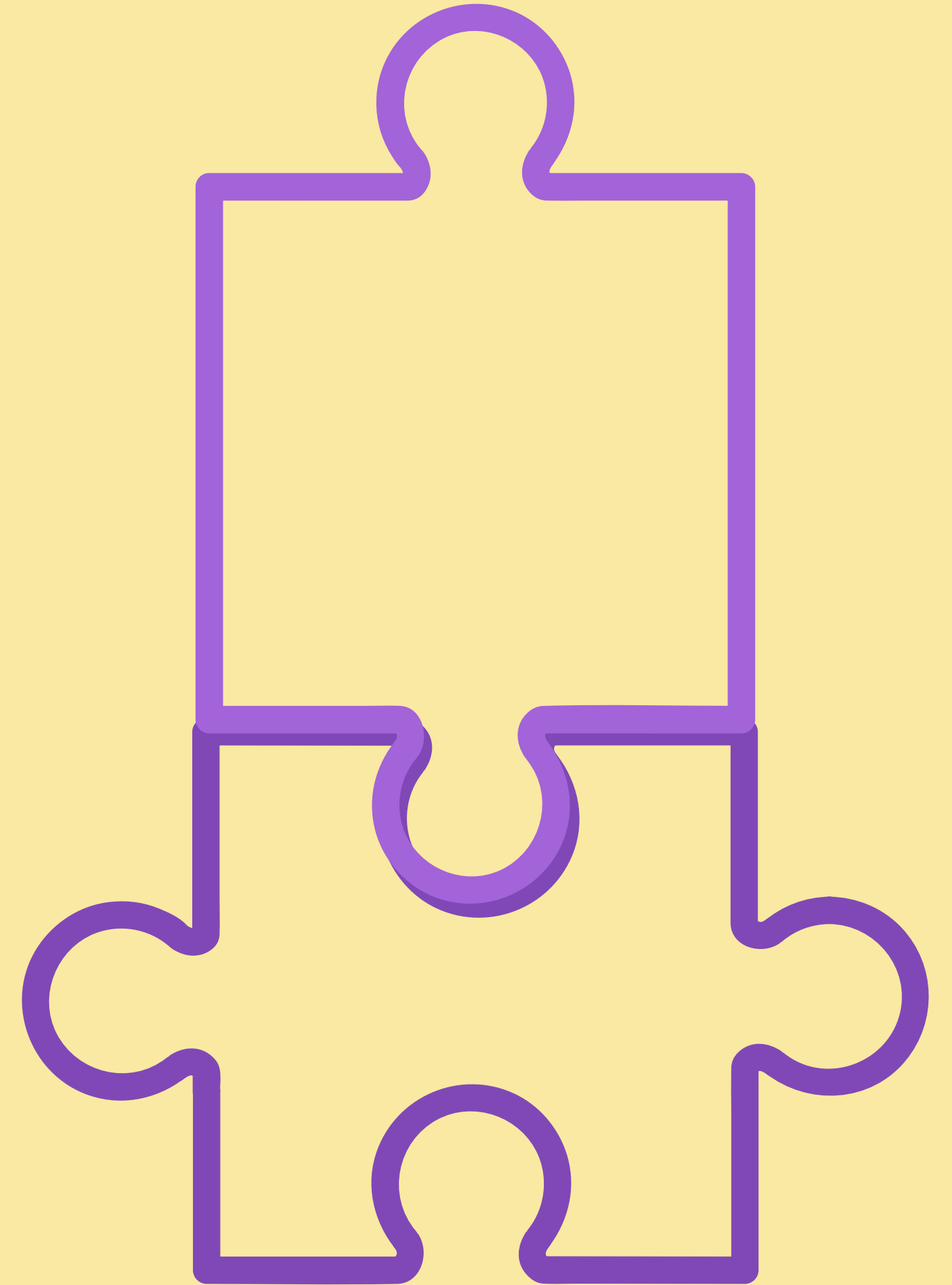
Mailchimp helps small businesses do big things, with the right tools and guidance every step of the way.





It mainly caters to WordPress  
(it's free for a few months, you could experiment)

Other  
efficient  
mailing  
systems  
are...





**BENCHMARK**

---



**sendinblue**

---

**mailer**  **lite**

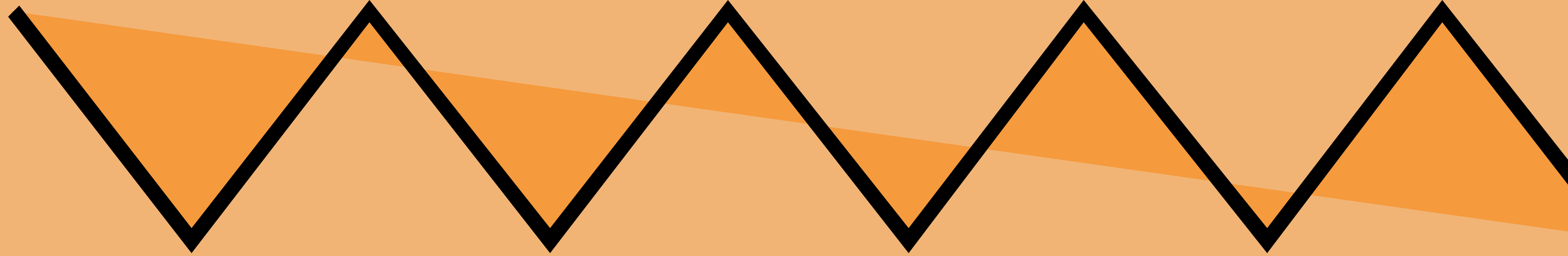


**SendPulse**

---

 **ConvertKit**





**YOU'RE ALMOST  
THERE...**

**Click to START**

NOW THAT YOUR WEBSITE IS READY

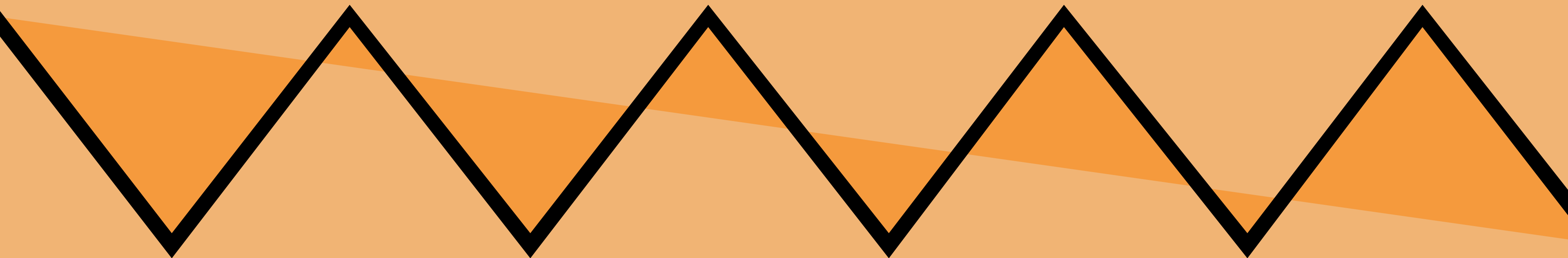
# CREATE 4-5 BLOG POSTS

WHEN YOU INTRODUCE YOURSELF TO THE PUBLIC ON  
SOCIAL MEDIA, THEY CAN GO THROUGH YOUR CONTENT

NO ONE CAN  SOMETHING IF THERE'S NOTHING TO 

# NOW, YOU'RE THERE!

[Click to continue](#)





brock\_lee

FOLLOW



# WANT TO KNOW WHAT'S TRENDING?

(IN 2000, 2020 AND IN 2070)



♡ 143 likes

Spending everyday with awesomeness! #fun

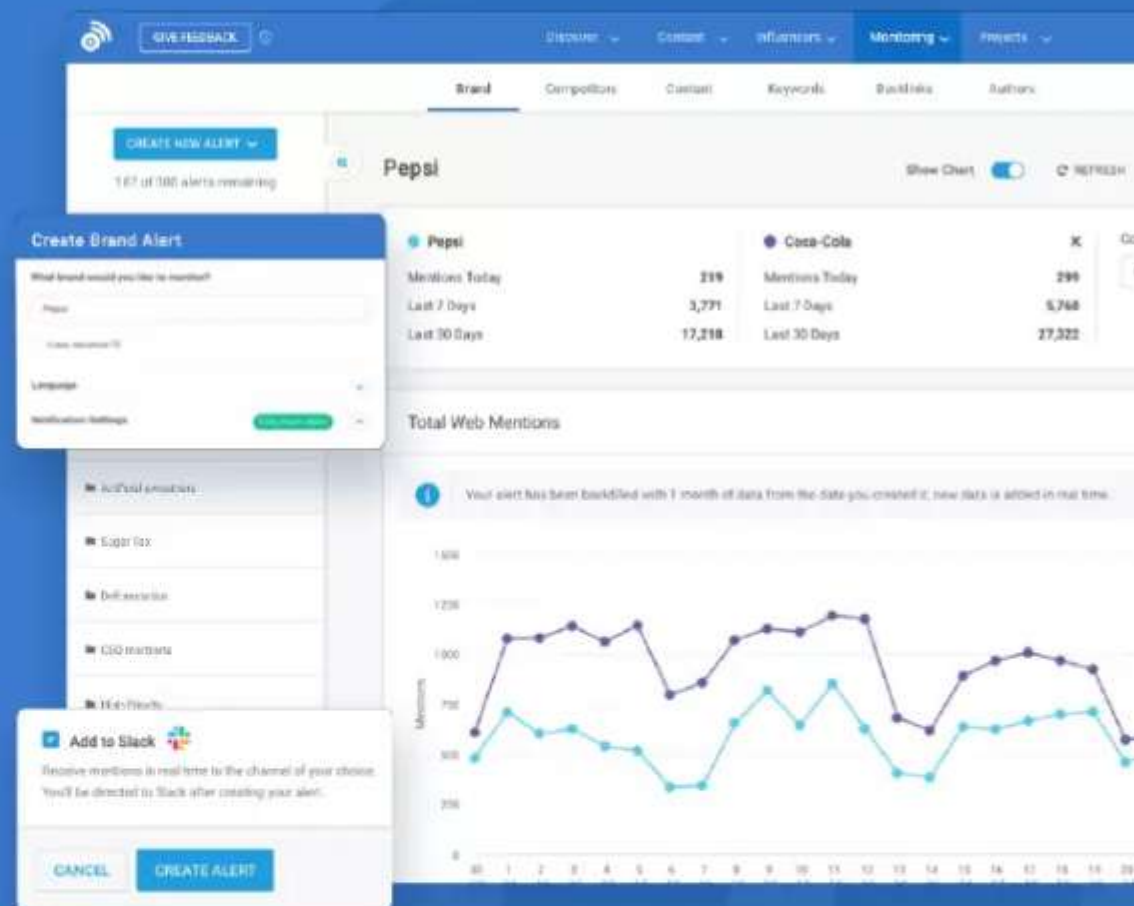




# BuzzSumo

Analyze what content performs best for any topic or competitor

BuzzSumo | A Brandwatch Company



## Find the content that works and the influencers who matter

Run a search to quickly discover content ideas, uncover platform insights, identify passionate influencers and more. Start your free trial now!

 [BuzzSumo.com](https://buzzsumo.com)

**buzzsumo.com**  
**identifies trends**  
**when you search**  
**for it.**  
**This way you can**  
**write about things**  
**that are still very**  
**relevant to the**  
**world or your**  
**audience.**



CLICK HERE FOR LIFE-  
CHANGING ADVICE THAT  
MADE ME QUIT SMOKING

 13.9K    10.7K



**CLICK FOR  
AWESOME  
HEADLINES**



**ANSWER  
THE PUBLIC**

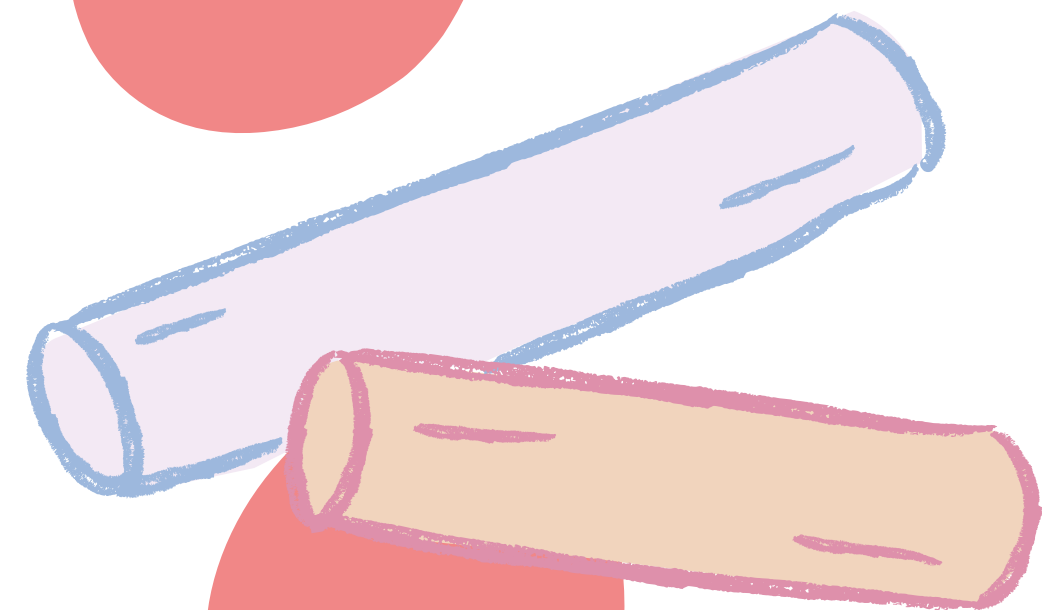


**CoSchedule**

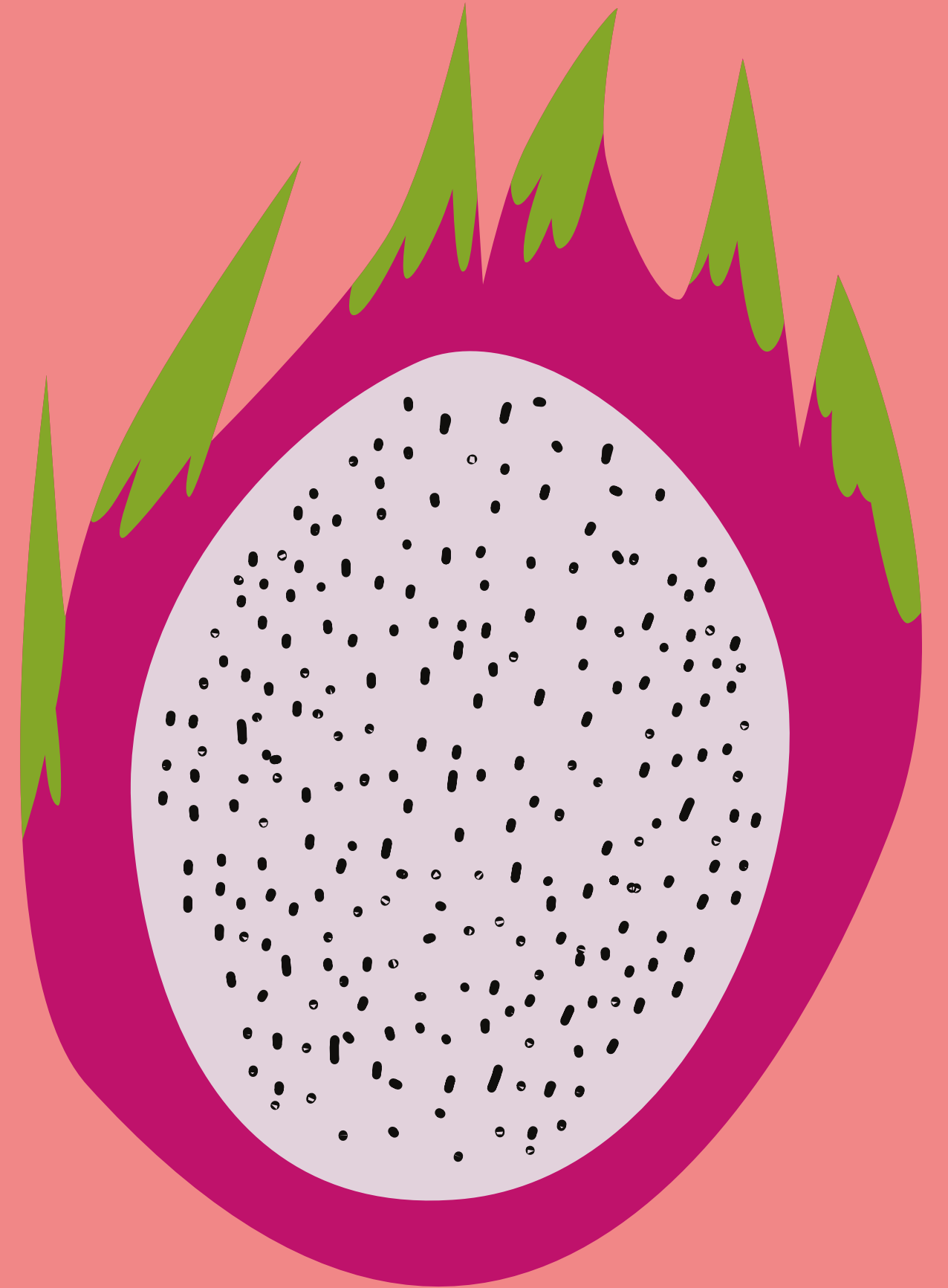
Capitalize **My Title**



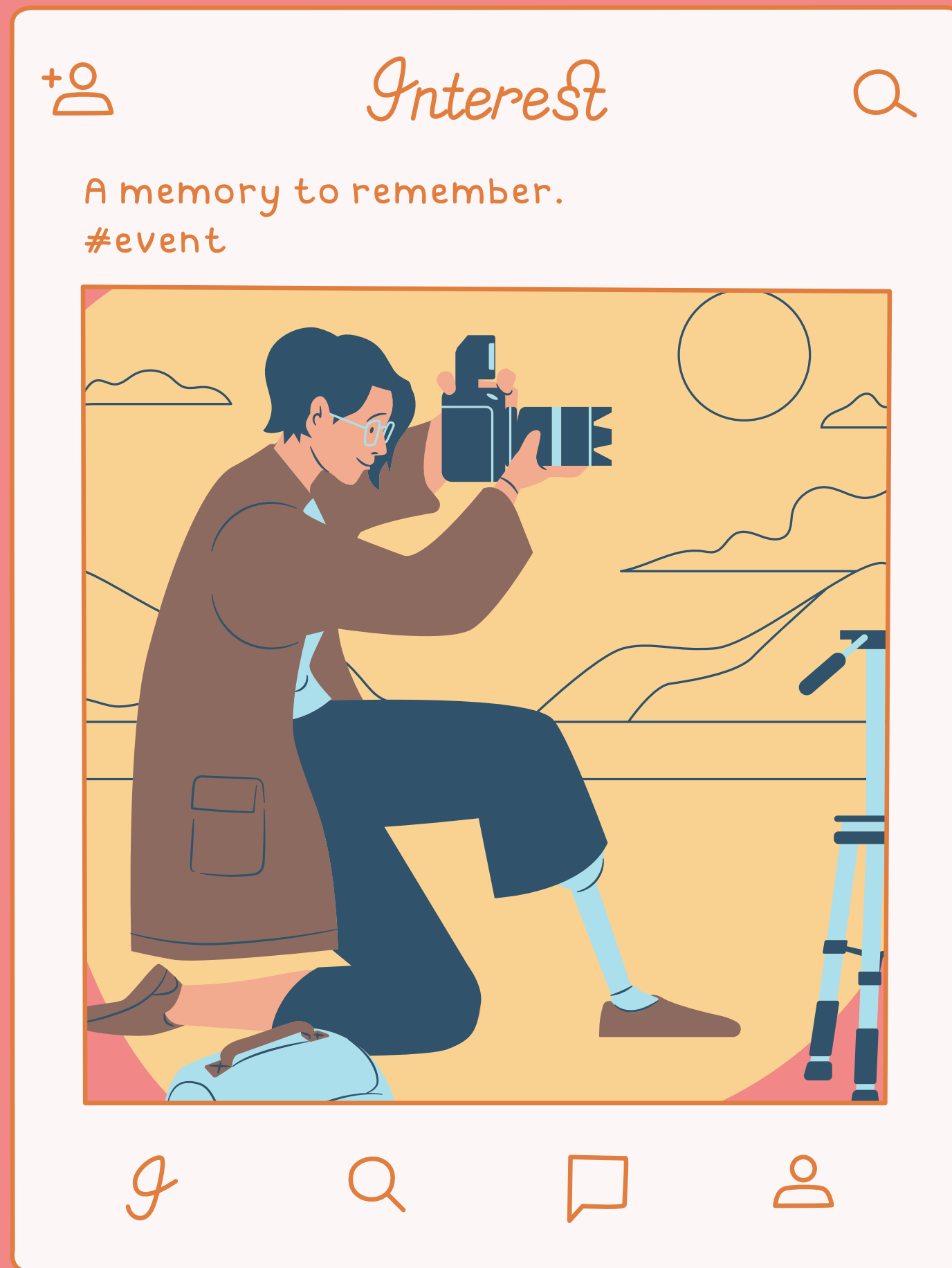
**SHARETHROUGH**



**There's a reason  
why they say  
"a picture says a  
thousand words"**







**You may not  
be good at  
taking  
pictures but  
that's okay.**

**sit back and take  
advantage of  
these helpful  
sites...**





morgueFile

picjumbo

 Unsplash

 PIKWIZARD

rawpixel

 GRATISOGRAPHY

 Pexels

 reshot

pixabay 

stockvault

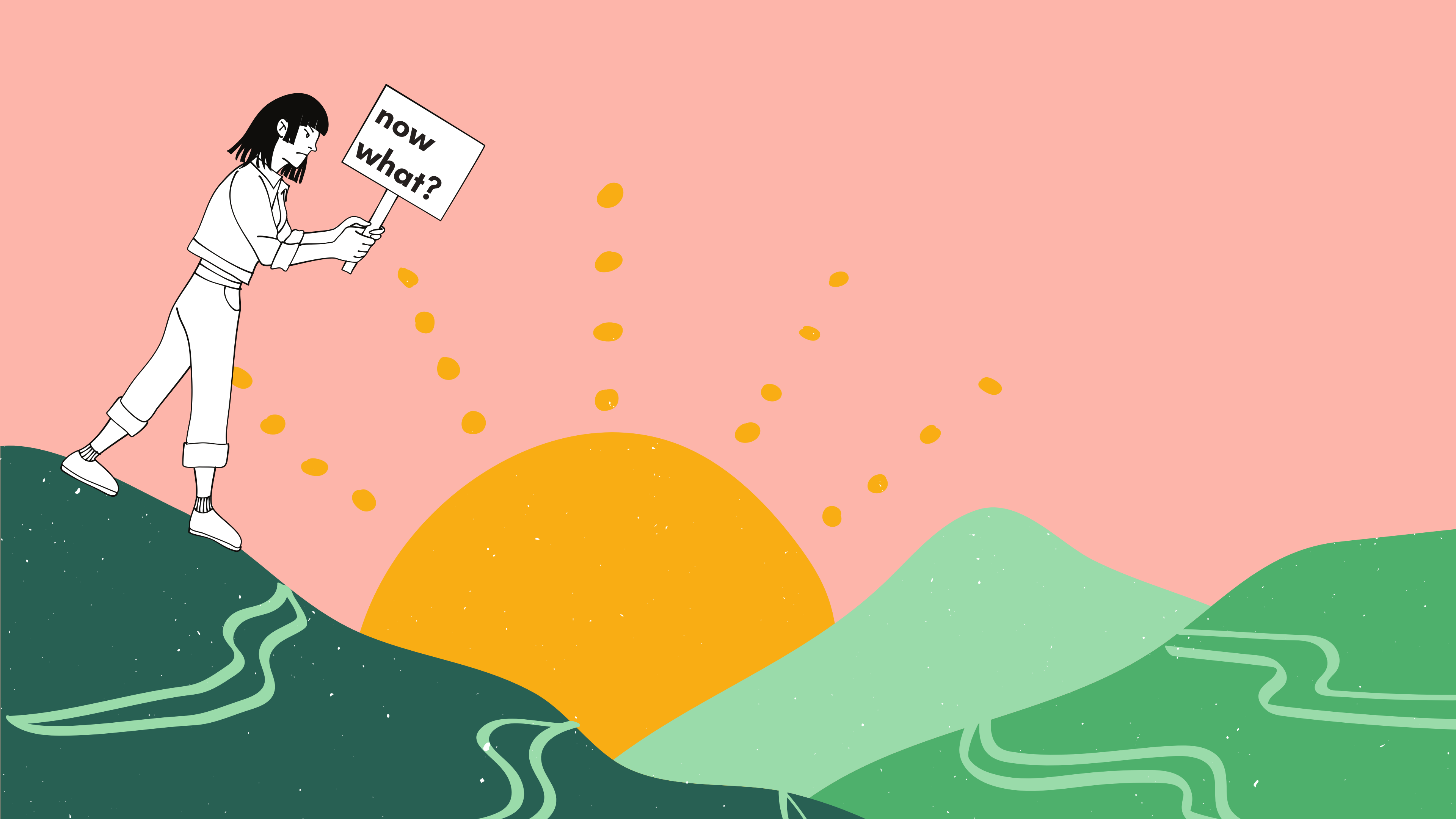
# Other sites:

- **Sarah Titus** ([sarahtitus.com](https://sarahtitus.com))
- **Style Stock Society** ([styledstockociety.com](https://styledstockociety.com))
- **Canva** ([canva.com](https://canva.com))
- **Free Stock Image Point** ([www1.stock-image-point.com](https://www1.stock-image-point.com))
- **Photo Rack** ([photorack.net](https://photorack.net))
- **IM FREE** ([imcreator.com/free](https://imcreator.com/free))
- **StockSnap** ([stocksnap.io](https://stocksnap.io))
- **Chamber of Commerce** ([www.chamberofcommerce.org](https://www.chamberofcommerce.org))
- **Visual Hunt** ([visualhunt.com](https://visualhunt.com))

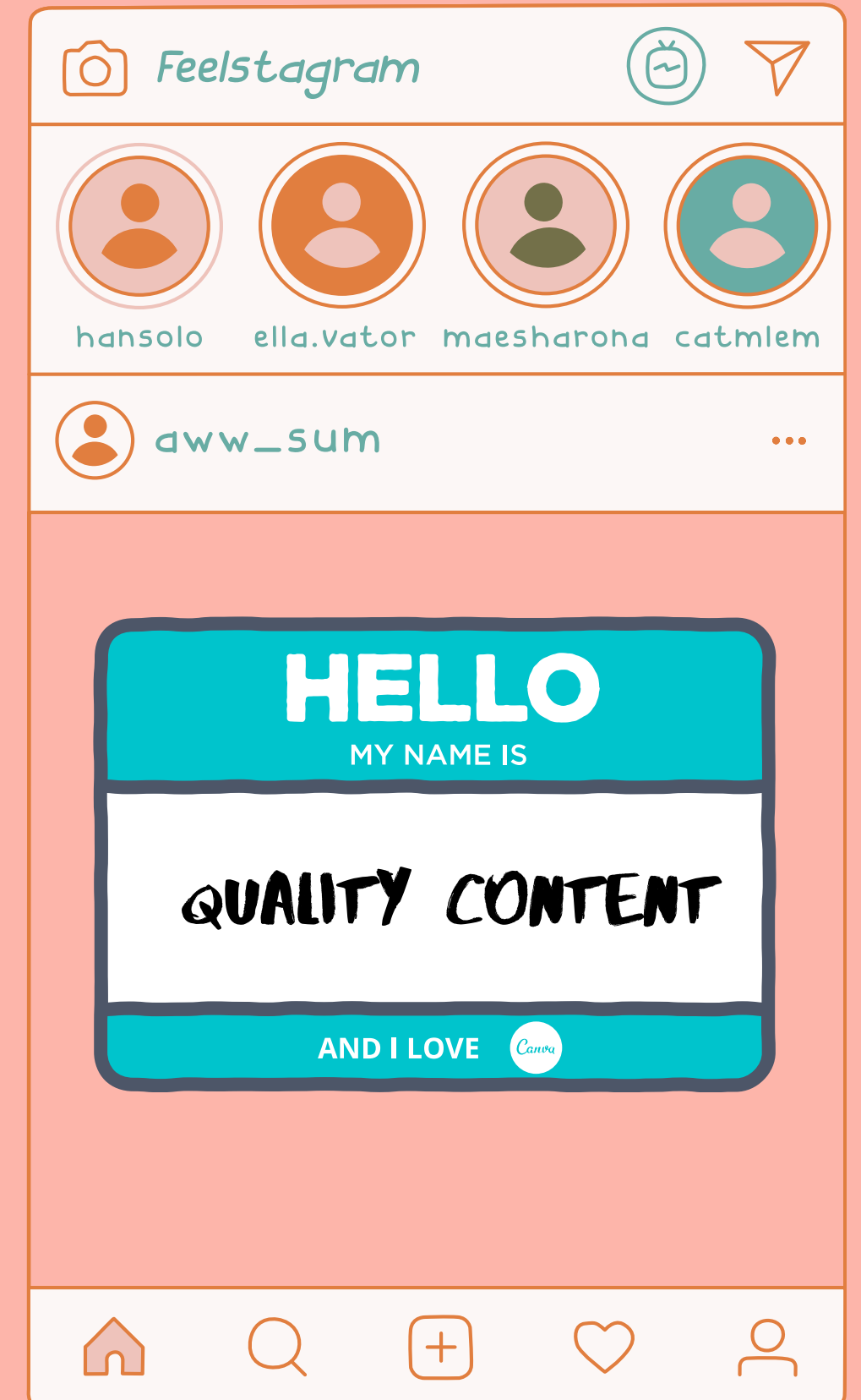
THE LIST IS  
ENDLESS







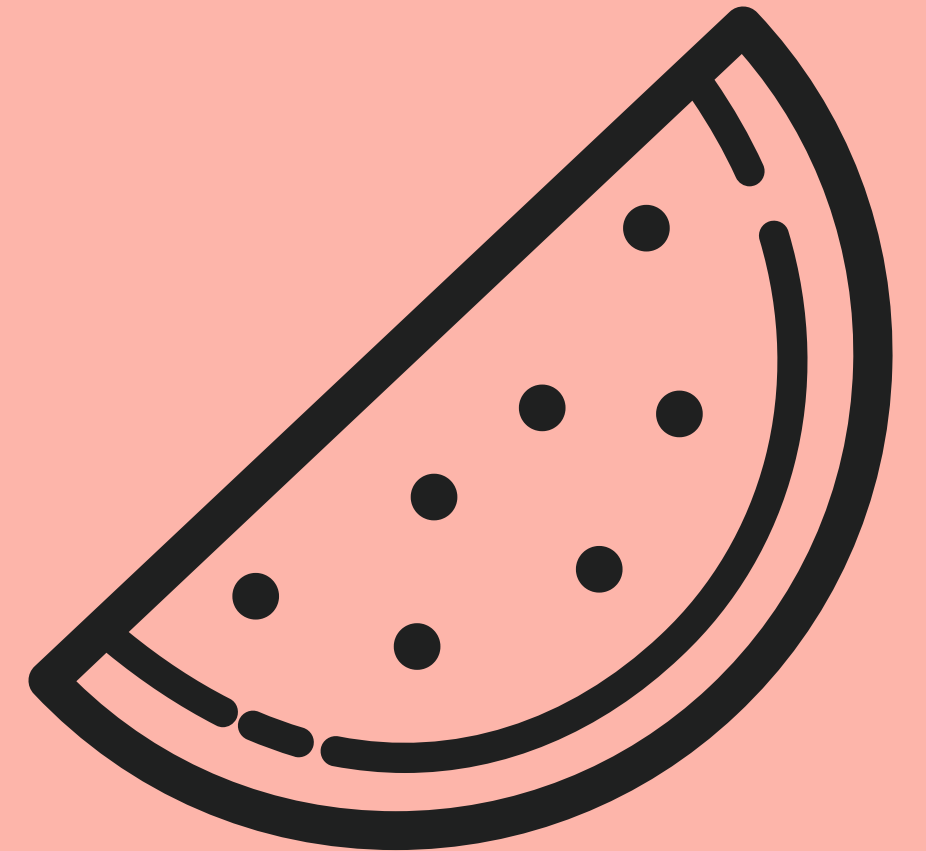
Now, it's time to  
focus on social  
media



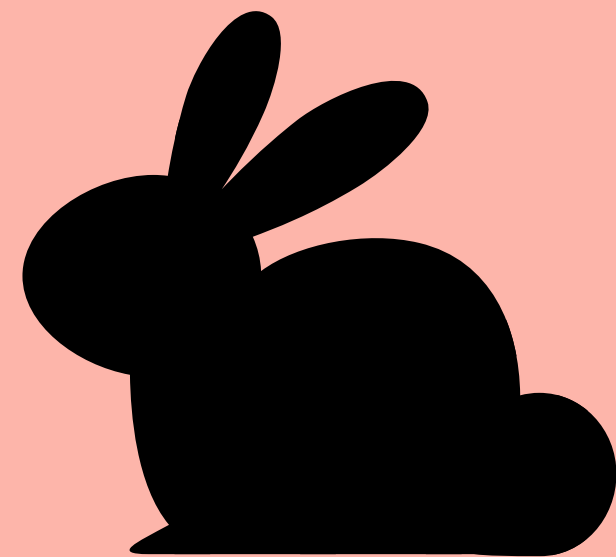
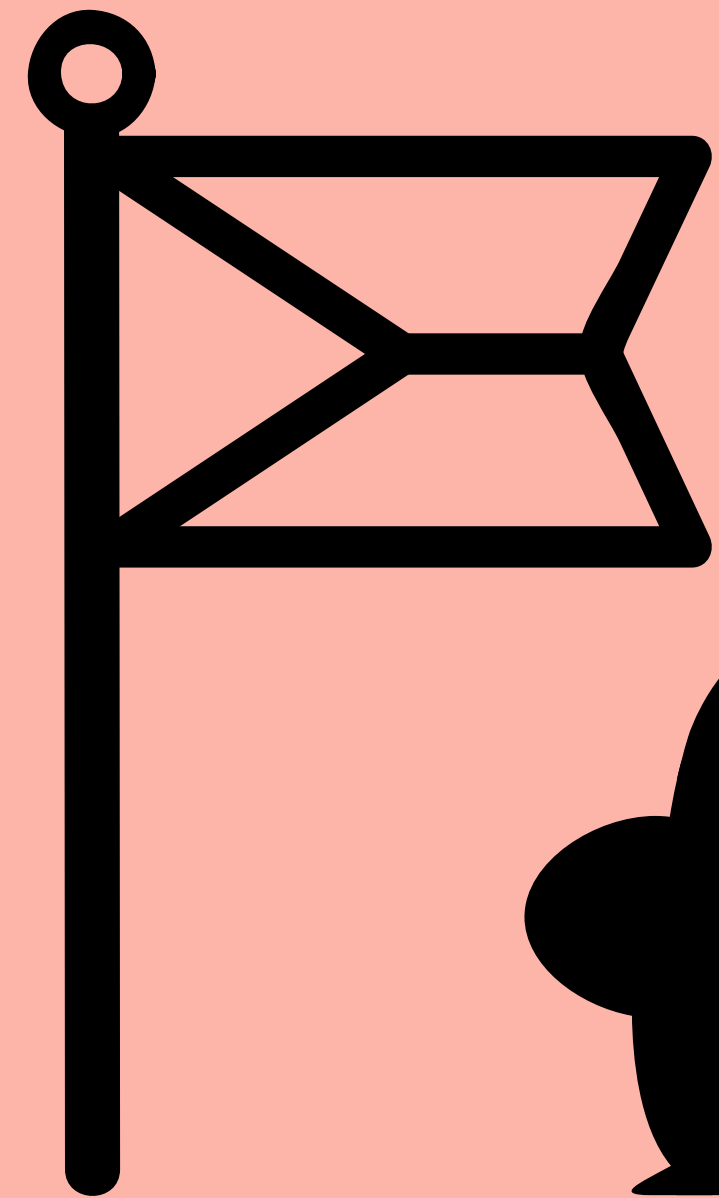
# Start out on these



# and master 1



**how to drive traffic  
to your social media  
and blogs FOR  
FREE...**



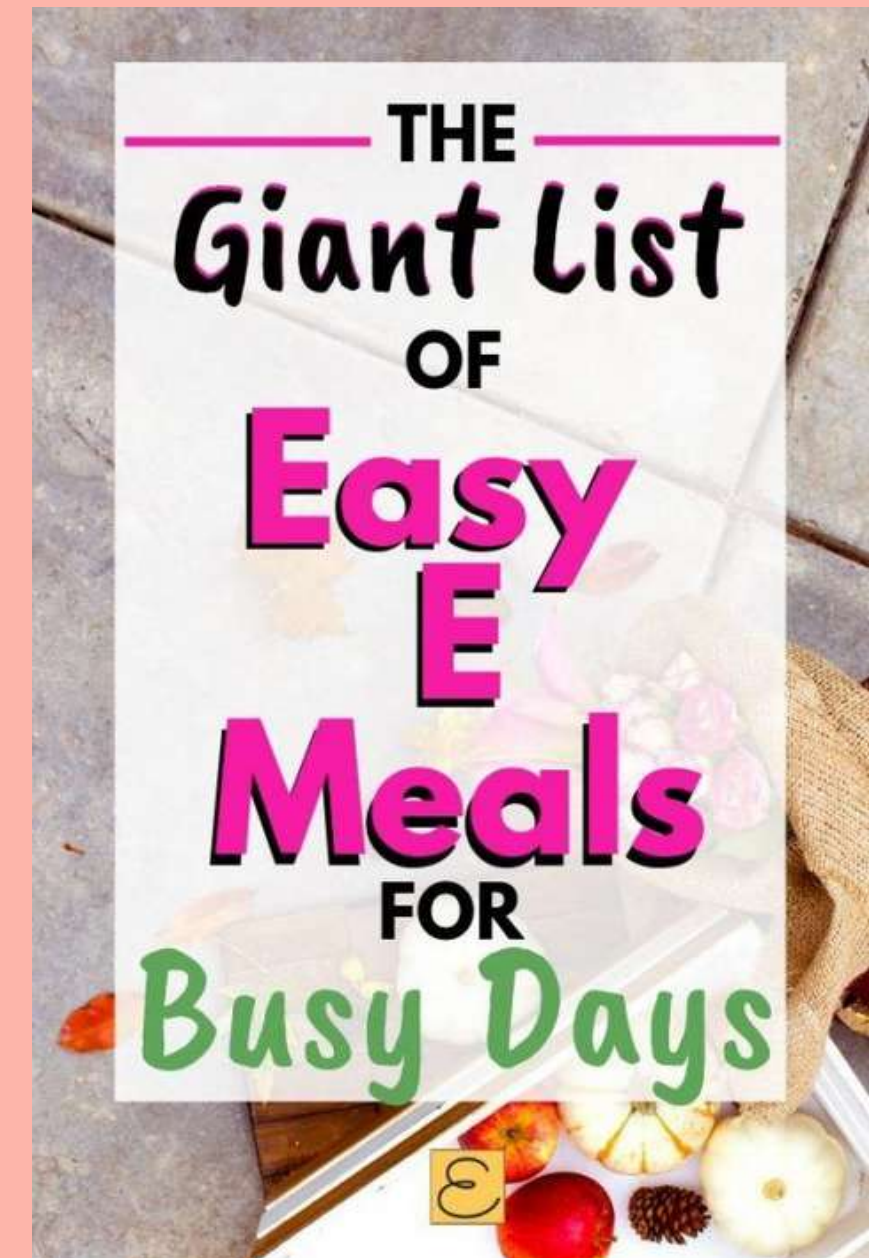
# HOW TO MASTER *Pinterest*



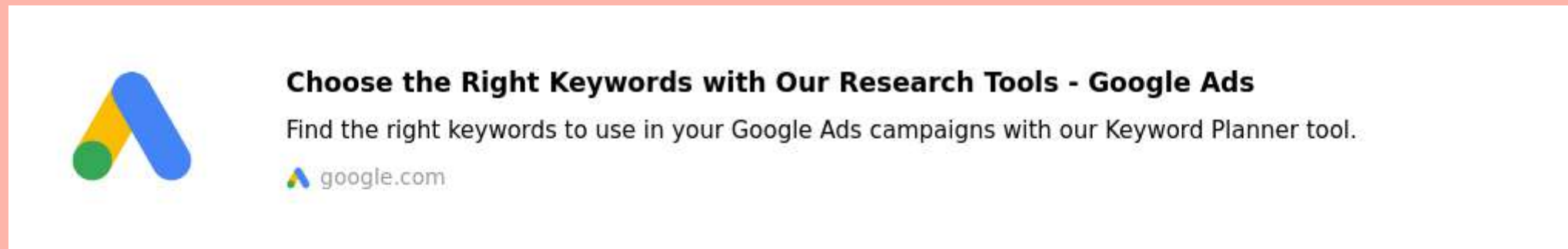


# **FOLLOW THESE SIMPLE STEPS**

- **Create a Pinterest business account**
- **If you already have one, clean out the boards**
- **Create new boards and optimize your account**
- **Based on the blogs you've worked on, create 3-4 vertical (736 by 1102 pixels) pinnable images like this:**
- **And now we go on to working out the SEO...**



- **Using Google Keyword Planner or keyword.io to look for something that identifies with your blog post,**



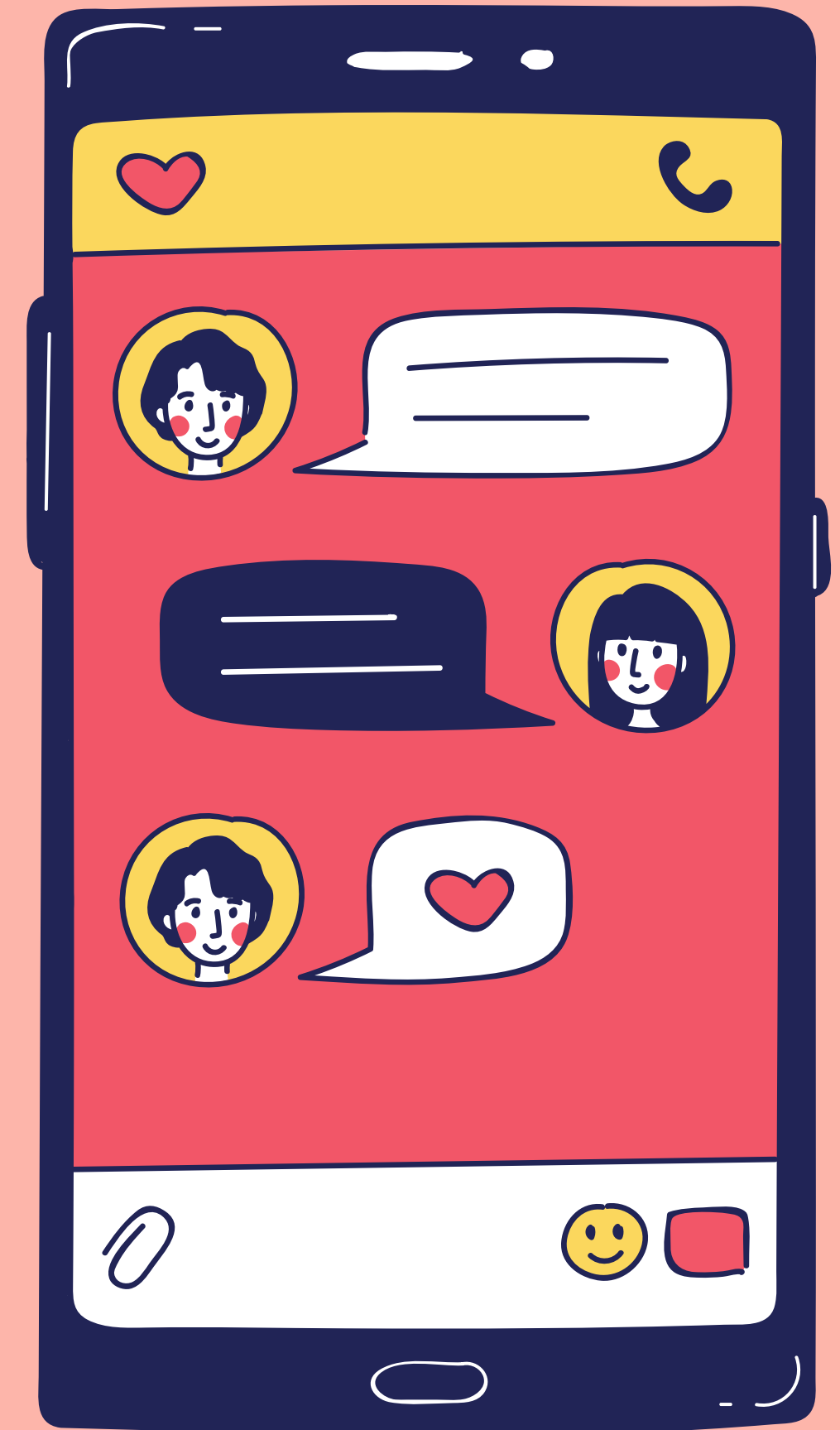
**use it in the title of you pinnable image and make sure to save the images with those keywords. This increases traffic to your pins.**

- **Post at least 5 pinnable images to pinterest every day + 5 pins from other bloggers that are fimilar to your niche.**

- **Leave 10 comments on other bloggers pins everyday**
- **Join Relevant Group boards and only pin your content on those group boards**

Most Pinterest newbies forget to fill out board preferences, take this to your advantage and use keywords

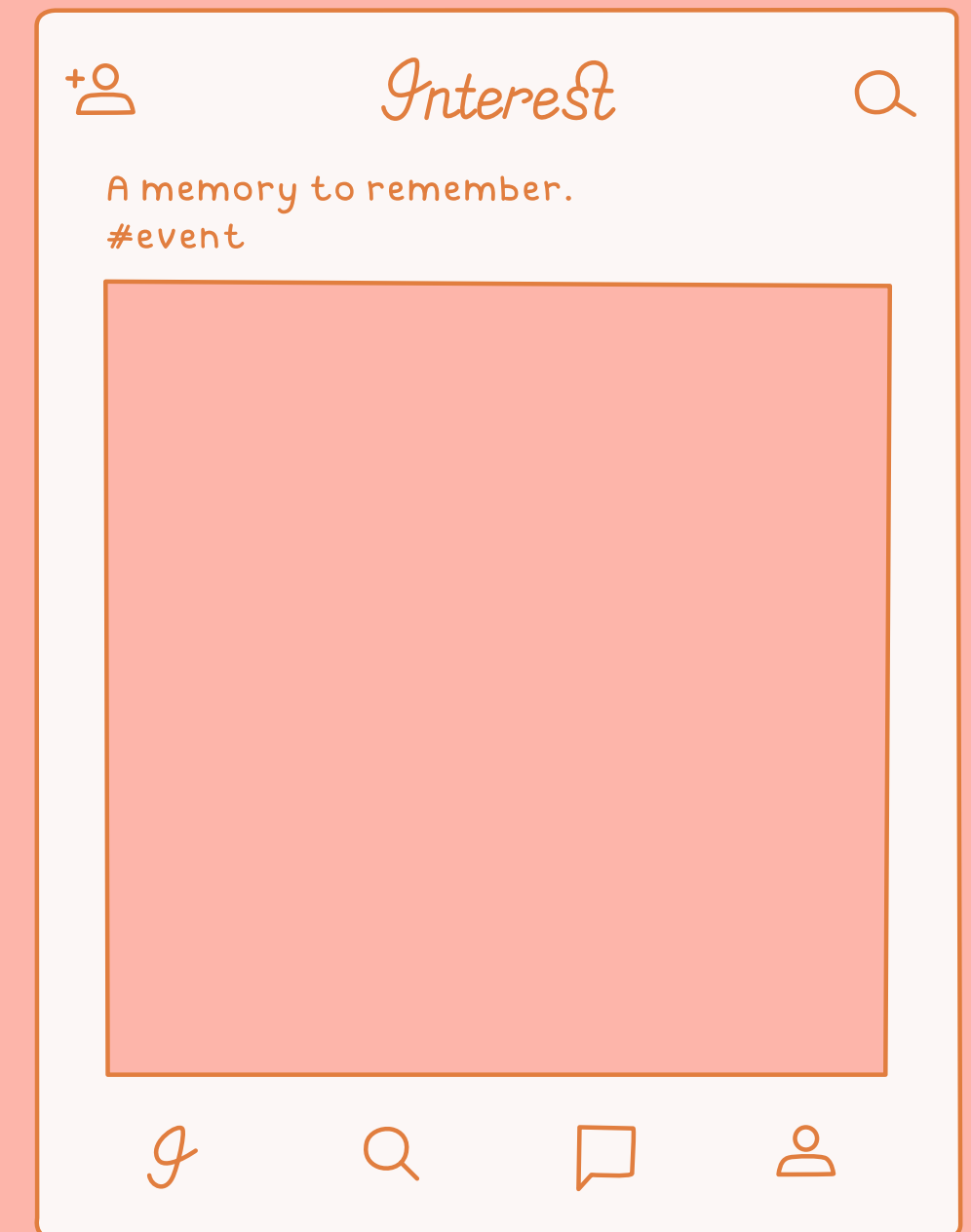
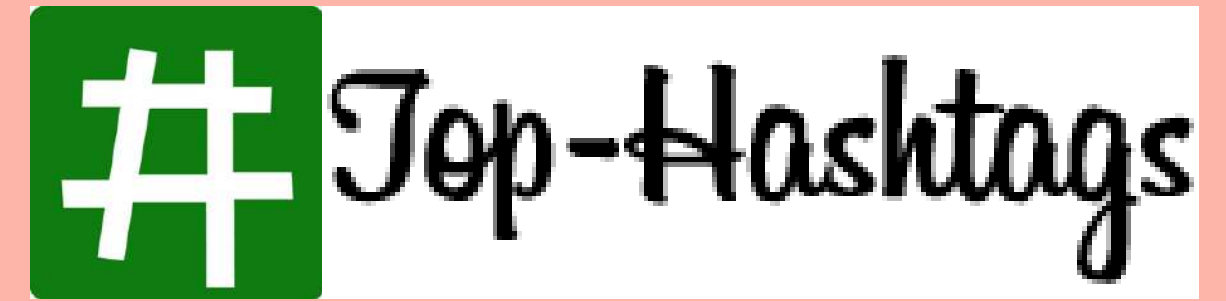
- **Apply for Rich pins (google it for a how-to guide)**
- **Use Relevant Hashtags**
- **Claim your other SM accounts**
- **Stop mass following**
- **Make freebies to drive people to your blog**



# HOW TO POP ON *Instagram*

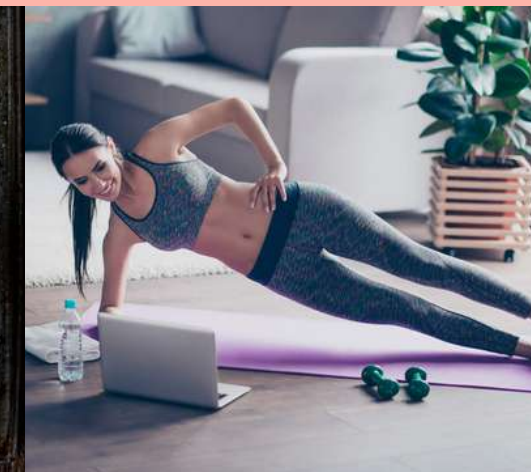


- **Post regularly (1-2 post/day)**
- **Research and use hashtags from your niche using trending hashtags —→**
- **Stay consistent with your goal, niche and target group**
- **Be generous – like other people's posts and follow (in your niche)**
- **Everyday leave at least 50 comments on people from your niche. For example if your is baking, go under the hashtag "#baking" and comment on recent posts saying: "Omg this looks delicious, can't wait to try it. Would love it if you could check out my account. thank you!"**





- Filtered photos are 21% more likely to be viewed and 45% more likely to get a comment so don't be afraid of using filters.
- Quotes for captions work really well
- 79% more engagement if you use geotagging.
- Have a consistent theme, example: food/person/quote (see below)
- Upload cute engaging IG stories
- Ask followers to tag a friend
- Use emojis



DON'T LIMIT YOUR  
CHALLENGES.  
CHALLENGE YOUR  
LIMITS.

SLICKWORDS.COM



Strive for  
progress  
not  
perfection

# HOW TO BE LOVED ON

**(literally the world's most cruel platform ever)**

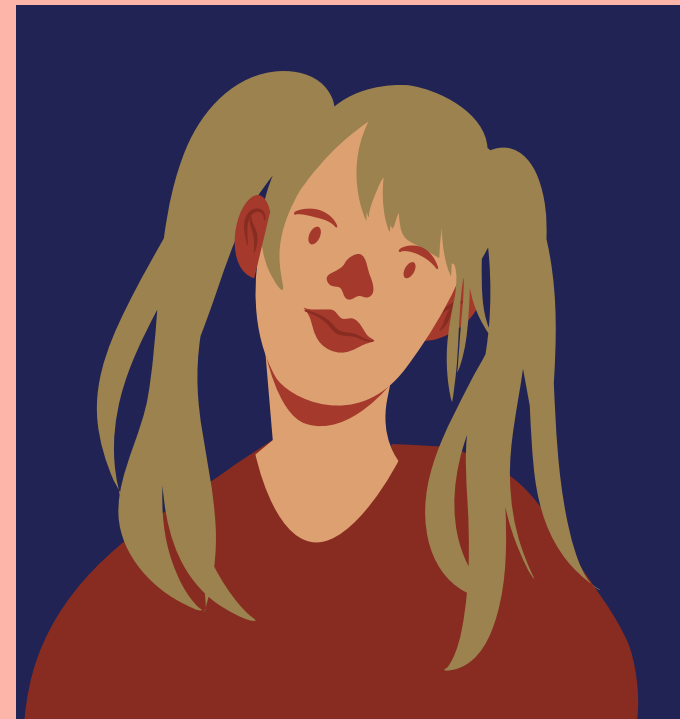


- 1) Use hashtags that go well with your niche**
- 2) Join in Twitter chats and give an opinion that you know will be liked by the general public**
- 3) Schedule tweets with links of your blog posts using TweetDeck**



**TweetDeck**

- 4) Mention small bloggers and celebrities or even small-businesses that have less than 2k followers. They will notice you.**
- 5) Use Images, Twitter is dark but you can make it a happy place for you and your followers**
- 6) Share helpful and hilarious content and always retweet with a reply**





**HOW TO BE  
INTERESTING ON  
facebook  
(zzzz...)**

- **Join a Blogging Facebook Group**
- **Add a SumoMe Welcome Mat to your blog**
- **Trade links with other Bloggers**
- **Comment on other Facebook Pages**
- **Use Hello Bar**
- **Follow TalkWalker to get to know more trends**  
**(annually updated)**





**For any platform, give shout outs. why?**

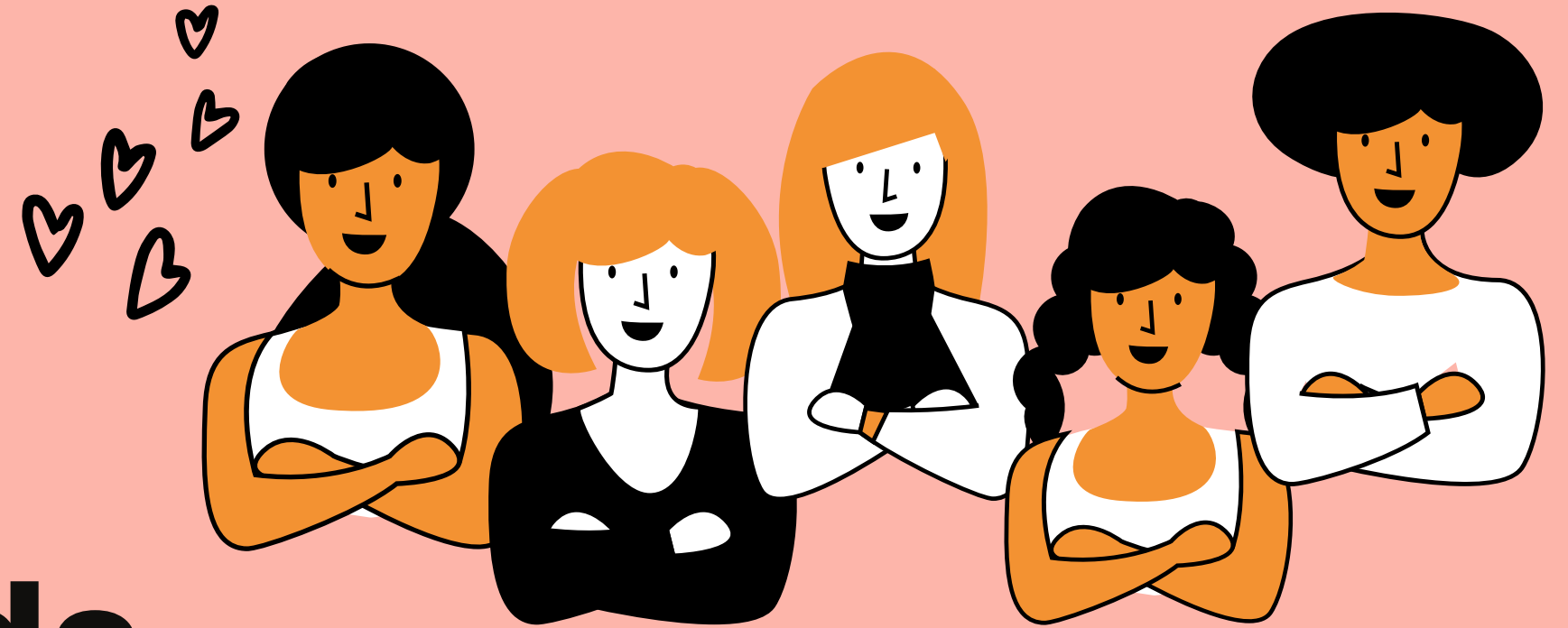
**Because there are people like you who also want to be recognized.**

**You get what you give.**



**The blogging community is HUGE!**

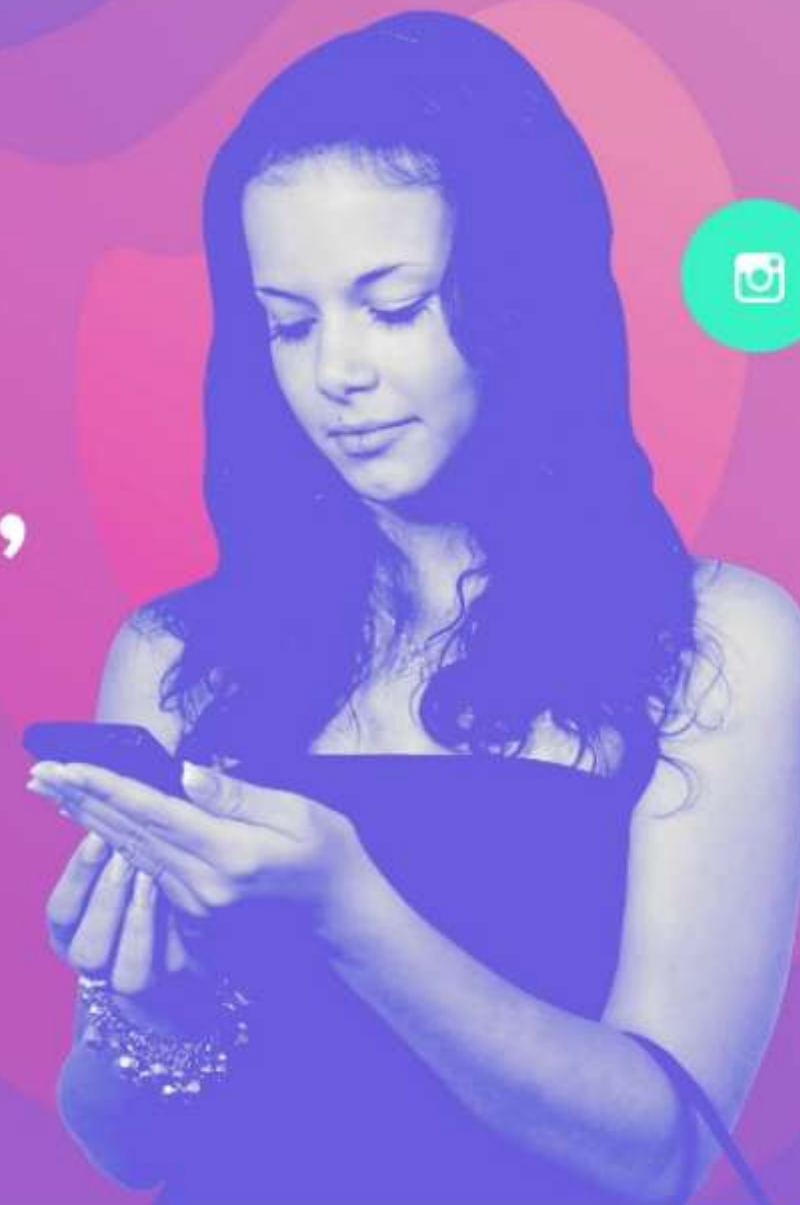
**Network.**



**Make some friends.**

**Show your support to those who support you. It's not a competition.**

# Social media management, simplified.



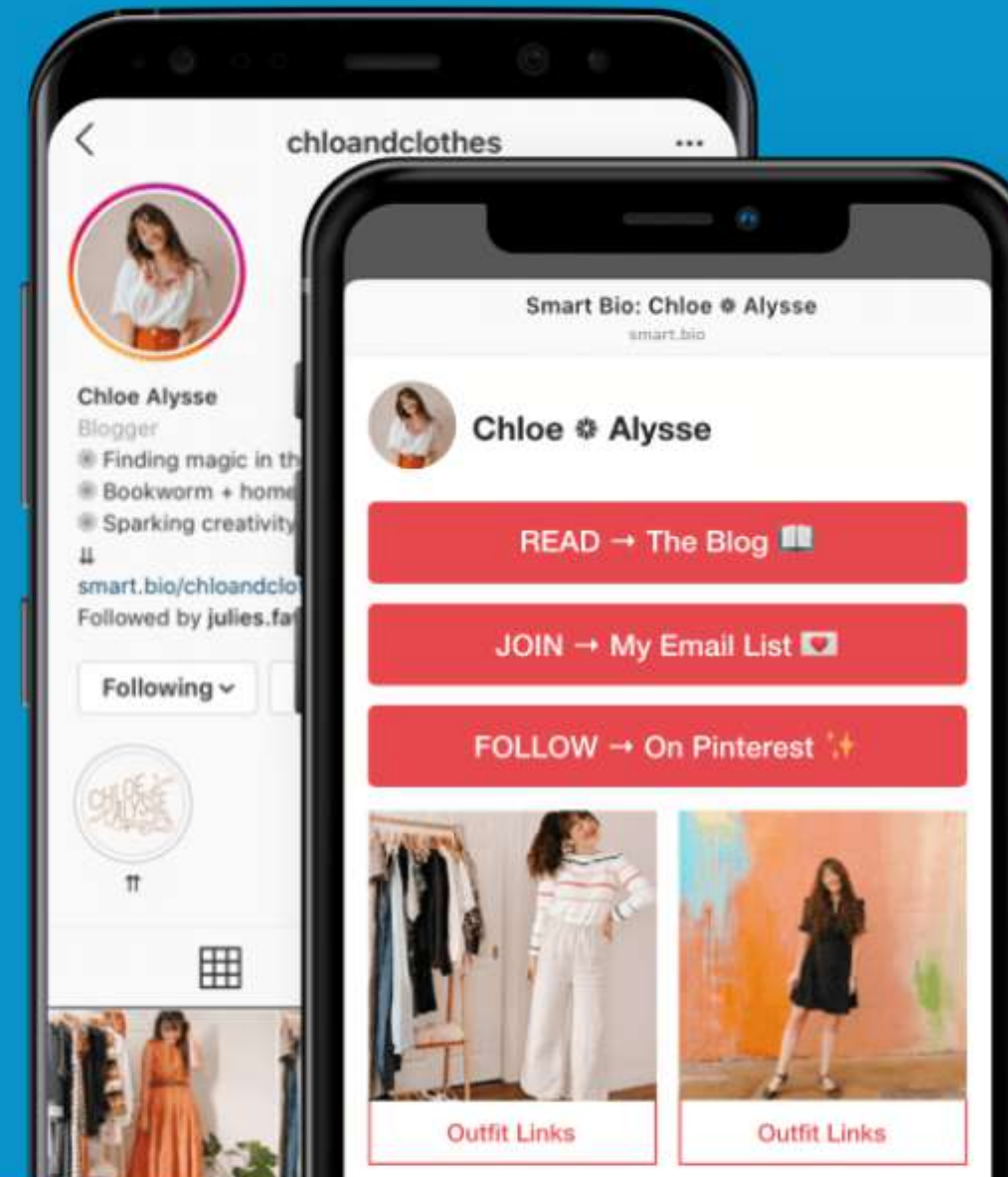
## The only social media manager you'll ever need

Crowdfire helps you curate content, schedule posts, check analytics and manage all your social accounts from one place



some  
cool  
stuff

# Smart.bio by tailwind



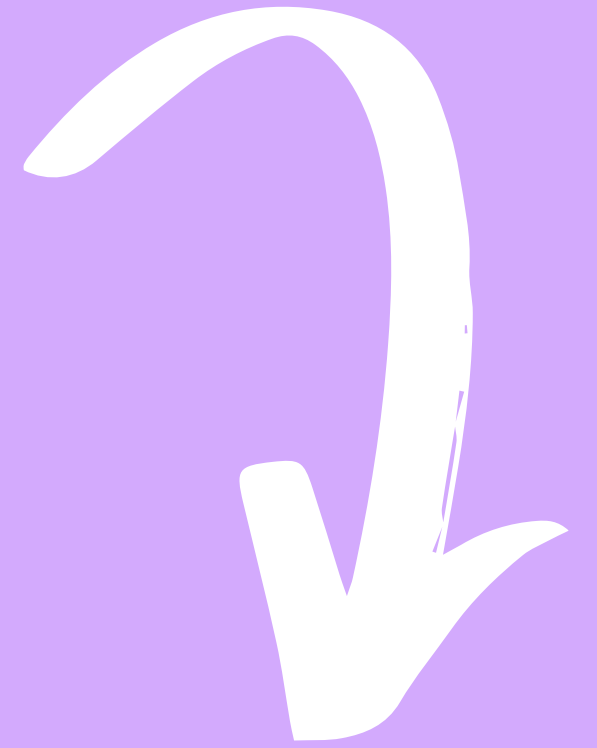
## Smart.bio: Link in Bio Instagram Tool by Tailwind

Turn followers into customers by creating a customized, branded landing page for your Instagram bio link.

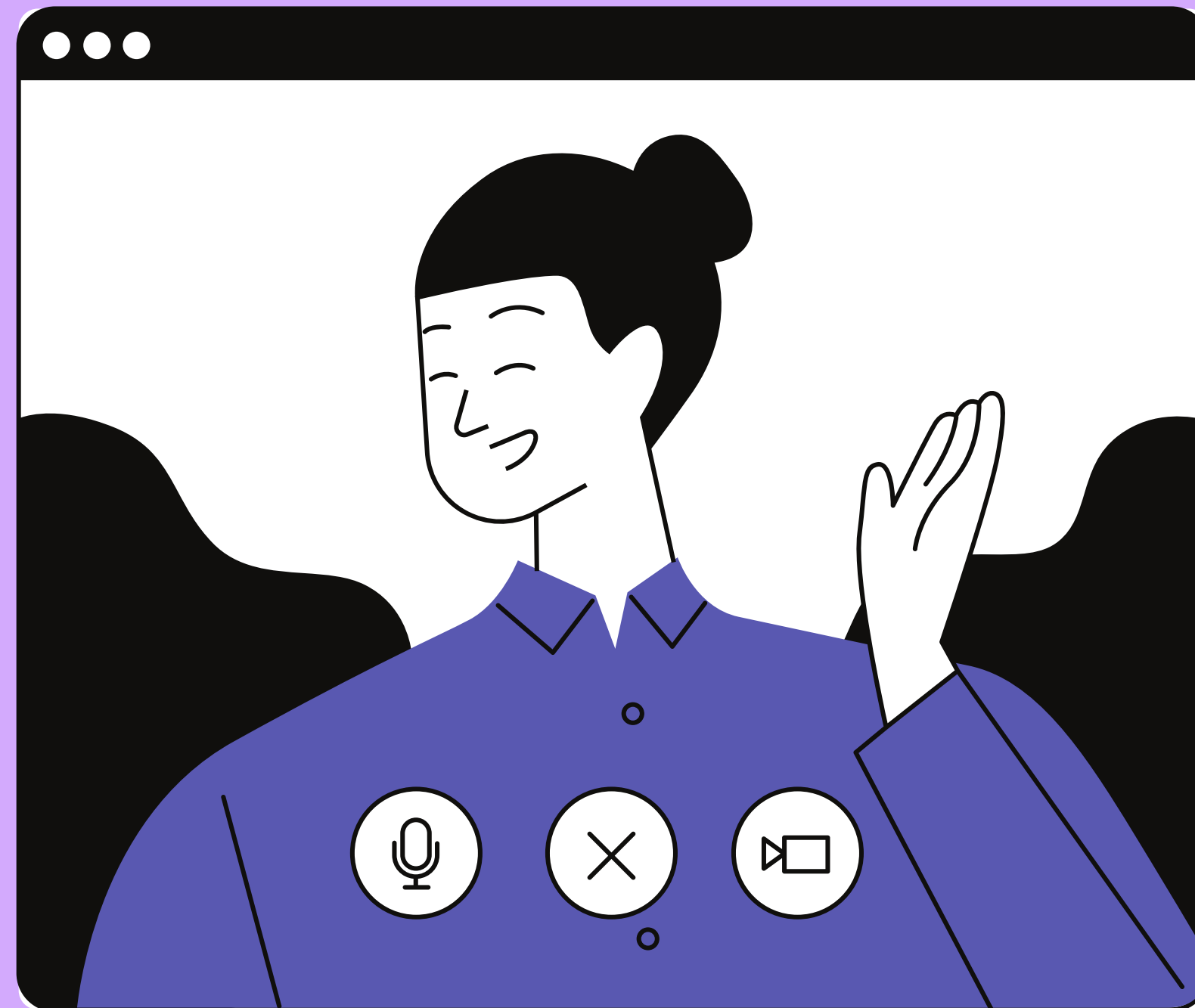
 Tailwind

more  
cool  
stuff

# What to do when you get traffic



**50K+**





**YOU ARE READY TO  
ADVERTISE!**



You'll have to  
familiarize  
yourself with  
**Mediavine**  
and **AdThrive**



#### **Full-Service Ad Management**


Mediavine builds sustainable businesses for thousands of content creators, with advertising, products, education and more.

 Mediavine / Eric Hochberger



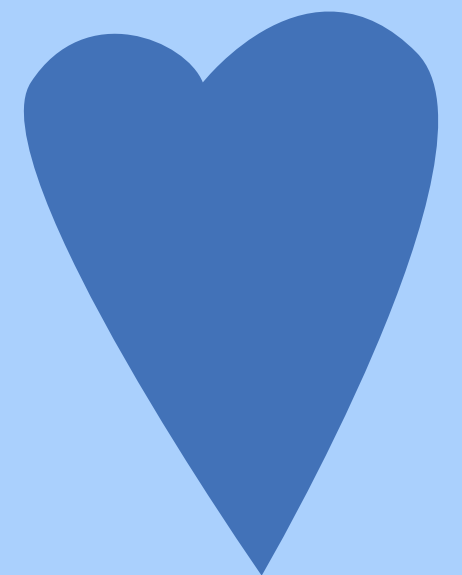
#### **Ad Management and Optimization for the World's Best Content Creators**

Get the highest possible income for each pageview. We handle ads so that you can focus on creating amazing, high-quality content.

 AdThrive / Corey Scribner


**The #1 reason bloggers  
fail is because they  
GIVE UP TOO EASILY...**

**Create a  
purpose chart**



Need help?

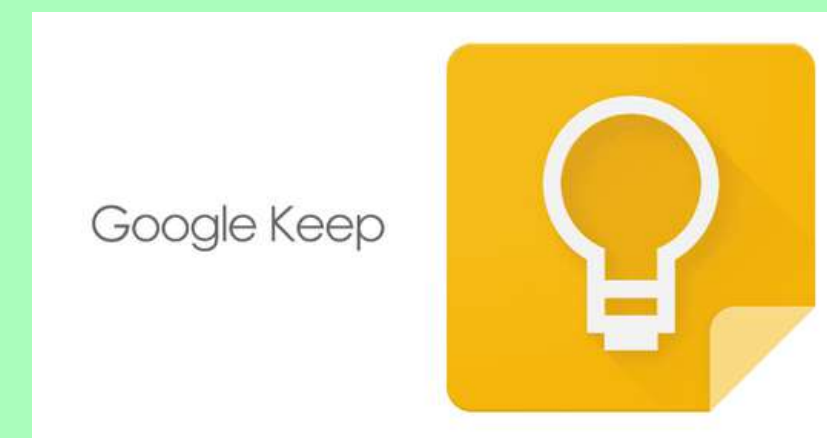
**don't be afraid to ask  
for it.**



*apps for bloggers*



facebook business



thank  
you



**(hope that was helpful)**