

# Blogging From The Beginning

*"Discover How Easy It Can Be To Set  
Up and Profit From Your Own Successful Blog"*



## BLOGGING FROM THE BEGINNING

By: [www.DownloadPLRProducts.com](http://www.DownloadPLRProducts.com)



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1

**Subject line:** First Lesson - Blogging From The Beginning

Hello "autoresponder code here",

Welcome to the first lesson in the "Blogging From The Beginning" crash course.

Over the next few days you will receive several lessons that will help you learn the ins and outs of beginning to build your own successful blog. In your lessons will go over some basic options for setting up your blog as well as some different techniques that you can use to make it popular and profitable.

In this first lesson let's talk about how to choose the right blog platform to suit your blogging needs.

Starting a blog is one of the most accessible ways to make money online. If you are starting your first blog, you are being confronted with many choices about how to set up your blog, including selecting your blogging platform. A blogging platform is the software that will help you turn your writing into a website that can be easily navigated and accessed by visitors from around the world.

There are two basic platforms to choose from when it comes to successful blogging: Wordpress and Blogger. Both of these options have advantages and disadvantages. Before you make your decision, you should read through the pros and cons of each and think about which will be best for your needs.

Blogger has several advantages. It's very easy for new bloggers to use. Setting up a blog with Blogger is as simple as following a few prompts. There is nothing to install. Some of the other advantages include:  
Price: Blogger is totally free to use. You don't have to purchase a domain name as the system will give you an address based on the name of your blog.

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**Ease of use:** Posting to your blog is easy. You can also change the look of your blog very easily. This is all done through Blogger's dashboard. If you have more than one blog with Blogger, you can access all of the blogs from the same dashboard.

However, Blogger does have some major disadvantages when it comes to creating money making blogs.

**Lack of flexibility:** Compared to other options out there, the design and function of a Blogger blog is very limited. You can download and install custom themes for the blog, but most look very similar. This means your blog won't stand out as well in your niche.

**Domain name:** You will get a free domain name with your Blogger blog, but the domain name will be "yourblogname.blogspot.com" instead of "yourblogname.com."

**Ownership:** You will never truly own your Blogger blog because the files and content are hosted on Blogger's server.

Wordpress is the other popular platform for blogging. There is a free option that functions similarly to Blogger. However, there is also a free option that allows you to have your own website name. You install Wordpress on you website hosting and hook it up to a domain name that you own. If you don't know how to do this, your hosting company should be able to walk you through the process.

Other advantages include:

**Customization:** Wordpress themes are diverse and plentiful. Some themes will even make your blog look like an online newspaper. **Features:** Wordpress users have created tons of "plugins" that will increase the functionality of your blog and help you make the most out of your site.

However, Wordpress is not without its problems. It is not as user friendly as Blogger, which can make it intimidating for newbies. You will also have to spend money to get your domain name and your website hosting.

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Despite these disadvantages, most professional bloggers go with the Wordpress option because they maintain ownership of their blogs and can customize them to their heart's content, but ultimately the choice is up to you and what will fit your needs the best.

That's it for today's lesson. In your next lesson we will talk about brainstorming and generating good topic ideas to write about on your new blog.

Thank you again for joining me for this short course. If you have any questions or need any assistance please feel free to contact me at any time using the contact information below. I will be happy to help,

Until then,

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2

**Subject line:** Second Lesson - Blogging From The Beginning

Hello "autoresponder code here",

It's time for your second lesson in the "Blogging From The Beginning" crash course. I hope you found lesson one informative and that you have decided which blogging platform you are going to use for your new blog.

In this lesson we are going to talk about brainstorming and generating good topic ideas to write about on your new blog.

Starting a blog is fairly easy, but keeping a blog interesting and fresh is a whole other matter. While many marketers have no trouble beginning a niche blog, the sheer number of abandoned blogs around the 'net speaks to the fact that many marketers don't know what to do to keep a blog going. According to blogging experts, the key to keeping a blog going is to post frequently. This means that you're going to need an ever present stream of content coming into your blog.

You may be intimidated by the thought of having to come up with lots of topic ideas. Brainstorming great topic ideas for your blog posts are easy if you use the following ideas.

- News in your niche.

Your blog should be timely and there's no better way to attract attention on your blog than to tap into some ongoing news. No matter what your niche is you can find news stories and breaking information that will help fuel timely blog posts. Sign up for Google Alerts (it's free) and set up alerts on important words in your niche. This way you'll be able to see the news in your niche and blog about current topics.

- Comments section.



The comments section in your blog can be a great source of writing inspiration. Let's say you have a post on your marketing blog about keyword research. Within the comments section, a few people start asking about how to use keywords in articles for article marketing. Voila! You have your next blog post. Look through your comments section to identify topics that you can write about or questions you can answer in the form of a blog post.

- Resource lists.

Are there some websites or other resources that your niche needs to know about? Write a few resource list posts. Resource lists posts are very easy to write and they provide maximum value to your readers because they can get the information that they need easily. When you can't think of anything else to write about you can pull together a helpful list for your readers.

- Other blogs in your niche.

Keep your finger on the pulse of your niche. Watch other blogs in your niche and see what they are writing about. You can take a different angle on the same topic, or cover an area of the topic that the original author missed. If you disagree with the author, feel free to go ahead and express your opinion on your blog. Other bloggers can be a great source of information so be sure to get involved in the community.

- Quick tips.

Start collecting a list of quick tips you'd like to share with your niche. These can be inspired by your personal experience with the niche, from other blog posts you've read or from other products in your niche. When you find yourself stuck for blog post ideas, you can write quick tips post.

These tips just scratch the surface of where you can find topic ideas for your blog posts. Start keeping a notepad file with blog post ideas and you'll never be at a loss for material.





That's it for today's lesson. In your next lesson we will talk about the different "Kinds" of blog posts that you can use on your blog.

Again, I appreciate your joining me for this short course. Remember, if you have any questions or need any assistance please feel free to contact me at any time. I will be glad to help.

Until then,

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### 3

**Subject line:** Third Lesson - Blogging From The Beginning

Hello "autoresponder code here",

It's "your first name here", with your third lesson in the "Blogging From The Beginning" crash course.

Today we are going to talk about the different "Kinds" of blog posts that you can use on your blog.

Blog posts come in many different forms and lengths. If you want to keep your blog fresh and interesting, you should post often. Creating different types of blog posts will keep your audience interested. It will also keep you from being bored with your blog.

Whether you are blogging to make money directly from the blog or blogging to drive traffic to an affiliate program, you should know about these five kinds of blog posts.

#### 1. Review blog posts.

Review blog posts can help you monetize your blog. When you review a product and include an affiliate link, you'll make a commission off of each sale generated with your affiliate link. Review blog posts should go over some of the major plusses and minuses of the product. Even if you loved the product, you should keep your review balanced by mentioning a few things that could have been improved. Your audience will appreciate your honesty and be more likely to trust your recommendation.

#### 2. Quick tips.



Quick tips are great “in between” posts since they are so short. They are normally between 100 and 250 words. If there’s a great bit of information that you want to share with your niche but it doesn't really warrant a full blog post, you can post a quick tip. The tip should be focused on one key area of the niche. For example, “How to Grease a Muffin Pan” is a perfect quick tip article for a cooking blog.

### 3. Lists.

Blog readers love lists! If you'll look at the most popular blogs you'll see that they make good use out of this type of blog posts. You can make lists fit any niche topic imaginable. They are great ways to convey information online because they can easily be scanned by web readers who like to skim over information. You can create resource lists that will help your readers find information on your niche. You can also create lists of different ways to accomplish a goal in a niche, like “5 Ways to Drive Traffic to Your Sales Letter.” The possibilities are endless.

### 4. Interviews.

Although these require a bit of preparation, they can be very valuable to your blog. You can interview someone in your niche and share the results of the interview with your blog readers. This will not only help provide valuable content for your blog, but you can also get more traffic to your blog. Likely, the person who you are interviewing will publicize the event on their blog and around the ‘net which will bring more traffic back to you.

### 5. How to posts.

Like quick tips, how to posts help you provide valuable information to your readers. However, unlike quick tips, these posts go into detail on a certain topic. Somehow to posts are even separated out into two or three part courses. For ideas on what to create how to posts about, look at the most frequently asked questions in your niche and develop posts around those topics.

That's it for today's lesson. In your next lesson we will be talking about some easy ways that you can get traffic to your blog.

Until then,

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4

**Subject line:** Fourth Lesson - Blogging From The Beginning

Hello "autoresponder code here",

How are you? We're winding down to the end of this short course. But we still need to go over a few important topics so that you can get traffic and make money from your new blog.

Today we are going to talk about some easy ways that you can get traffic to your blog.

The simple truth is that a blog without readers is pretty much useless. If you've been blogging for a while and have only been getting a trickle of viewers to your posts, you need to put a traffic building plan into action.

Building traffic is just as an important skill to bloggers as writing quality posts is. Most bloggers are terrific at creating content but don't know a thing about building traffic. Here is a quick guide to the five most popular (and most effective) traffic building techniques.

- Get social!

Social networking and blogging go hand in hand. Your blog posts can be distributed across social networking channels in many different ways. Sign up for Twitter and tweet about your posts as soon as they are added to your blog. Update your Facebook status with a link to your new blog posts. Submit your stories to Digg.com, Reddit.com and StumbleUpon.com. Remember that in order for social networking to be effective, you need to participate with other people on your list. If you visit their links and respond to their updates, they'll be likely to do the same for you.

- Get noticed!



Find blogs in your niche and start following their posts. Make sure to add insightful and interesting comments on their posts. Not only will the blog owner take notice and visit your blog, other commenters will visit your blog to get more of your great insight into the topic. Don't spread yourself too thin with blog commenting, but make it a point to comment on a few related blogs each week.

- Get good use out of your RSS feed!

RSS feeds are a way to syndicate your blog's content so that it is sent to many different people in their own blog readers or on their own sites. Most blogging systems have RSS feeds automatically included but you can add a lot more functionality to your feed by using a free service like FeedBurner.com. With Feed Burner you can add things like sharing the feed via e-mail to your feed so it will pull in new readers and encourage previous visitors to come back to the blog again.

- Get articles in directories!

You may think that by being a blogger you can ignore article marketing. However, you can get a lot of traffic to your blog by tweaking some of your popular blog posts and adding them to article directories. You can post your popular posts as articles with a link back to your blog in many different article directories. Not only will you get a valuable backlink but your article may also be used by ezine owners which will bring you more traffic.

- Get backlinking!

Speaking of backlinks, you should work to build backlinks to your blog through several different means. By creating backlinks to your blog, you'll improve your blog's ranking in search engine results. You can get lots of traffic from search engines if you are within the first group of search results for your keywords.

These simple ways of building traffic can be used over and over again to help build traffic to your blog and increase your readership.



That's it for today's lesson. In your next lesson. Don't forget to look for your next and final lesson. We will be talking about how you can actually start making money from your blog.

Until then,  
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## 5

**Subject line:** Fifth Lesson - Blogging From The Beginning

Hello "autoresponder code here",

Well, we have come to the final lesson in the "Blogging From The Beginning" crash course.

In this final lesson I want to share five easy ways that you can make money from your blog.

Your blog has the potential to be a money-making magnet, if you know the right steps to take. Blogs once started as a sort of online diary. They've been totally transformed to fit a whole range of needs, from a place to house an online newspaper to a simple way to start an Internet stream of income. The following five methods will help you make money from your blog, no matter what niche you are in and how you are using your blog.

### 1. Affiliate marketing.

This is one of the easiest ways to make money from your blog, and the simplest to start. You begin by selecting an affiliate program from one of the popular affiliate networks. You can either post a review on your blog about the product (complete with your affiliate link) or post ads along the side of your posts (also with your affiliate link). Affiliate marketing is simple to implement because you don't have to worry about writing a product.

### 2. Selling your own product.

If you feel there is a need to be met in your niche and want to create your own product, you can add it to your blog for another stream of income. Advertising your own product on your blog is a smart idea. Your readers have already built a level of trust with you so they'll be likely to be interested in your product. You can





link to your product's sales page directly from your posts and display graphic ads in the sidebars of your blog.

### 3. Contextual advertising.

Contextual advertising, like the type offered at Text Links, will help you make money from your blog without much intervention on your part. When you sign up with Text Links or a similar service, your blog posts will automatically have certain words hyperlinked. These links go to advertiser's websites. You get paid when someone clicks on a link. Unlike with affiliate programs, you don't get a commission on the sale but you do get paid whether or not your visitor buys from the advertiser's site.

### 4. Other types of advertising.

Google AdSense and other pay per click advertising programs will give you code to add to your website. These programs will display ads in the sidebars of your website. Anytime a visitor clicks on one of these links, you will get paid anywhere from a few cents to a few dollars depending on your niche. These ads don't appear within the body of your post, but they are based on the content of your posts so they will be attractive to your audience.

### 5. Get paid for reviews.

Once you have some traffic coming to your blog, you can be paid to post reviews. There are many different networks that link advertisers with bloggers. You simply find an advertiser through one of these networks and promise to post a review on your blog about the product or service. You'll be paid a flat rate for your review. Be sure the product or service is relevant to your niche for best results with this monetization model.

As you can see, you have a lot of different options when it comes to making money with your blog. Try one or all of these to see what works best for your niche.

I sure hope you have enjoyed your lessons and learned a lot about building and profiting from your own blog. I also want to let you know that just because we



have come to the end of your lessons that doesn't mean that you can't contact me if you have any questions or need any assistance setting up your blog. I will be glad to help.

I wish you the best of luck with your blog,  
"add your name here"

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