

# 8 KEY STEPS TO Blogging Mastery



Learn in 4 hours what took me 4 years of blood, sweat and tears

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If you are an entrepreneur, CEO, professional, blogger, artist, musician, creator or anyone who wants to be successful in a world now dominated by a social web then there is a question you will need to ask yourself -

**“If you had to start from scratch, what are the steps that you would take to build a global engaged audience?”**



The rules have changed whether you like it or not. It is a brave, new and exciting world.

Twenty years ago when you built a business it was about starting local. Today with the World Wide Web (www) and easy to use social networks that have global reach and real time communication, building a global audience from scratch is within your reach and budget.

The 21st century is about abundance and opportunity amplified by technologies that multiply your time and effort. It is about using tools that increase the velocity and reach of your ideas and brand.

This eBook reveals what I have learnt about building a blog...the “new media self-publishing platform”... and how it has transformed my life, increased my bank balance and provided a learning platform for life.

It has shown me that anyone can make a difference and leave a dent in the universe if they have the passion and purpose to start the journey.

## Expression platform

This book shows you how to build an expression, knowledge and learning platform that can take you to new heights of creativity, global engagement and opportunity.

We will explore, explain and help you weave the skills required into a tapestry of tweets, content creation and crowd sourced marketing that will allow readers and viewers to discover what others didn't know but deep down you knew you had.

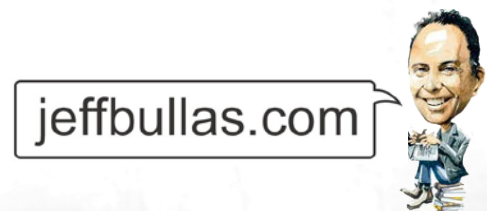
Your story and insights need to be told and discovered. It's your time to share your knowledge with a world that needs inspiration.

## The agony and the ecstasy

So what are the tips, tactics and insights that I learned along the way to build a blog that now reaches over 4 million people a year, takes me to new countries and opens doors to networks of opportunity?

When I started my blog I was unemployed, separated and on the verge of divorce and had credit card debts of over \$50,000.

**If I can do it  
why can't you?**





## SO WHY SHOULD YOU CREATE, BUILD AND MARKET A BLOG?

It can

- position you as a thought leader and expert in your industry
- open doors to worldwide networking
- enable opportunities that you may never have dreamed of
- sell your services and products while you snooze
- create a platform to reach a global audience
- provide a publishing portal that will bring freedom of expression and an opportunity to grow and learn. This will bring increased awareness and develop writing, publishing, creativity and new media skills
- be the means to an independent career and business
- offer global travel
- leverage your time and effort with powerful tools and technologies.

And we are just getting started!

Now before we leap in, you will probably have some nagging doubts about whether you can do this.

## The barriers to finding the start button

Blogging involves putting your ego and credibility on the line every time you hit the “publish” button. This awareness can lead to a potential blogger writing 10 or 20 articles offline and they never see the light of online day.

Blogging when embraced and focused can be a synthesis of your life’s passions, innate abilities and undiscovered talents. It can be a facilitator of both personal change and self-development. It can transform both your life and your reader’s life - don’t let that awful responsibility stop you.

The thought of potentially two billion plus people reading your imperfect ideas can be the barrier to blogging your way to a brilliant career and maybe a more fulfilled life.

So what are the reasons and excuses that may stop you before you even cross the start line?

## Do these sound familiar?

### **Reason 1. The Impossible Goal of Perfection**

You are not ever going to create a blog post that is free of grammatical errors and expression.

In your mind the concepts will often seem flawed and your article structure clunky. Wrestle and wrangle your article into shape, check it, shut your eyes and then hit publish.

Your thoughtful nakedness is now visible and it is yours.

There is one distinct advantage of the digital world over the printed word. After it is placed and published before the world in all its glory, you can also go back and punch the edit button and update your masterpiece. I do.

### **Reason 2. My Ideas are Not Original**

You are afraid that what you say and write will be seen as redundant and superficial. I am sorry to say but there are not many original ideas under the sun. Many people's work, who we perceive as geniuses, such as writers, painters and musicians, are in fact mashups and remixes with a twist. Even the genius of Bob Dylan wasn't immune from this.

Henry Ford – "I invented nothing new, I simply assembled the discoveries of other men behind whom there was centuries of work".

Be prepared to stand on the shoulders of giants and of ideas past and present. Put your creative



spin and slant on them. The art of creativity starts with copying, then transforming and finally combining with your own remix.

Add your own snowflakes of creativity.

### **Reason 3. Passionate People are a Bit Weird**

Succeeding at blogging does in most instances require a certain degree of passion to drive the activity and the dedication required.

You will be saying to yourself “I am not weird, I don’t want to let this passion thing turn me into a weirdo“....”My friends will disown me“. Don’t be afraid to wear that passion and purpose on your sleeve. Be prepared to be different and let that passion become an integral part of you.

Weird is good, in what can be a big bland sea of homogenous humanity.

### **Reason 4. My Relationships are Too Important**

Blogging does require time and commitment. Potential bloggers who never start sometimes can use the excuse of “it will take me away from my family and friends“. This is a cop out.

Make the time. Stop watching so much TV. Get up early or stay up late when the house is quiet. You owe it to yourself and guess what...you may earn a lot of respect.

### **Reason 5. I am Not a Genius**

I am sorry but the word genius is overrated. Many people who achieve a modicum of success are sometimes seen as gifted and lucky. Don’t let this urban myth stop you from achieving what may seem from afar as an impossible dream.

Dream away.

The US President, Calvin Coolidge had this to say about genius – “Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.”

Couple up your passion with your innate abilities, add some determination and persistence and then magic can happen.

### **Reason 6. I am Not a Writer**

This one gets rolled out time and time again. If you go and read my first posts on this blog (and I am not going to link to them as they are just too embarrassing) then you would break into laughter and state “what was he thinking!” Competent writing can be learned. If you don’t believe me then go and buy Stephen King’s book on the basics of writing, titled “On

Writing“. It has some great simple tips.

Still you might say “Nope..this writing thing is not my gig“. Well, I am still not going to let you off the hook that lightly.

The web is a multimedia playground. There is nothing to stop you video blogging (Gary Vaynerchuk was a champion at that). The rise of a visual web is also making “visual blogging” a reality. Many areas of interest such as travel, food and fashion are more about communicating with photos more than the text.

### **The Solution?**

## **“Just ship it!”**

Don’t wait for perfection to strike or genius to arrive. The time has come to buckle up, turn the key and hit the accelerator.



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# The framework to blogging success

So you have some questions

- Where do I start?
- Where can I find the motivation?
- How can I stand out?
- What tactics do I use?
- What tools are available?
- How do I use them?
- How do I use social media to reach my audience?
- How do I find the inspiration for the content?
- What type of content should I create?
- What's the framework?

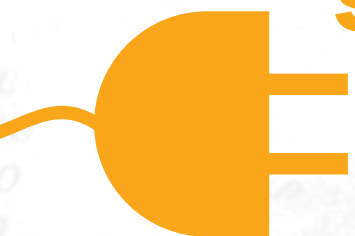
These are some of the questions for which you will need answers to reach your goals.

This eBook will hold you by the hand and show you the steps needed to succeed.

So here are 8 vital steps to creating a successful global blog that can change your life.

Are you ready for that?

Let's get started!



## Step 1. Plugging into your power source: Identify your passion, purpose and innate abilities

Blogging is about writing and creative expression. It is hard work and not everyone is cut out to put pen to paper or hunt keys on the keyboard for hours each day. Even Tolstoy, the famous Russian writer and author of “War and Peace” once said

**“I don’t like writing but I love having written”.**

It’s like the start of the New Year where we clean the desk, set the goals and roll out the revised set of New Year’s resolutions. Some of us are excited by the year ahead but others are filled with dread and are even thinking whether going back to “that” job is an option.

That motivation for life and the dawn of a new year for some of us is burning and real and for others it is dormant or extinguished.

### **It’s not just about writing**

So you aren’t a writer?

Well.... blogging and new media is not just about writing. You can be a podcaster, video or a visual blogger.

The visual social web is driven by awesome images, great videos and photos that go viral.

Many successful blogs are powered by YouTube videos, Fashionistas with glamour shots that inspire and images and creations that high definition cameras turn into works of art.





## **What should you blog about?**

I often get asked “how do you know what to blog about?” For me the answer seems simple. The secret lies in discovering what you love doing in combination with your innate talents. Easily said, but sometimes very hard to discover.

The reality is that a lot of people struggle their entire lives in discovering their career path. In fact some people never discover the secret of making life a joyous journey and in many cases life is a tedious path doing things they hate.

It is a sad truth but many people go to their grave with their song unsung and their talents and passions undiscovered.

## **Find work that is play**

I came across a quote by the famous economist Dr Paul Samuelson that encapsulates one of the secrets to success in life, business and blogging.

**“Never underestimate the vital importance of finding early in life the work that for you is play.”**

This turns possible underachievers into happy warriors.”

Most of us do not have the privilege of discovering this early on in life but stumble upon it in later years. There is no rhyme or reason as to when or how it occurs, it could be an epiphany

or it may be a slow awakening, but if you discover it then grab it with both hands, do not ignore it but embrace it with all the energy and optimistic obsession you can muster.

Work that is play is the combination of innate ability and aptitude combined with passion to create a synergy that positively enhances life's journey.

Sir Ken Robinson, in his book "The Element", says "it is the place where the things we love and the things we're good at come together".

## **Questions you should ask yourself**

So how do you find this element? What questions should I be asking to discover work that is play?

Here are some questions you should be starting to ask yourself.

- What comes easily to me?
- What do I read about till 2.30 in the morning?
- What willingly gets me up at 4.30am?
- What do I enjoy doing?
- What kind of things do people compliment me on?
- What activities give me my spirit energy?

You may find that the topic of the blog that you create or the career that you love will be a combination of several elements.



## **What do successful bloggers write about?**

Successful bloggers are writing and creating content combining what they are good at with their passion. That might be politics, it might be sport or it may be marketing. Arianna Huffington who sold the political news blog Huffington Post for more than \$300 million, is passionate about her topic and if you dig deeper you will find that every element of what she did was driven by that burning interest and desire.

The secret is waiting for you. I am sure that some of you already know what that is. Remember, “It is never too late to have a happy childhood”.

This is where you need to start before you even write your marketing plan or kick off your blog.



## Step 2. Creating a memorable blog brand

The challenge is to have your brand and blog stand out in a universe of over 500 million websites. Creating a distinctive and different brand is the start of that journey. The other challenge is creating a brand that is professional, memorable and sticky.

An important component in this is the development of a distinctive brand voice that matches your persona, which is woven into your articles, posts and multi-media content.

Help to develop a distinctive writing voice by:

- showing your personality
- displaying your humor
- putting yourself in your audience's shoes
- exposing your imperfections

- revealing your passions
- telling your stories
- developing brand “you”.

Your brand should also be distinctive in its logo, writing, messaging and media.

Creating a brand personality that expresses your passion, experience and personality is vital. Standing out amongst bland peers is key.

When people discover your blog, website or social networks they should instantly know that it is “you”.

Sally Hogshead, the author of “Fascinate”, includes a by-line that makes her instantly memorable.





**“A hoghead is a barrel that holds 62 gallons, so what’s your name smartass?”**

Now, that is part of her voice and reveals her personality and sense of life. You can’t borrow or steal that line but you can learn from it.

I remember agonising over what I should include in my branding and after looking at other bloggers, many who seemed to have studio photos manipulated in Photoshop which made them look like Hollywood stars, I decided to do something different.

I had an Artist friend of mine draw a caricature. That is what you see at the top of my blog.

It worked.

What will make you stand out? How do you take your blog brand from bland to memorable?



## Step 3. A simple marketing plan that works

Here we will discover the 5 step marketing plan and the top 3 key marketing strategies that will supercharge your traffic and brand awareness.

A plan will keep you on track. If you really want to get serious you could write a business plan and back that up with a marketing plan.

A strategy will ensure that you select the appropriate tactics and tools to reach the right audience in the most efficient manner.

In its simplest form it involves five stages.

### 1. Identify Target Audience(s)

This is important to make sure that when you build your social networks that you have an audience that wants to listen and engage. Just because

there are 2 billion people plus on the web doesn't mean they all want to listen to your message and story. If you are selling wine then you will need to target restaurants, food bloggers and anyone who will help you reach an extended audience.

### 2. Set Goals

Goals keep you on track like a guided missile but need to be measurable eg

- Blog/website traffic goals eg 1,000 visitors a month
- 1,000 email subscribers in 6 months
- 2,000 Twitter followers in 3 months
- Sell 1,000 eBooks in the first 12 months at \$19.95



### 3. Select Marketing Tactics and Tools to Achieve Goals

The 3 core marketing tactics you will need to consider will be: Social media marketing

- a. Email marketing
- b. Search engine optimization
- c. Social media marketing

#### a. Social media marketing

If your audience is mostly on Facebook, the marketing tactics will need to be more Facebook centric. So if you wanted to increase Facebook “likes” you will use tactics such as:

- installing a Facebook social plugin on the blog
- encouraging your audience to “like” your Facebook page from your daily/ weekly email newsletter.

Also don’t forget to include other social networks and media such as growing your Twitter followers and using Twitter to distribute your content.

We will take a closer look at these in step 6.

#### b. Email marketing

Building an email list from day one is vital and we look at the best tactics for achieving that in step 6.

#### c. Search engine optimization

Making sure you are optimizing your blog so you can rank for key phrases on the first page of search engines without having to pay. Step 6 will include the key steps to working towards this goal.

#### **4. Monitor and Measure**

It is important to monitor your success and your failures to see if people are subscribing or unsubscribing. This allows you to change from tactics that aren't working and find ones that do.

Keep experimenting!

#### **5. Rinse and Repeat**

You'll start to find what works and what doesn't, so do more of what does and cull out what doesn't. Continue to keep an eye on your key performance indicators like sales per month, traffic and subscribers.





## Step 4: Building a successful blogging foundation:

Uncover the 12 key essential elements that every blog should have

I started the blog with my own domain name [jeffbullas.com](http://jeffbullas.com), which was done partly for creating a personal brand online. I then used WordPress.com as my blogging platform using their free hosted WordPress template which ended up causing me a lot more work later when I wanted to add extra features and functions (such as Retweet and Facebook share buttons). Measurement tools such as Google Analytics were also a problem as WordPress.com wouldn't allow me to plug that in. I would recommend that you avoid this and buy your own domain name and self-host from day one. It will cost you a few dollars a month but it will save you a lot of time and grief later on.

So what are 12 blog building essentials?

### 1. Buy your Own Domain Name

This is important because if you do that you can always take it with you and host your blog wherever you like such as GoDaddy or HostMonster. If you use blogger.com, Typepad.com or even WordPress.com, they do it for free but it comes at the cost of your independence, which removes your flexibility in the future to control your blogging destiny. They give you a domain name that is a subset of their domain and if you want to move your blog in the future you cannot do it without creating a new domain and you have to start all over again.

What this means is that your readers will have trouble finding you because you've moved.

So if you are serious about being a blogger buy a domain - don't rent one! If you are intending to create a strong personal brand to provide a platform for you as a thought leader and expert, author, musician or consultant, a domain name that strongly reflects your personal name will help you get found online. If you are using the blog as a marketing platform for a product then of course it should be named and branded consistently with the product.

For a corporate blog the blog should be consistent with the company brand look and feel and be part of the company website.

## **2. Purchase a WordPress Template**

WordPress dominates the world of blogging and you can buy templates ready to go for \$40-\$50. I have found WordPress easy to use especially being a non-technical user. It requires no programming as a writer and blogger and makes it easy for you to do what you do best - which is to blog.

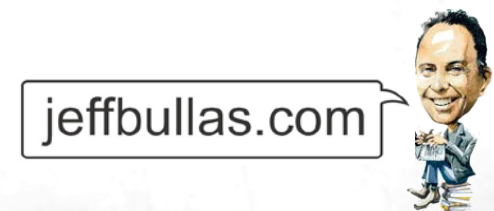


## **3. Hire A Good Web Designer**

A good web designer will ensure that you have a web design that 'works', so that you can present the most professional brand you can afford to the online world. It is the global front door for your digital online brand.

When interviewed by "Wired Magazine" in 1996, Steve Jobs said this about design: "Design is a funny word. Some people think design means how it 'looks'. But of course if you dig deeper, it's really how it 'works'. The design of the Mac wasn't what it looked like, although that was part of it. To design something really well, you have to 'get it'. You have to really 'grok' what it's all about. It takes a passionate commitment to really thoroughly understand something, chew it, not just quickly swallow it. Most people don't take the time to do that."

The term "Grok" is a real word and not a "Jobian" expression.





Wikipedia says “To grok is to share the same reality or line of thinking with another physical or conceptual entity”.

Author Robert A. Heinlein coined the term in his best-selling 1961 book “Stranger in a Strange Land”. In Heinlein’s view, “Grokking” is the intermingling of intelligence that necessarily affects both the observer and the observed.

So don’t get lost in how it “looks”. Make sure it works.

The thing to remember is that a blog is about content so it is vital to make it easy for people to view a video if it is a video blog, or read the text if it is a text based blog. I have seen many blogs where the writing is so small that I can barely read the text or the background provides little or no contrast and you have to squint.

Don’t give the reader an excuse to click away from your blog.

If you don’t have the budget for a designer there is a vast range of templates for WordPress with many inspiring designs that will suit the format and type of blog that you want to publish. These can range from \$40 – \$200.

#### **4. Choose Your Medium**

Some people are good on a video, some are good with words. Find the medium that suits you so you can find your medium and voice. Use the medium that lets your passion shine. You may find that you are good at both so you can mix it up and provide a variety of media. Video blogs are certainly becoming popular as Gen Y and Generation I (Internet) would quite often rather chew off their arm than read a paragraph of text.

## **5. Provide Social Media Share Buttons**

I remember a comment on my blog where a LinkedIn user had suggested that I include a share button on LinkedIn as he wanted to share it with several hundred of his LinkedIn connections but had found it too hard. A share button provides a low friction means (two clicks and you are “shared” to hundreds of people) for people to share without cutting and pasting headlines, links and opening software.

Include Retweet and Facebook share buttons as a minimum.

## **6. Provide Subscribe Buttons via RSS and Email**

Allowing people to subscribe to your blog by email as well as RSS feeds is important so that they have new content pushed to their email inbox or Google Reader after you have published your latest post. This promotes loyal readership, drives daily traffic and makes sure that you are not forgotten.

## **7. Provide Buttons for People to Subscribe to Your Social Media Channels**

The minimum recommendation here is Facebook and Twitter buttons that allow people to connect to you on Facebook and follow you on Twitter.

## **8. Regularly Publish and Post your Content to your Blog**

Write, video or record your posts regularly - preferably once a day, 5 days a week. You will find the top bloggers have this routine and discipline. If you can't commit to that schedule at least do one a week and be consistent. Remember blogging is just like publishing and as readers start showing up if all they see is old posts they will not come back. Magazines and newspapers publish consistently and on time - a power blog is no different it is just digital media.



## 9. Display Credibility Banners

This is a chicken and egg scenario. How do you as a new blogger showcase your expertise when you have just started? This is where offline credibility needs to be displayed on an online medium. So if you have any awards that can be highlighted on the front page of your blog then get banners made. If you have written an article in a magazine, a book, been on a TV show or won awards, tell the web world so that they can see these when they visit. When your Twitter followers number more than several hundred, display it. Attention quantification on the social web where you display such things as the number of Facebook “likes”, blog subscribers and Twitter followers provides numeric credibility that gets notice and attention. Readers do notice these numbers and it is the start of becoming influential online.

## 10. “About” or “Bio” Menu Tab

Blogs are still personal unless you are Huffington Post or Mashable. Readers want to know who you are and what you have done. They want to identify with you and start to connect. Have a page on your blog where you provide a summary of your biography.

11. Good Headline

You only have a few seconds for the reader to decide if they want to read your post or not, so a headline that compels and teases the visitor to your blog or who sees your headline on a Tweet is a must in driving readership. List posts such as “10 Ways To...” or “The 5 Top ...” or “How To...” are always effective. These might seem redundant and overused but the fact remains - they work. We will look at this in more detail later in the book.

## **12. Social Comment System that Displays Comments and Reactions**

The comment component for a blog is a major feature of blogging and WordPress comes with it as a standard feature. There are other systems, such as Disqus, that I have installed on my blog that are relatively easy to set up that display comments and Twitter reactions. Since using Disqus I have found my comments have increased. It adds to the blog's numeric credibility as it displays the number of Twitter retweets. It also allows people to post comments with their social channel ID's rather than just an email address which makes it easy for people to post a comment. Don't make it hard for people to post a comment.

So you have built the blog and you have some of the fundamentals of blogging under your belt. The next question to ask is how do I create content that people will read, keep them engaged and keep them coming back?





## Step 5. Creating inspired content

In this section we will learn how to create contagious content that brings people back and creates loyal fans

The foundation for any long lasting engagement on the web that will keep people coming back is content that educates, inspires and solves problems.

**Content is your foundation.**

Creating the best unique content that you can is vital. The better it is the more people will share it.

This is what we call liquid content. It flows across a social web.

Essentially there are 3 steps you need to consider in the process.

1. Come up with ideas for content consistently.
2. Write headlines that will compel the reader to read.
3. Structure the article so that they will keep on reading.



## 1. Ideas for Content

Coming up with ideas for content is a challenge for most bloggers.

So here are 17 tips to assist you in coming up with ideas to create and develop content for your blog.

### 17 Tips for Creating Content

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1. Read other top blogs and develop content on industry [Trends](#) - where is the industry going, what are the emerging hot segments?
2. Find out who your customers are and where they hang out. Then write and develop content that is written in their language and publish it to those platforms. If you are writing for Gen Y then you will need to write in their language and publish to platforms like YouTube and Facebook. For more on this read "[9 Questions To Ask Your Customers When Creating Content](#)".
3. Write about customers' successes
  - write up a case study about a client's successful project - they will often let you publish their name.
4. Publish content on what not to do, highlighting where something hasn't worked (of course the names shall remain anonymous ).
5. Create a video blog post by interviewing a successful client. These can be powerful and provide authentic evidence of authority and credibility for both you and the client. Read more on this at "[How To Create And Promote Your YouTube Video In 8 Simple Steps](#)".
6. Write articles for the [different types of customers](#) that are relevant for each of your [vertical markets](#).
7. Brainstorm blog post topics with colleagues and management and create a list for future reference and planning.



8. Subscribe to the top industry blogs in your market, both company blogs and personal blogs for ideas.
9. Look through your latest news releases for ideas.
10. Sign up other staff to write on topics in your industry or market that they are passionate about.
11. Video interview successful people in your industry. Check out "[Social Media and The CEO: Video Interview With Greg Savage Of Aquent](#)".
12. Turn the "how to" blog posts into [short videos](#).
13. When you have a great idea, go straight to your "add new" button on your post section of your WordPress blog and write the headline and save it as a draft or write it down before you forget it ( I also use my notes feature on my iPhone to catch those moments of inspired thought).
14. Include a great iconic image at the start of

the blog that catches the eye.

15. [Case studies](#) are always popular to write about - and not just your own.
16. Upload your PowerPoint presentations to SlideShare and then embed them in your blog post. This will allow people to view your PowerPoint presentations on the web anytime and anywhere.
17. Run [polls and surveys](#) on your blog.

## 2. Headlines

You have the ideas for creating the content but how do you get them to read it? The short answer:

# "Write a great headline!"

So what are the important elements in creating and writing a "great headline" and why is it so important?

Why is a headline important?

- Tests have shown that you can [increase your conversion rate](#) on a website or a link by 73% by the use of a compelling headline.
- Did you know that on average, 8 out of 10 people will read headline copy, but only 2 out of 10 will go on to read the rest of the copy? This is the secret to the power of the headline, and why it so highly determines the effectiveness of the entire piece.
- Another test revealed that a good headline [performed 259%](#) better than the worst headline.

This means that up to nearly 3 times as many people would read your web page or view your video just through having spent some time ensuring that the headline is optimized.

Here are the basic requirements for writing that headline that will get people clicking and reading, viewing your content and copy whether that be video, presentation or text.

One way to start is to use a formula, so here are 6 headline types and examples from “[Authority Blogger](#)” to get you started:

1. **Get What You Want** (In Health, Wealth, Relationships, Time and Lifestyle).  
Example: “The Secret To Getting More Money For Your Property!”
2. **Crystal Ball and History.** Example: “10 Predictions on the Future of Social Media”
3. **Problems and Fears.** Example “Get Rid of Your Debt Once and For All”
4. **Fact, Fiction, Truth and Lies.** Example: “Little Known Ways To Make Money On The Stock Exchange”
5. **How To, Tricks of the Trade.** Example: “How To Plan The Ultimate Holiday”



6. **Best and Worst.** Example: “The 10 Worst Mistakes Made by Bloggers”

For more from the “Authority Blogger” blog here are [102 Proven Headline Formulas](#)

Another very effective headline strategy is to use “list” headlines. Here are some examples that I have used.

- [50 Ways to Optimize Your Blog](#)
- [30 Things You Should Not Share on Social Media](#)
- [The 7 Secrets to Ford’s Social Media Marketing Success](#)

You will notice that it is a “list” format and includes numbers. A mega list headline is a large list such as the [50 Ways To Optimize Your Blog](#) or the [102 Proven Headline Formulas](#) and can be very effective. I have experimented with these types of headlines and they have produced some of my best blog traffic results.



Learning to get the basics of headline writing will make a big difference to your website and blog traffic especially when used in your online marketing such as email and Twitter.

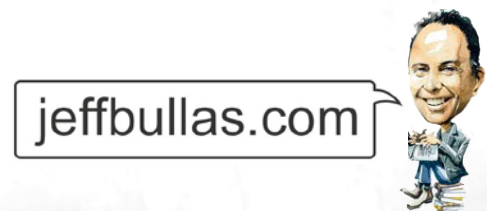
So how are your headline copywriting skills?

### **3. Structuring your content so that it begs to be read**

The reality is that the headline is just the start! You want your visitor to stay and read the whole article rather than bounce out to another website in an era of “click and go”.

We live in the era of ever decreasing attention and the art of keeping the reader engaged has now become an on-going creative and scientific experiment of verbal and visual seduction.

So writing that awesome headline has made the reader turn up but then you have to continue to



entice, tease and intrigue them with the promise of more information, possible entertainment or a solution to the problem so that they will read on.

Skimming the article is the norm and with so much information competing for everyone's attention, honing those writing skills is required to ensure that the information your post promised in the headline is transparently and readily available as your readers' eyes scan the page.

Readers are seeking solutions and answers to their problems. They are asking questions.

- Will this video embedded in the article deliver the information I crave?
- Will the embedded SlideShare presentation provide content that will help me with my next corporate boardroom meeting that will impress my customer and my boss?
- Will the rest of the article enlighten me or bore me?

The headline is important whether it is a Facebook news update and especially if it is on Twitter. Twitter has made the art of the headline more important than ever before because you only have 140 characters to tempt the potential reader to take action and click on the link that is embedded in your Tweet.

What you need to realize is that the headline is the start of the seduction and your reader needs to be continually visually arrested to keep them on your page.

Here are a variety of tips and tactics to continue to lure the reader deeper into your article beyond the headline so that they will not just click away to somewhere else.



## The Intro

The introduction is maybe the next most important element after the headline. This is an art rather than a science but there are some good tactics to ensure that you don't lose them in the first sentence or paragraph. Mastering the art of copywriting can be arduous and the master copywriter Eugene Schwartz often spent days crafting the first 50 words of the sales copy. As a blogger you are in the business of selling your article one post at a time.

When writing the introduction these are some ideas to keep in mind.

1. Pose a Question  
Challenging the reader to think engages their mind and makes them want to find out the answer.
2. Open with a Quote  
This may inspire the reader to continue to read in the hope of finding out what lies

beyond the next paragraph.

"Live as if you were to die tomorrow. Learn as if you were to live forever" - Mohandas K . Gandhi.

3. Provide a Personal and Powerful Story  
The storyteller has captivated people since fire was created and a personal or powerful story can be the honey to keep the reader and listener engaged, whether that is around the campfire or within an article.
4. Quote an Enticing Fact or Statistic  
If you are writing about Facebook it could be the fact that "One in every eight minutes spent on the Internet is on Facebook" to draw the reader in.
5. Create Context  
Lead into the main part of the article by creating the context for the rest of the story. Provide some background to the argument or solution you are about to put forward. It could be the condensed history

of the topic or the facts and figures or the stating of the problem that needs solving.

6. Create a Mental Image

It could be a sentence opening with phrases such as “imagine this” or “do you remember when”.

7. Analogies and Other Tricks

It could be a phrase such as “A writer without a blog is like a salesman without a telephone” that tempts and captures the reader’s attention.

### **Include Key Words**

This is one thing you should not ignore. What are the key words people will be looking for when they turn up? Remember you are writing for two readers - your audience and the 1 million Google computer servers that are crawling and indexing your words, headlines and keywords. The challenge is to write naturally and still be mindful of “Lord Google”.

### **Write Sub-titles**

Sub-titles are your mini headlines that entice your reader to continue reading. They are teasers that may offer questions that promise more intriguing and inspiring content to follow.

### **Include Images**

Images with screen shots with arrows and circles showing key points can be worth a thousand words and make learning clear and easy to follow through on. Make the solution a “no-brainer”.

### **Consider Video**

Sometimes a short two minute video can offer the reader a quick way to explain a concept or idea or solution that 500 words cannot convey. This could be embedded half way through the story. Remember you are writing for the web and rich interactive media is expected and demanded.



## **The Hyperlink**

This is quite often overlooked and in a digital interconnected age the article that has hyperlinks promises a depth and a breadth of information that makes the reader want to explore. Links or additional resources at the end of an article that list relevant posts from your blog are also important and encourage the reader to read more of your valuable blog content. Set up the links so they open up in a new browser window ensuring that the original page is still open and visible and waiting upon return.

## **Format for Scanning and Skimming**

There is nothing more confronting than a wall of text that says to the reader, “If you want the information... good luck in finding it, because it may be buried here somewhere!”

So break it up into chunk sizes so that is easy to digest and doesn't create visual constipation.

This can be done in a variety of ways through

- italics
- call out box or block quote
- short paragraphs
- bullet points
- a short numbered list

## **Don't Forget the Call to Act**

This might be a phrase such as

“What is one thing that you can do today that you have learnt from this post?”

## **The Closing**

Closing is important and the main thing to remember is to close the loop by tying it back to the beginning. It could be a statement or a question.



## Step 6: Marketing your blog for free with social media and other powerful strategies

In this step we will reveal how using social media will accelerate your marketing with crowd sourced social media marketing, and you will learn about other powerful marketing strategies.

This section will take a deeper dive into the power of social media (and a couple of other important marketing basics). It will show how you can use its unique ability, using the power of the crowd, to share your content and brand for free.

No need to pay a radio station, magazine or newspaper to be discovered.

Social media marketing has at its core the foundation of valuable, shareable content in all the various forms of rich media whether text, video or images.

- Facebook is powered by content that friends, fans and family share.
- Twitter teases you to click on links that are engaging blog posts or news that is topical and timely.
- People watch YouTube videos because they are entertaining, educational or just plain funny.
- Viewers turn up to your SlideShare account and take the time to view a PowerPoint presentation because the content is compelling.





- LinkedIn works well for personal branding because you are providing answers to your peers in the Q&A section and providing updates that address problems, inform and educate.

The knowledge economy is all about the content. Facebook is where most of your audience is online, so content needs to be posted and updated to the social giant's ecosystem.

Social media marketing is the most efficient way to spread your content and ideas to a global audience. The secret sauce is to allow you to create a "social media synergy" that totals a sum far greater than the individual parts.

Most people think that Facebook "is" social media but I would encourage you to use a multi-channel social media marketing approach.

This approach is to guide you to go beyond being just "Facebook Centric" and provides substance, endurance and longevity to your on-line presence and digital assets. This will assist you in optimizing and integrating the multiple social media platforms listed below.

Some of these tips are basic for some but this is a checklist that may assist you in synergizing your online presence and bring traffic and viewers to your global digital properties.

# Marketing Tips and Tactics

## Blog

The blog is your hub and portal for your content on the social web and you own it.

Creating unique content on your blog is a must as you start building your online assets.

1. Produce inspiring, educational and awesome content that is so compelling that people want to share it - this is the foundation of your marketing. All media is about good content and social media is no different.
2. Write regularly and consistently - people will then come and visit regularly because they know the content will be new and topical (that is why magazines have regular publishing time frames).
3. Learn to write a headlines that make people want to read the rest of your article.
4. Use “list” posts (eg [50 Fascinating Facebook Facts and Figures](#)) regularly. They may be a bit passé for some, but they work and tend to get passed around online.
5. Place a Retweet button on your blog at the top of the posts (WordPress plugins make this really easy to do).
6. Place a Facebook share button at the top of all posts.
7. Include a Facebook “like” box near the top right side of the blog so people can “like” your Facebook page even while they are on your blog.
8. Place a LinkedIn share button on your blog (LinkedIn has over 100 million users and they are typically high earners and influential).
9. Comment regularly on other bloggers in your niche.



10. As you grow your traffic and followers, highlight this on your blog and demonstrate some “social proof”. This could include the number of Twitter followers you have, awards you have won, your website grade or your Twitter grade.
11. Make it easy for people to subscribe via email (email marketing may be perceived as old school but it works big time!).
12. Offer to guest post on other influential bloggers’ blogs and provide a link back to your blog as part of the agreement.
13. Provide subscribe buttons so people can follow you on your other web properties (Facebook, Twitter, LinkedIn etc).
14. Provide a subscription button via RSS so people can have your posts pushed to them in their “Google Reader” account after they are published.

More reading

[105 Tips to Make Your Blog Rock](#)



## **Facebook**

The blogger should think of Facebook as an extension of their blog. It is another distribution point to place your content that makes it easy for people to share. Facebook provides bloggers with an audience of over 1.1 billion people and this is equivalent to one in every seven people on the planet or nearly one in two of every internet user.

So publishing and engaging with your audience via Facebook is vital in your social media marketing plans. So here are 8 tips to market your blog on Facebook:

1. Update your Facebook “Page” with your blog posts straight after publishing
2. Provide rich visual content and links on your Facebook page that will make them want to share and like your updates
3. Include Twitter in your menu (this is available as a standard setting on your Facebook fan page)



4. Run polls using the standard Facebook “Question” feature (above the “Write something” box) to engage and involve your audience Link to your Facebook page in your email newsletter
5. Run a competition on Facebook
6. Use a custom tab that provides access for fans to unique content that is gained by providing their email address and a Facebook like; this could be a video, a content or an eBook. This will assist you in building your email list.
7. Respond to all comments on your Facebook page in a timely fashion.

More reading

[How To Take Your Company Facebook Page From Zero To 40,000 Fans](#)

## Twitter

Twitter is a social media network that is often underestimated. It can be used to not only

connect and engage with people but as a focused channel for distributing your content.

1. Acquire Twitter followers within your niche using tools such as Tweetadder, Tweepi ([Tweepi.com](#) makes it easy to follow followers of influential bloggers on Twitter) or Twellow.com (Twellow provides a tool that enables you to find powerful Twitter follower lists in your niche.)
2. Engage with your Twitter followers. This can be done by using tools such as Hootsuite and Tweetdeck that allow you to create lists of people and categorize tweets via hashtags. Read more about hashtags at [How to Herd cats on Twitter](#). Share the content of influential Twitter people and let them know by including their Twitter name eg @Jeffbullas.
3. Automate the tweeting of other bloggers’ content that you trust and add value to your followers with other people’s articles



and content. Twitterfeed can do this via RSS.

4. Tweet regularly and consistently the posts of other influential bloggers in your topic category.
5. Automate the retweeting of your great content so it is not forgotten and buried in the archives (SocialOomph professional can be setup to do this).
6. When tweeting your posts include hashtags eg #, that deliver the Tweet to groups/lists eg #socialmedia

More reading

[How to Write a Mind Blowing Headline for Twitter so People will Read Your Blog](#)

## YouTube

YouTube is the first place to go if you are going to create online video content for your blog that you want people to view and share. Set up a YouTube account in your brand name as a matter of priority.

Blog posts in text format can be recorded in a video format and embedded in your blog.

Here are some other tips to consider:

1. Interview influential people in your topic category on video and post them to YouTube
2. Include your website/blog link in your profile
3. Automate sharing after posting (available under "Account settings" then "Activity Sharing", then choose the social accounts and as a minimum select Facebook and Twitter (Reader, Orkut and MySpace can also be enabled)

4. Write a headline that is “keyword” rich for your industry and niche
5. Write a tempting and teasing headline that makes the potential viewer want to “hit” the play button
6. Place a link to your blog at the beginning of each description for each video and make sure you write an inviting description that includes keywords Include keyword tags for each video.

More reading

[9 Secrets of an Online Video Marketing Strategy](#)

## **LinkedIn**

LinkedIn is very important if you are working in the knowledge industry. As the major network for business professionals worldwide it should not be ignored.

Here are some tips to optimize LinkedIn for keeping your blogging and personal brand front of mind on this social network: Use all three website or links

that LinkedIn allows in your profile (these can point to your website, blog and Facebook)

1. Make your LinkedIn profile “Public” in your settings
2. Publish your blog posts to LinkedIn
3. Pose questions in the Q&A section of LinkedIn with links to your possible answer as a post link
4. Set up a LinkedIn profile for your blog (not just your personal profile)
5. Integrate your SlideShare into your LinkedIn account using the “Add an Application” button at the bottom right of your home page
6. Integrate your Blog post feed into your LinkedIn account using the “Add an Application” button at the bottom right of your home page
7. Add your Twitter feed into your LinkedIn account using the “Add an Application”
8. Include a LinkedIn share button with your blog social networking buttons.





## SlideShare

SlideShare is the YouTube of PowerPoint presentations. It provides a social media channel to share your presentations and blog posts in a visual format. Many bloggers are asked to do presentations at conferences and workshops.

Here are some tips:

1. Turn your posts into PowerPoint presentations and post them to SlideShare
2. Write a good headline both on the presentation itself and the “Title” area of your SlideShare account
3. Include keyword tags that would be used to find the presentation in a Google searchPromote your presentations on Twitter
4. Allow viewers to download your presentation to assist in making it easy for people to share

5. Post them to your Facebook page
6. In choosing a license make it CC (Creative Commons) so people can use your content and then attribute and link to your blog
7. Embed your SlideShare presentations in your blog posts.

## Google+

This Google owned social network was created to continue to keep Google relevant on a social web. It should not be ignored as it now has several hundred million users. It is used by many professionals and has a larger proportion of males.

Here are some tips on how to use it as a blogger to increase brand awareness, engagement and content distribution:

1. Post your posts to Google+ straight after publishing and interact with people who share and comment

2. Use large high definition images to accompany your text
3. Long form content is appreciated on Google+ so don't hesitate to publish your entire article on Google+
4. Share other people's content as often as time and resources allow
5. Engage with other people in your industry by using some of the Google+ features such as Google Hangouts which have proven to be very popular
6. Include a Google+ sharing button with your other social sharing buttons.

Google uses Google+ to capture social signals. Social signals are measured by counting the number of +1's that people use to vote on the popularity of content. It tells their computers what people like and enhances their search engines' relevance.

## **Pinterest and Instagram**

Pinterest and Instagram have captured the imagination of users through the power of images. The web has become more visual.

Pinterest with its easy to use image pinning is vital for fashion, food bloggers, photo bloggers and any blogger that participates in an image rich industry.

Don't be put off if you are not in any of those categories. It is a top 5 traffic driver amongst my social networks.

It is a mainly female centric social network and that should be kept in mind in terms of who your audience is when spending time and energy.

Instagram is now part of Facebook's ecosystem of brands. As a mobile photo app that applies filters and can be used to share images to Facebook and Twitter with a few clicks it can help in humanizing your brand.



Imagination is required to help make it work for a blogger. Photos at conferences with other bloggers can provide social proof.

## **Email marketing**

If there is one thing you should do from day one is to start building an email list.

This is called “list building”.

### **Where do you start?**

**Set up an account with one of the popular email platforms such as Aweber or MailChimp so that you can start building a list. They have all the metrics and tools to make your email marketing fly. Don't ignore this - it is vital.**

An email list is yours. You own it and it gives you control to market to your subscribers when and how you like.

Just relying on Facebook “likes” and Twitter followers to spread your content is putting the control of marketing to those social networks.

You never know when they will cease to exist. Nothing is forever ... remember MySpace?

### **Offer an incentive**

**The best strategy to build a “list” fast is to offer a free eBook or video that offers something of value in exchange for their email address.**

This should be prominent and either in the banner or the top right corner of your blog.

Add more power to this tactic by offering a pop up that hovers over the screen and dims your homepage whenever someone turns up to your blog, offering a free eBook or premium content such as a video tutorial.

You can create settings so that it only does this every 7, 14 or 30 days depending on your preference.

You should also offer this on your Facebook page via a custom Tab. Make it easy for people to subscribe to your blog by offering an incentive. It will increase and accelerate your signups by 300 - 400%.

### **Optimizing for Search Engines**

Despite social media being an attractive and shiny new toy for marketing, search engines should be in your marketing mix. In some industries over 90% of buying decisions start with an online search.

Today over 50% of my blog traffic comes from people performing a search and then clicking on the link to my blog.

It will take time to build this but the persistence will pay off in time as you build authority online in your niche.

Here are some key tips to building a search friendly blog.

1. Create the best content that you possibly can. Google loves unique fresh content that is popular and is linked to by other bloggers. Use keywords in your headline where possible.
2. Write an enticing description with keywords that people will want to click on when it turns up on the Google search result page.
3. Include relevant categories when finalizing your article before publishing.
4. Put in the key words and phrases into the relevant “tag” section in WordPress before hitting the publish button that people would want to use to find information on that topic.



5. Use some free plugin tools such as “All in One SEO” or “Yoast” that assist you with some of the tasks I have mentioned.

One last point...

- Optimizing and working at your SEO (Search Engine Optimization) is important for one big reason.

Receiving traffic from Google is free (unless you are paying for Google AdWords) and free is always good.



## Step 7: Have something to sell

Creating a global blog that has traffic is one thing but converting that traffic into customers and paying visitors is another thing.

Do this well and you can create a lifestyle that your friends will envy.

**In this step we will show you 11 ways to monetize your blog with supporting case studies.**

If you are a personal brand and aspiring to be a thought leader or expert in your field then this can happen in many ways (some of them while you sleep) including:

- books
- online courses
- paid webinars
- membership site subscriptionscoaching
- consulting
- speaking
- selling other peoples products as an affiliate.

If you are a corporate blog then it could be a contact form to inquire about your products or services. This can be at the side of the post or in the footer. If you have an email template you can provide links to landing pages, subscription forms and signup pages.

**Remember that the blog is primarily about educating and adding value to your readers so selling all the time is not going to be appreciated by your readers and viewers.**



Making money from new media is not a singular approach but often a matrix of multiple opportunities and tactics.

To make money from a blog in 2013 you do not have to be a Huffington Post. There are many ways to make a living out of blogging that can enhance your current business and lifestyle that are within everyone's reach.

Let's have a look at some of them.

## 1. Advertising

Just to show that the Huffington Post is not a one off, there are many blogs that generate significant revenue in the millions. One of those is Mashable.

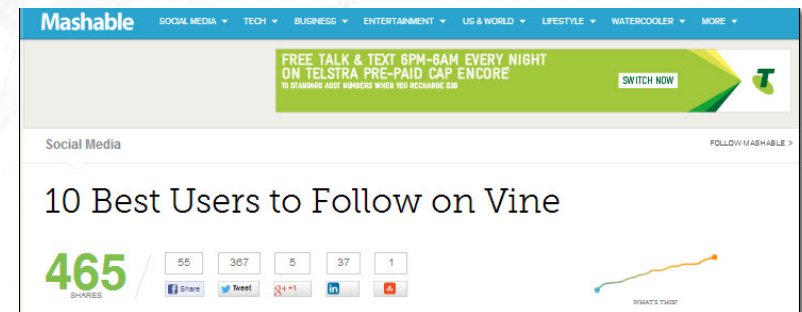
Mashable's model is based almost exclusively on building huge amounts of traffic, making it an attractive platform for advertising. Current page views per month total approximately 50 million. This also means producing a lot of

content. To put that in perspective Mashable publishes dozens of articles a day to feed the content beast.

They work hard at optimizing their advertising and have developed technology for:

- infinite ad scrolling
- story telling ads unit
- content velocity algorithm.

This blogging business model is becoming harder as advertising rates fall. But the rewards can be great with some reports that Peter Cashmore is worth nearly \$100 million and the blog has been valued at over \$200 million.



## 2. Sponsorship

Suzi Dafnis is the clever business brain behind a very successful blog that targets business women in Australia. It is called the Australian Business Women's Network. She must be doing something right! It has just won "Best Australian Blogs Competition" in the Business Category.

Sponsorship is the main revenue source with sponsors including American Express, Optus and GoToWebinar.



## 3. Webinars and Seminars

Social Media Examiner was only started four years ago by Mike Stelzner and made its first million dollars within 12 months through paid online webinars. Mike (who by the way is one of the true gentlemen of the blogging world) has used his attention to detail, process and savvy business acumen to create a blog that is now ranked in the top 60 blogs in the world. Mike knows how to shine the spotlight on others and hence they have returned the favour.



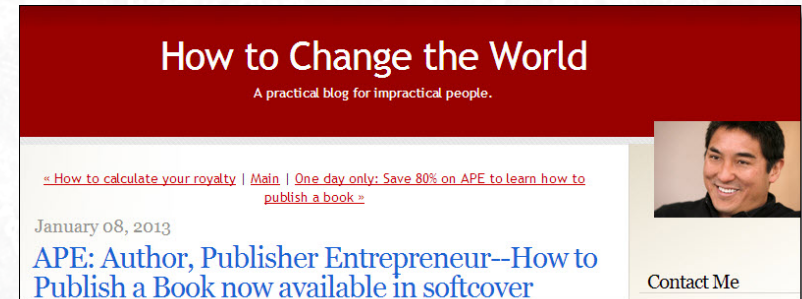


Prior to starting the Social Media Examiner blog Mike ran other blogs and businesses including one on how to “Write White Papers”. Mike has moved into producing conferences, with the recent success of the inaugural “Social Media Marketing World” in San Diego.

If you want an insight into how he made his blog such a success I would recommend you read his book “Launch – How to Quickly Propel Your Business Beyond the Competition”.

## 4. Speaking

Blogs can be the platform that makes you visible. This includes being invited to speak at conferences, workshops and seminars. Guy Kawasaki uses his blog as an online platform to promote his speaking and his books.



Guy understands the importance of an online platform for building credibility and marketing his personal brand. He also understands the power of social media and has nearly 1.3 million Twitter followers.

## 5. Books

Tim Ferriss is the author of the New York Times best seller “The 4-Hour Workweek”, which is about creating a successful lifestyle in a web world. He has used his blog to launch not just one but three books after the huge success of his first book.

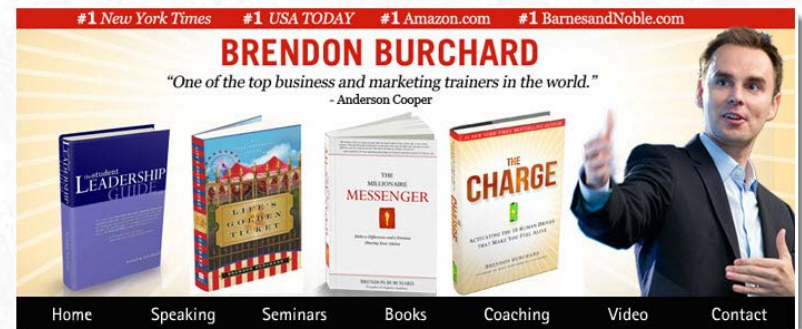


Tim uses his blog as his promotion platform for his books and for engaging and sharing his inspiration for experiments in lifestyle design.

## 6. Affiliate

Affiliate marketing is the art of either selling other people's products on your blog or getting affiliates to sell your products. Brendon Burchard is one of many who have perfected this art and science.

One of the key secrets to succeeding in this is building promotional partnerships with powerful online influencers and other bloggers who have significant followings online. Some of the pioneers in this space include Frank Kerns and Jeff Walker.



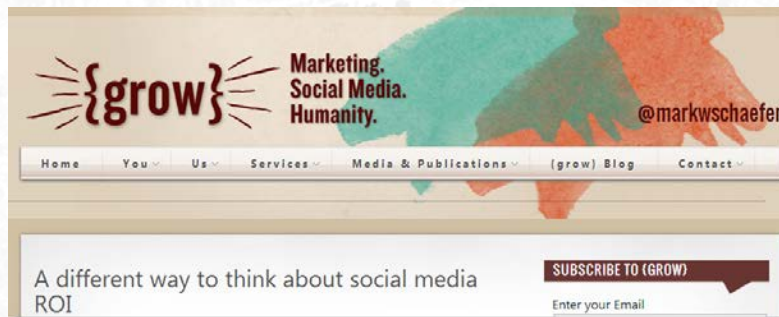
It can supercharge your revenue. For a further insight into how Brendon achieved success his book “The Millionaire Messenger” is worth a read.

Another blogger and podcaster that understands how to use affiliate marketing to create revenue and is worth checking out is Pat Flynn, who is the force behind the blog “Smart Passive Income”.



## 7. Consulting

Mark Schaefer is the force behind the awesome blog “Grow”. He uses his blog as his front door and shingle to his consulting, educating and training business that helps businesses grow by tapping into the marketing power of social media.



He is also the author of several books including “Return on Influence” and “The Tao of Twitter”.  
8. Online Courses

## 8. Online Courses

Amy Porterfield is a blogger and a professional Facebook expert who has created and developed online training as her main revenue stream. Her flagship course is Facebook Training.



Amy understood the importance of her blog as the online portal to her online courses.

## 9. eBooks

Darren Rowse is the genius behind ProBlogger. Not only has he made that blog a business success but also started a Photography Blog called “Digital Photography School” with over 1 million subscribers. His eBooks on “blogging” and “photography” have become his main source of income.



Darren makes money from his blog in 12 different ways.

So making money from your blog is not just limited to one revenue stream. The challenge is

**8** KEY STEPS TO **Blogging Mastery**

working out how you can monetize with multiple channel sources.

## 10. Premium content – Paid Membership

Timothy Sykes' blog is about how to make money on the stock market. His main source of revenue is by selling premium content, accessed through paying to be a member on his site.



Premium content that is only accessible via monthly membership is a proven model. Another one worth checking out is [psd.tutsplus.com](http://psd.tutsplus.com), which is a resource and learning site for those who want to learn Photoshop.





## 11. Sell Products

Gary Vaynerchuk took his families wine business from \$4 Million a year to \$45 Million a year in just 3 years using social media marketing primarily through online video blog.



He promoted his online wine store through his online TV show [winelibrary.tv](http://winelibrary.tv). By educating people about his product, he could gain their trust and therefore their business. He promoted the show and his store through tools like Twitter and Facebook as well. With a lot of hard work and dedication, Gary gained a following around the world and is considered an expert both in his field of wine as well as the use of social media in business.



## Step 8: Maintaining the Momentum of Success

Maintaining momentum in any sphere of your life is a challenge whether it is a business, a relationship or as a blogger and there are no easy answers.

What I have discovered is that if the combination of innate ability and passion that you discovered and that drove you from day one are true to your purpose, then maintaining momentum will not be difficult.

What I have also found helpful are four key activities to maintain the energy and the forward motion.

- **Reading** – It doesn't matter if it is offline or online reading this provides new ideas that will keep the inspiration flowing.
- **Sharing** – Talking to your tribe of like-minded people whether it is on Twitter, over a coffee or lunch will provide you with new insights and fuel to maintain the blogging momentum.
- **Disrupting** – Push yourself into new areas that will challenge you and will keep you learning and motivated.
- **Hang out with eagles** – It is vital that you don't spend time with the turkeys. They are the people that whisper in your ear the seeds of doubt and messages of discouragement eg "you're a dreamer" or "it will end in tears".





Starting the journey is the easy part but real success is found in persistence that will bring true self-discovery and maybe a life that becomes a masterpiece.

Some of you may have read this and will file it away and nothing else happens.

You have doubts and more questions.

Dispel the doubts and take one step at a time.

I look forward to hearing your stories as your blogging journey unfolds.

**Thank you!**

I hope you enjoyed this eBook as much as I loved writing it.

Thank you for your continuing support of the JeffBullas.com blog.

I appreciate you taking the time to read this book.

It would be great if you left a comment on my blog or at my email [jeff@jeffbullas.com](mailto:jeff@jeffbullas.com)

You can also reach me on Twitter at @jeffbullas.

You can also visit me on my Facebook page.

Thanks again and wishing you great success.

Jeff Bullas

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