

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.

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