



ELITE

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Bloggging

Why do we need a blog?

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- Drives traffic to our websites & offers
- Helps build authority
- Helps convert traffic to leads, and leads to sales
- Creates online real estate (long term results)



If you've ever wondered how to create a blog, you're in luck because that's exactly what I'm going to show you today.

5 Steps is all you need, and you DON'T need any knowledge of HTML, coding or graphic design. I'll walk you through the whole process in a moment, but first, let me tell you my story...

10 years ago, I didn't know a single thing about making a blog. Greatly excited by the prospect of making a blog of my own, I went ahead to register my first domain name.

Then, I became confused. I didn't know what to do next.

I struggled for 18 days, invested time and energy to understand the new blog, checking Google for stuff like “how to start your own blog” without grasping anything.

Everything I found seemed technical. I got frustrated.

In despair, I abandoned the new domain name... for 6 months.

Then, I went back to it, having eventually learned that I needed not just a domain name but also a hosting account to open a blog.

So... I started my first blog, <http://Unstoppablefamily.com> and struggled with each step because I had no one to guide me. Now, you can set up a blog very quickly with simple platforms available and what took me 6 months the first time out can now take you a few days.

Over the years, I’ve learned a lot about blogging and I’ve set up many successful blogs for myself and others. I know what best practices to use and the mistakes to avoid. I want to help you avoid all the pains I endured. Benjamin Franklin said, and true are his words:

“Experience is a hard master, but fools will have no other.”

— Benjamin Franklin

So, learn from history, not experience. I’ll tell you how to

make a successful blog, so you can forget everything else. Just follow the simple steps below, and your blog could be ready in 15 minutes.

Steps To Making A Blog

STEP 1: Know **WHY** you want to start a blog.

Is it to share your passions?

Keep an online family journal?

Is it to make money or sell something?

STEP 2: Decide **WHAT** your blog will focus on.

So... What type of blog should you start?

What are your hobbies? What **Brand** Can You Create?

(If you are unsure of this one, go back to the Branding Lesson in Vim Elite Vault)

STEP 3: Decide **WHICH** of the blogging platforms you'll use

The free blogging platforms aren't really free. How much does a basic self-hosted blog cost vs. Hiring a Professional?

Basic setup with free theme:..... **\$70**

Basic setup with premium theme:..... **\$110**

Professional setup with Genesis theme:..... **\$399**

Professional setup with premium elements: **\$499-\$1499**

We recommend the following Platforms for creating your blog yourself.



Wix



Weebly

WordPress

Each of these platforms serve a purpose, and there are many others to choose from; however, these 3 are some of the most popular.

Wix and Weebly are easier drop and drag platforms but are not as SEO friendly as a top blogger would want but perfect for someone that wants to get their blog started quickly and easily (great options for a newbie).

Wordpress is by far the superior of all options although it takes a bit of learning to put one together.

But don't worry or freak out, there's always help available!

STEP 4: Decide which web host to use. Go Daddy is our recommended choice because of their impeccable customer service.

STEP 5: Set up a monthly branded blogging plan and map out high content blog posts to start. Include affiliate links and offers so you can monetize your writing and posts.

(see lesson on 12 month branded plan and pdf to keep you organized)

STEP 6: Login to your new blog and start blogging.

In the beginning, just get going, focus on creating a habit. Many people take a blogging challenge so they can get as much content out and start creating “online real estate”.

I recommend following the marketing wheel so you can syndicate your posts with ease.

Pick a hub then take that same content and share it through all channels.



Rhonda Swan, Unstoppable Family