

The Top **Secrets** of Successful **BLOGGERS**



A Guide for Unemployed Youths,
Graduates or Today's Employment

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INTRODUCTION

The initial exposure I had with the internet was yahoo email address registration for enrollment into the tertiary school. Since then, I have been using the internet. Meanwhile, I started developing a flair for business and entrepreneurship after going to a conference on campus.

Those speakers must have foreseen the future. Their premise was that there would not be enough jobs out there, so we need to start developing ourselves to either create jobs or upgrade ourselves to the employers' standard.

That premise still holds with relatively rampant unemployment and underemployment in many countries. There is also news that modern innovative technologies will further render people jobless in the near future.

What I have got as a solution is to utilize these technologies to either attracts or creates high-income jobs.

We are in an information and communication era, where you can upgrade your education and knowledge to meet an employer's demand. There is also an avenue to communicate your ideology, showcase your skill and establish a career.

You can even create products and services to serve people. You can employ yourself and be on the propensity to employ others and distribute wealth.

This is what blogging about your career and skill will do when you embrace the practice.

This is what this eBook is about. The practice of career blogging will boost the value of curriculum vitae (CV) and resume- literally your profile, thereby becoming attractive to employers of labor, or you can be your boss.

Read every chapter; they are essential. As you move from one chapter to another, understanding gets better. You will understand the strategies

formulated and will be able to start implementation.

Welcome to the digital world.
Adekunle Kazeem

***"Knowledge is power. Information is liberating.
Education is the premise of progress." Kofi
Annan***

CHAPTER ONE

THE MAKING OF THE INTERNET AND BLOGGING

"We're sharing things in our lives every day that we wouldn't have picked up the phone to talk about ten years ago." Gary Vaynerchuk

The Internet is coined from the word "internetworking." It means a global system of interconnected computer networks that use the standard Internet protocol suite (TCP/IP) to serve billions of users worldwide.

It is the largest computer network in the world, connecting millions of computers. A network is a group of two or more computer systems linked together.

Whether mobile phone, iPad, or the tablet you are using to surf for web information, your laptop or any other device is considered a computer.

The various websites you surf every day; that you almost cannot do without, for instance, Facebook and Twitter, and all the websites they are linking you to are created using computers.

They have their internet protocol (IP), which serves users worldwide in fulfilling their information and communication needs and solving people's problems.

How Internet emerges

Internet existence was dated back to the 1960s when the United States government commissioned research to build robust, fault-tolerant communication via computer networks.

ARPAnet (Advanced Research Projects Agency net) created the project to allow military personnel to communicate with each other in an emergency.

With further contributions from the United Kingdom and France, the foundation ushered on

the Internet. Though, it wasn't named the Internet.

Internet usage

The number of people using the Internet to meet their daily information and communication needs and solve their problems increases with a tremendous growth rate.

Between 2000 and 2009, internet users have risen from 394 million to 1.858 billion. In 2010, 22 percent of the global population had internet accessibility with 1 billion daily Google searches, 300 million users read blogs, and 2 billion YouTube videos viewed.

Also, by January 2021, 60 percent of the world's population has access to the Internet, with 3.5 billion Google searches conducted daily in 2019. According to WordPress, 409 million people read 20 billion blog pages per month and almost 5 billion videos viewed daily on YouTube.

Euromonitor predicts that by 2030, half of the world's population will be Internet users.

Splitting users by country, according to Wikipedia 2020 report, The United States, Japan, Iran, South Korea, United Kingdom, Spain, Poland, Canada, Taiwan, Netherlands, Sweden, United Arab Emirates, Switzerland, Norway, Denmark, New Zealand, Kuwait, Qatar, Bosnia and Herzegovina, Bahrain, Luxembourg, Brunei Darussalam, Iceland, Aruba, Bermuda, Faroe Islands, Monaco, Liechtenstein, Gibraltar, and the Falkland Islands has the highest Internet penetration with more than 90% of their population having accessibility.

Internet is beyond information and communication.

In the early days, most people used the Internet to seek information, but the Internet is practically beyond that in today's world. It is an evolving tool that contains a fantastic variety of information and provides new ways of accessing, interacting, and connecting with people.

*"The future of business is social"...Barry Libert.
Author of Social nation. CEO, MZINGA.*

The origin of "blog."

The word blog was shortened by Peter Merholz on 17th December 1997 from the coined "weblog" by Jorn Barger. Nevertheless, a blog can be explain in 2 words; "web" and "log": Web-Log (We[blog]).

Web

A web is an extensive collection of documents. It can be texts, articles, audio, images, and videos.

These documents are stored on a computer system, connected to the Internet for public accessibility.

When you request information by browsing a web address, it will send to you to read, watch, listen, or take action as compelled to do.

Log

A log is the detailed record-keeping of events and activities as they're occurring in real-time.

They can be documented and recorded daily, weekly, and monthly based on the subject matter. For instance, content published on Twitter has dates and times.

Blogging definition

Blogging is the **art** of keeping records of events about a specific subject matter.

It can be daily, weekly or monthly, in the form of documents (text), images (graphic), audios (podcast), and videos (vlog), stored on a **computer** with the aid of the Internet to publish it for the entire world to access anytime anywhere.

Blogging in the context of "Art" and "Computer."

1. By an "*art of keeping records*," it means skillfulness at writing, design attractive and compelling images, create videos and audios with a magnetic presentation.

Everyone is gifted and creative at writing, presentation, graphic design; every blogger started

from scratch. As they continue to create content, it gets better. You have to keep practicing, and your performance will improve.

Whichever format (posts, images, videos, and podcasts) you employ, make sure it's remarkable, relevant, and quality.

2. By "**computer**," it means a storage space for safely storing documents, images, videos, and audios for the audience to access and re-access any time anywhere.

Blogging has become a language.

Over time, blogging has become conversational through practice and a way of life.

The word "**blog**" and "**blogging**" have lived up to a meaning that makes sense.

It's an action verb meaning to "*publish new content*" and a continuous tense which means "*to keep maintaining or edit content.*"

For example:

1. Have you blogged today? Meaning: Have you published new content today?

2. Kunle, what are you doing? I am blogging.
Meaning: I'm editing or working on my blog.

According to the Oxford dictionary, blogging is an action verb that means "*to write something in a blog.*"

Examples are:

- a. I will be blogging from the convention all week.
- b. Here are some reactions to the story I blogged this morning.
- c. He blogged that there wasn't much happening.
- d. Make sure that the facts you blog about are accurate.

In conclusion, blogging is fun. It's getting more accessible as a job and marketing tool to showcase your work and skill, promote your skill, product, or service, and establish a career.

Blogging as a social media engine

A blog is an interactive tool that allows visitors to leave comments and reply each other. This interactive feature is what makes blogging websites distinct from other static websites.

Blogging can serve as a form of social networking service where readers can interact with each other. Bloggers don't only publish content, but they strive to build relationships with their readers and other bloggers.

Nevertheless, there is always an exception; some bloggers don't allow social interaction. The reason is personally dependent on the individual, their business values, and the blogging subject.

"No matter what, the very first piece of social media real estate I'd start with is a blog." Chris Brogan

Thus, for you to utilize blogging to boost your profile and career in the marketplace, thereby

boosting your CV and resume value, it's beneficial you allow social interaction.

Social interaction will increase the popularity and the daily traffic to your blog, which increases visibility, opportunities, and sales and ultimately makes customer service effective.

Kinds of blog

There are two kinds of blogs: single-author blog and multi-author blog.

1. Single-author blog

These are blogs written by a single author. It often covers a single subject.

Single-author blogs are managed mainly by the author, who hitherto is the administrator. It's the earliest form of blogging.

2. Multi-author blogs

These are blogs written by large numbers of professional authors, which include an editor.

It often covers many subjects. They are primarily operated and owned by big organizations and enterprises.

Multi-author blogs entail the daily newspapers website, universities website, think tanks, advocacy groups, and media outlets like magazines, radio and TV media stations, and entertainment programs.

A multi-author blog has the advantage of attracting a massive following- this increases traffic due to the numerous subjects they cover and their authors.

11 types of blogs you should know

Ever since Justin Hall published the first blog in 1994 and people found it beneficial, the art of blogging has grown into many types and categories.

Now, businesses are taking advantage of it to attract customers, strengthen the connection, and deliver maximum value for their money.

You can utilize it as well to boost the value of your CV and resume and attracts or create high-income jobs.

Here are 11 types of blogs you can practice based on your subject and the mode of delivery. They were, over time, classified through resourcefulness.

1. Genre blog is distinguished by its specific writing and subject matter. It is a process whereby a broad subject is broken down into sub-divisions.

An example is a health- rather than blogging about the broad subject, a genre blog will look at its sub-division such as diabetes, flat tummy for women, dental care, skin care, nutrition, and many divisions you can think.

Another example is fashion; by genre, we can have women's style, men's fashion, millennial fashion, cultural fashion, and kid fashion.

And within the women's fashion blog, it can further be divided by age range, events, cultural

lifestyle, headgear or cap, wigs, earrings, jewelry, footwear, etc.

You can think of a genre blog as a niche blog dealing with the specific problem as a subject.

BillBlogger is a genre blog- as a digital marketing academy, we deal with business blogging.

Most successful blogging businesses are a genre in nature. They handle a specific subject and formulate the company mission based on it.

Thus, it would be best if you start blogging with the genre because of the highly competitive the market is for the broad subject.

Therefore, dig deep into the subject you want to start blogging with, break it down into smaller topics, if possible, towards one activity and pick one with the strength to sell and grow in the market.

It would be best to start with the subject you believe you can create content on almost every day. You think you can get better at it over time.

2. Podcast blog, also known as an audio blog, is a blog that conveys messages through audio. It can be operated as a genre blog- treating a specific subject within a broad topic.

The podcast involves creating audio files mostly in MP3 format, host them on a podcast platform, and make them available for download either free or to buy.

Most bloggers use podcasts for interviews, product or service reviews, and customer success stories and share beneficial tips about their business.

According to 2020 studies by Voxnest, Chile, Argentina, Peru, Mexico, and China are the leading countries with growing podcast listeners.

Thus, before you consider starting a podcast blog, research and understand your target audience, make sure they love to listen to audio messages.

3. Photoblog: As the popular saying goes, a picture speaks a thousand words. This message makes photoblog a fantastic medium to communicate to your audience.

Photoblogs gradually gained momentum in the early 2000s with the emergence of camera phones and smartphones.

It's for a professional photographer, graphic designer, traveler, geographer, storyteller, and mountaineer. You can use a photoblog to express virtually many things. It includes showcasing your works and messages from a unique perspective.

Photoblog involves creativity, being experimental, and be yourself.

WordPress, Wix, and SquareSpace are the best blogging platform for hosting your photoblog website. They give you complete control.

Instagram, Tumblr, and Pinterest are good, but it comes with limitation such as account suspension when you violate their policy.

4. Video blog, also known as "*vlog*," is a type of blog with the medium to convey messages using videos. It requires skillful presentation, a smartphone, tripod, a quiet space devoid of distraction, and you will make a quality video.

YouTube is the most utilized platform for hosting the video. To create a video blog, embed the video on your blog and optionally include transcription.

5. Education blog: As the name implies, teacher, lecturer, or coach established this blog for educational and teaching purposes.

Schools can establish a blog to support the student. It serves as a learning platform for the teacher

during the question and answers section. It enables collaboration and engagement that breed thinkers.

6. Personal blog is assumed to be the most significant type of blog in the blogosphere. It involves a personal commentary diary of both fiction and actual events such as vacation tours, weight loss journeys, and research projects.

The earliest bloggers were blogging for personal reasons, and they were passionate about it.

They shared their personal stories with family, friends, and anyone who cares about what they do. This singular mindset makes many of them successful at gaining massive traffic.

You have to be passionate about what you do unless you will fizzle out. The downside to personal blogging is monetization. Many don't make money from it and don't expect any reward such as donations or gifts.

In addition, most personal blogs lack money-making potentials. They aren't entrepreneurial-minded. Their subject matter is general. It revolves around their life journey- a cross-section of photography, fashion, travel, vacation, adventure, food, party, and any extra-curricular fun activities such as biking, movie critics, etc.

They blog anything that sparks their brains, which can be excellent, informative, and keep people informed.

"Each of us has some kind of powerful story. Tell it." – Leo Babauta.

7. Micro-blogging is a unique style of conveying messages. It involves using limited characters to create a coherent message. Instead of a lengthy message, other types of blogs allow micro-blogging to use short messages.

You could share a website address, video, or image and write a short note to describe it. It could be

short messages that fascinate people and help get them informed.

You can utilize micro-blogging to share beneficial messages and stories about your career, brand product, and services. These short messages are called micro-posts. An example is Twitter and Tumblr.

8. Corporate organization blogs are for a large organization with hundreds of thousands of employees and offices in many countries and continents.

They utilize blogging internally to strengthen the company culture among staff and externally to strengthen their connection with their consumers. They also use it for marketing, branding, and public relations purposes.

Also, recreational clubs and not-for-profit organizations operate a similar blog. They use it to inform members and keep them abreast of every activity within the organization.

9. Professional blog: This type of blog involves making a substantial living out of your career. The blog subject matter will depend on what you want, what you studied in school, what you specialize or what makes you joyful.

Any subject matter can be professionally blogged about. If you study it, willing to perform scientific research, take more risks, and challenge the status quo to solve various and unique problems, it will seem professional.

You will love to practice professional blogging when you are passionate about a subject and sincerely want to know more.

I want you to practice this type of blog to boost your CV and resume value towards either attracting or creating high-income jobs.

10. Citizen blog is similar to journalism or freelance writing. It entails the responsibility for collecting, analyzing, reporting, and publishing news and information about events that are of

interest in your locality. It can be information about specific people or a cause you want to accomplish.

Imagine an organization dedicated to waste management; they could have citizen bloggers across the country, in each locality reporting the latest happenings and stories about the subject of waste management.

Such information about waste involves monitoring, analyzing, and management will help accomplish the organization's mission.

Thus, citizen blogging can broaden our knowledge about the current happenings in our locality and society. They are the critic who generates content, investigate the hidden and questionable subject, and expound on news sources.

If you like the act of reporting issues in your community, take up the job as a citizen blogger.

11. Review and marketing blog

This type of blog is to review products and services and market them. They create content out of any phenomenon on the product or service that interests them.

They initiate promotion agreements with brands. They are the first to have exclusive news and report about a brand. They share the latest news about the business organization and provide valuable information other bloggers don't know yet. They like to be seen as "authority" for news about the brand within the media space.

In summary, blog types can be classified based on the medium of communication, purpose, and features.

By the medium of communication, we have a podcast, photo, and video. By purpose, we have professional, education, personal, corporate, citizen, review and marketing and micro-blogging is the unique feature of blogging.

CHAPTER TWO

MINDSET AND TRAIT OF SUCCESSFUL BLOGGING

*"Don't focus on having a great blog. Focus on producing a blog that's great for your readers."
– Brian Clark.*

Before you start anything, you always conceive it in your mind before it becomes materialize. The same thing goes for blogging.

Before you start blogging, there are thinking habits you must learn, accept, develop and make part of your lifestyle.

These are the belief systems of many successful bloggers, what I learned from them, and what they shared as secrets to their success.

1. Openness

I had a meeting with a client who wanted to start blogging. She had overcome a deadly disease. As a result, she wanted to enlighten people about her journey, prevention, treatments, etc.

But she prefers doing it anonymously. I advised her she can do what makes her expressive.

Nevertheless, her message, which is related to health and well-being, will garner honor and prestige if she can openly show herself to people, share her knowledge, and journey to the world.

As a prospective blogger who desires success, even if you are an introvert like me, strive to be open. I am an introvert, loneliness is not my problem, but for some, they can't stay indoors or alone for just 1 hour.

I respect that everyone has their personality. Nevertheless, it has to be logically balanced because being introverted has disadvantages, such as a lack of social skills. And blogging involves excellent social skills.

In order to become valuable and achieve success in whatever you want, you have to be open. You have to let the world see you.

This blogging job is about guiding and transforming people. You have to love sharing information, experiences, and expertise.

Even if the information is premium, place it for sale. As far as you are confident it will solve people's problems, it has passed through testing and beta-testing, give it out at a premium price.

Many successful bloggers practice openness. Some shared their personal stories and information outside their subject of core interest. In return, their value and influence increase.

Nevertheless, your privacy is allowed. What you consider "private" can be what I will gladly share with the public. But don't let it become a habit that you won't share and teach what you think will be beneficial to people.

Remember, if you don't do it and utilize the knowledge you have acquired both consciously and unconsciously, another blogger might do the same thing and grab all the fame, prestige, and wealth from it.

Be open-minded!

Be helpful!

2. Passion

If you want to start blogging for the money and overnight fame, then stay out of it. Also, if your intention for starting is to copy someone deems successful, it's wrong thinking that needs changes. What you need to start blogging is passion.

Passion is the intense feeling about a person or thing. It's an intense emotional desire for something. It involves activities you found easy to do.

You love doing it when failing, receiving discouragement from the audience, and when you are not earning anything yet or just a stipend.

Blogging requires the passion for creating quality content that fulfills your readers' needs, which entails answering their questions.

"Write good content about stuff that you love. Readers will find you." – Michael Arrington.

How to discover your passion

To discover your passion, be yourself. It is a sign of personal integrity. It makes you think outside the box.

You have a unique voice, personality, and contribution to your industry. Don't sway from it; express your mind instead.

According to Farrah Gray's book *"The Truth Shall Make you rich,"* he stated three questions you need to ask yourself and meditate upon to discover yourself. These questions are:

1. What comes easy to you but harder to others?

What do you enjoy doing those friends, colleagues, and relatives always compliment you for doing an outstanding job?

You engage in many activities every day, but next time, be observant. Perhaps you consider this activity cheap and easy to do, but this is not the case for many people. Think about it and you will discover something.

"Blog with passion. Passion spreads." – Scott Stratten

2. What would you do non-stop even if you never got paid for it?

Which activity do you passionately do, and you don't care about the reward or money?

You accept anything as a reward, even if it's "thank you" only.

Think about it. It is high time you add value to it by solving people's problems and turn it into an online package business.

3. How can you be of service and give back to others?

It is a common saying- the more you give, the more you will receive. If you believe these words, then think about what you love to do to be of service to your community.

Is it educating toddlers, teaching adults primary education, engaging in social welfare, or anything that contributes to society for better co-existence?

This is about contributing to a better society. Everything you are consuming, from food and drinks, clothes, and shelter, reflects services from others. You can do it better when converted into a profitable online business.

What successful bloggers say about passion?

a. *I started blogging out of interest, and I never put any advertisements ... I had no idea what AdSense is and what SEO is* Says Harsh Agarwal of Shoutmeloud.com

b. *Don't let external factors dictate your success; focus on what you could control: your attitude*
Says Jeff Goins of Goinswriter.com

c. *That money can't buy you happiness, but sharing your knowledge on a subject you love can* Says Darren Rowse of ProBlogger.com

In summary, what you can learn from the blogging gurus are **WHY** you started blogging (*the purpose*) is better than the money.

a. Harsh Agarwal started blogging out of an interesting subject. This has an element of personal feeling called passion.

b. Jeff Goins said you should engage in an activity you have absolute control over. The power of passion is in the difference between what you love and what you don't. Passion is your attitude and lifestyle.

3. Darren Rowse thinks you shouldn't chase the money first but the knowledge you find passionate.

The reason is knowledge is hard to acquire, but with passion, it becomes easier.

In blogging, you have to build value first in the form of both free and premium products before the money will come.

In addition, a clear and defined purpose for blogging with a detailed plan makes the venture profitable.

3. Patience

Since you have had patience in everything you have achieved, blogging shouldn't be an exception.

Blogging can't make you rich or popular overnight. It has a process. It entails hard work such as working on your website, creating quality content, website promotion and wait patiently for people to see your handiwork. At last, you will receive appreciation in terms of money, fans, subscribers, readership, etc.

Blogging requires steadfastness, consistency, experimentation, re-strategizing, and re-testing. It takes timePatience!

One of the top Nigeria blogger: Linda Ikeji, said in an interview she blogged for four years with no income.

One of the leading bloggers in India, Harsh Agarwal, started his blog as a form of hobby, and he never made money for some time.

Heather Armstrong blogged with no income stream for 3 years. These bloggers are thriving today because of patience.

It would be best if you exercised patience to be successful.

Don't give up!
If you see it, you can do it.

"Success is walking from failure to failure with no loss of enthusiasm." - Winston Churchill.

4. Focus

To become a successful blogger, start with the subject you have strength, experience, and expertise. This subject will be the center of attraction where your energy will be well-spent and utilized while hiring people to do the rest of the job.

You have to focus on one subject you are very good at and can prove yourself as authority over time.

Thus, Follow **One Cause Until Successful**.

"Focus on the core problem your business solves and put out lots of content and enthusiasm, and ideas about how to solve that problem, "...Laura Fitton.

5. Risk-taker

There is no business without risks. It could either lead to a good or bad result. Nevertheless, both are beneficial. They are consequences of our actions and decisions.

So expect risks, failures, and challenges in your journey to emerge as a successful business blogger.

They will make you grow and become great.

Initially, you may not get the business model right. Still, as you build and improve, you will get the right model unique for your business that translates into better results and popularity that will take efforts from competitors to beat.

6. Consistency

Look at your achievement; how committed you were at reaching them. The journey wasn't smooth sailing, but the experiences have increased your knowledge and make you stand firm.

It would be best if you adopt a consistent mindset towards blogging. To be a successful blogger, you have to practice what you have learned to achieve your goal consistently.

This requires continuous learning, creating new strategies, and taking action. That's consistency.

"The path to success is to take massive, determined action." – Anthony Robbins.

7. Originality

Blogging requires originality, creativity, and quality content. It involves innate thought, ideas, expression, and style using any content format (video, text, audio, or visuals).

Your content is what attracts visitors and encourages them to come back for more. Content increases traffic and popularity. It will result in consistent income through anything you are selling, such as advertorial, digital or physical goods and services.

Also, Google and Bing prefer original, engaging, and relevant content. It is one of their criteria for organizing search results. If your website gets listed on the first page, it can lead to increased traffic.

Therefore, stand out among the rest of the bloggers in the industry. Don't copy anyone content you think is successful.

"Logic will get you from A to B. Imagination will take you everywhere." – Albert Einstein.

8. Entrepreneurship

An entrepreneur is a problem solver. You will be providing solutions through content, and not all will be free. You will study your audience, understand their needs, struggles, problems, and offer it at a premium.

For instance, if one has a higher demand out of 3 advertorial slots, then increase its price and observe the demand rate.

In that process, you are getting into the root of its worth. Also, an advertorial price plan divided into months, quarterly, half a year will bring a better value strategy.

Thus, make sure you apply entrepreneurial skills to your blogging. Watch out for the dots and connect them. Successful bloggers are entrepreneurial in spirit.

9. Research and read

Reading blogs related to your niche subject is an effective way to improve your writing and boost your knowledge. Not only blogs, read books, scientific and industry magazines; watch TV, listen to radio and audio-books.

What you read, watch, and listened to will fuel your imagination and enlarge your mind. Reading will eventually shape how you write and deliver valuable content and services.

10. Learn SEO

To become a successful blogger, you have to master the art of search engine optimization (SEO). Don't neglect it because of competition.

Optimize your website for search users no matter how competitive the keyword is because of the enormous benefit.

When it comes to getting targeted, severe readers who will become regular readers, email subscribers, and buyers, search engines are the best channels.

It is free and one of the most effective forms of consistent traffic. You won't spend money to get it, but it involves doing some background work.

If you have the budget to generate traffic through social media marketing and advertisement, it will complement the optimized posts.

Popularity is one of the criteria search engines use to rank a website. You can get it from social media marketing and advertisement such as Facebook, Pinterest, Twitter, etc.

Don't waste money on social media marketing and advertisement without first optimizing your

website for search engine users. Therefore, learn how to optimize your blog posts with the right keywords for search engine users.

11. Network

Successful bloggers are great networkers. You have to invest time to write articles for other blogs (guest posting).

You can join a discussion forum in your niche, join a Facebook group with raving fans and leave meaningful and helpful comments.

You can follow bloggers on Twitter, like and retweet the tweets you fancy, create rapport and friendly relationships.

If there are live conferences, seminars, or webinars, register to attend.

By consistently doing these, you are creating awareness and network opportunities for your business. These build trust and community.

12. Keep an effective calendar

Successful bloggers keep a publishing calendar that cuts across their blog website and their social media platforms.

A detailed daily or weekly schedule helps with consistent publishing and improves community engagement.

You have to schedule a time to create content and promote them as well. Create time to attend to visitor's comments, email letters, and manage adverts. Thus, they require practical time management skills.

One of the successful bloggers says: "One of the fatal mistakes I see bloggers make is to blog when they feel like it they forget that new fans want more content, and they fail to deliver" Neil Patel

Conclusion

I can't explain enough how important these mindsets and behavior will help you become a

successful blogger. They are so effective. They work for many other bloggers and me. If implemented, it will work for you too.

Summary

What you think and do every day as a habit can impact your goal of becoming a successful business blogger.

It would help if you imbibed the attitudes that many successful bloggers practice as a lifestyle.

They are:

1. You must be open-minded and have a growth mindset. See every activity you intend to do as an opportunity to learn and grow. No matter how skillful you are, always be curious to know something new.
2. Be passionate about the niche subject and the blogging job. Thinking about it every day and working on it will increase your passion.
3. Be patient with what you want. Never give up.

Face challenges and overcoming them are signs you are doing great things filled with knowledge and power.

If these activities no longer challenge you, it's a comfort zone filled with no growth. Thus, appreciate it as a growth process and gift. You are near the goldmine.

4. Be laser

focus: **Follow One Cause Until Successful.** Learn to say NO to many things and focus on the priorities that lead to the goal.

It would be best to exercise the habit of focus- stick to your strength and stop swaying around. If you aren't positioned firmly, you will lose grip, time, and resources.

5. Be a risk taker: face challenges, and you will be greater than your peers.

6. Practice consistency at every blogging activity.

7. Be original, be yourself. This is where uniqueness and greatness reside.
8. Be entrepreneurial: take advantage of every business opportunity with intelligent decisions.
9. Always research and read.
10. Learn SEO: It remains the future with long-term benefits.
11. Always network with tremendous and successful minds. You will become great and successful as well.
12. Keep a practical calendar. It's tough to practice, but it is the road towards achieving your goals.

These traits seem hard, but this is where real business blogging success lives.
Practice them!

Success is not cheap. That's why you've got to work smart on your behavior to become a successful

blogger. You have to want it, visualize it, and keep chasing after it till you get it.

What we need is a mindset shift that will make us relevant to today's consumers, a mindset shift from 'telling & selling' to building relationships." Jim Stengel

CHAPTER THREE

KICK-START YOUR BLOG

"The way to get started is to quit talking and begin doing." – Walt Disney.

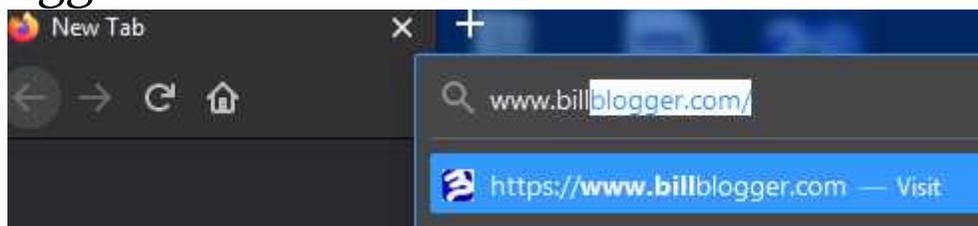
Things you need to kick-start your blog

1. Domain Name
2. Web Hosting

1. Domain name

A domain name is a unique identity that represents your career blogging venture.

It's the name visitors will type into a web address bar to access the information on it. It represents your personal or business brand. An example is BillBlogger.



Before you register a domain name, prepare at least 3 to 5 names arranged based on priority. In case

the first choice has been registered, you can switch to the second.

Six factors that influence the choice of domain name

You must choose a domain name for your career with caution. Once registered, it's unchangeable. Thus, consider these factors before registration.

1. Let the domain name speaks the message of what you intend to offer or the subject you intend to teach.

Let people start having the perception of what your career or blogging subject is all about. Use keywords people call it.

Examples of a domain name with career keywords are outdoor garden, math tutor, and BillBlogger.

For example, if you are into landscape and gardening and what people call the service is "trim my garden,"; definitely, "garden" is a business keyword you can include to create a domain name.

If you want to sell your skill or establish an online presence for your career with the long-term vision that only you will be doing it, this can be a personal brand. In this case, your name can be the preferred choice.

I have a client who likes talking about youth entrepreneurship and business plan. He made use of his name as a domain name.

But when the business plan section began growing bigger, he had to create a separate website. Thus, let your domain name speaks what you are selling.

2. Register your domain name in the ".com" extension.

A .com domain name is relevant if you are blogging to either attract or create a high-income job. I assume you should because that's the service we offer.

Nevertheless, an exceptional case is a not-for-profit organization or governmental organization.

In this case, the domain name extension will be ".org" and ".gov," respectively. But if the mission to start blogging is to market and sell an entity such as your career and skill, ".com" is the recommended domain name extension.

3. Choose a domain name with 2 to 3 syllables and keep it as short as possible. For instance: BillBlogger has 3 syllables.

If your career name has many words, such as British Broadcasting Corporation, shorten it as an acronym- BBC. It helps with effective communication, memorization, and retrieval for use anytime.

4. Avoid using the hyphen symbol [-] such as www.outdoor-garden.com. You might like a name so much the only option left during registration is to add the hyphen. Don't try it because everything you are doing for your career blogging which includes domain name registration isn't to satisfy yourself but the targeted people who are consumers.

If consumers find it hard to interact with your name, that's the beginning of a bad market. A domain name with a hyphen might be hard to communicate effectively.

People might find it hard to understand quickly. They can make mistakes while typing it on the web address bar. Also, the next time they want to use it, they might forget it contains a hyphen, thereby losing people to check your professional career website.

Remember, a first impression is essential. Thus, make the domain name simple and easy for your visitors (not complicated).

5. Make the domain name easy for people to recollect.

The name must be easy to pronounce and remember. Perhaps if forgotten, the level of retrieval might be accurate to an extent people will use clues to ask search engines which can lead to discovery.

6. This is optional. Register all the domain extension such as .net, .org, .biz etc. This is relevant if you have the budget to do it.

It helps you have sole authority over such domain names, thereby preventing fraudsters from using your brand name to commit atrocities on the internet.

In conclusion, consider these six beneficial factors when registering the domain name for your career blogging. Prepare at least three names, make sure there is no hyphen; it contains 2 or 3 syllables and is easy to communicate and remember.

2. Web hosting: how to host your career blogging website

Web hosting is the second requirement to establish your professional career blogging website after domain name registration.

To understand web hosting, imagine your website as a physical office. The **land** used to erect an office building and store goods and office equipment for business purposes is web hosting.

Technically, web hosting is a hosting service provider that allocates a web server to store a website and its contents for accessibility and viewing online anytime, anywhere.

Website contents stored are documents, texts, images, videos, audios, HTML files, and all sorts of web files that make the website function properly as a medium for accessing information and communication.

Apart from storing assets, the web hosting service provider has the greater responsibility to manage the web server's security from attackers and hackers.

Nevertheless, you share in the duty and responsibility of securing your website as well.

Blogging platform

A blogging platform is a software or service you can use to create a blog.

Creating a blog involves creating content through design and organization, publishing and managing it.

Examples of blogging platforms are WordPress, Facebook, Twitter, LinkedIn, Medium, Instagram, Blogger, Wix, and Squarespace.

1. WordPress



WordPress is the most popular tool used for storing content and making it accessible anytime.

It's a software tool for creating, editing and publishing content on a website. This is called a content management system.

Of all the content management systems, WordPress has almost 63.6% market share. It has powered hundreds of millions of blogs. This figure

is rising every day as the software gets better, simpler, and easier to use.

There are two types of WordPress

- a. The hosted WordPress (WordPress.com) and
- b. The self-hosted WordPress (WordPress.org).

The **hosted WordPress** means WordPress itself will host your blog. It has a free and paid offer.

The free version looks like

this: <https://yourwebsitename.wordpress.com/>

The paid version

is: <https://www.yourwebsitename.com/>

A **self-hosted WordPress** means a third-party web hosting service provider such as Namecheap will host your blog for a specific time, either monthly or yearly.

Why self-hosted blog is better than a hosted version for a professional career blogging venture

1. Multiple streams of income

Free hosted WordPress blog restrict the use of Google AdSense. Also, many advertising programs refuse to issue advert placement licenses.

Thus, you will be losing money daily if you have growing traffic.

Nevertheless, WordPress has an advertising program called WordAds. But they made it compulsory for ads to appear with no option for removal.

In addition, other income opportunities such as paid advert and sponsored posts might never materialize because of the cheap perception the blog portrays.

A free hosted WordPress doesn't allow affiliate marketing. This is part of their terms and condition. If you try it, the blog can either be suspended or shut down entirely upon several warnings. You can imagine the loss of content and followers this will cause.

And there might be no opportunity for content backup, thus losing followers and other assets built over the years.

Even if there is an opportunity for backup, the cost will probably be equal to what you must have spent hosting the WordPress blog from the outset.

2. Design and Customization

Free hosted WordPress doesn't allow premium themes.

A theme is the blog's overall outlook, design, and functionality. It provides for Customization to a conceptual design you envisioned.

Though, what increases blog credibility and trust is its content. Therefore, strive for quality and relevant content, publish what you have got, and let readers be the judge. This is evident in research conducted by Mitt Ray.

What follows after **quality** and **relevant content** is **design**? The appearance, outlook, and design of a blog increase its trust and credibility.

Visitors dislike being confused looking for what they want. You have to display information in the simplest, logical, and organized manner with easy accessibility.

A well-customized and professional blog that fulfills readers' tastes will increase trust and credibility in their hearts.

Thus, this increases your career growth and value. You will achieve this aim for a beautiful, professional, and well-customized blog using a self-hosted WordPress blog.

A self-hosted WordPress blog allows premium themes that contain beautiful design, navigation, layout, and better user experience for your visitors.

Also, there is an option to create a theme from scratch, and it will look personalized and customized for your website alone.

3. Better features and functionality

There are features and functionality necessary for blog growth. You won't have them using the free hosted WordPress.

They are:

3a. Community growth tool: There are tools for building and growing community through the social media network and email subscribers.

Building a community is essential to the growth of professional career blogging. It helps with better relationships and attracts prospects. This is where most sales are closed.

3b. Search engine configuration and settings is a crucial functionality you can't toil. You can only do this in a self-hosted WordPress blog.

This configuration helps articles get found on search engines, and this generates free traffic.

Search traffic is one of the best, affordable, and the most quality traffic you can generate from the internet.

The traffic is in similitude with demand and supply. I want this, and this is it.

The competition on search traffic is enormous. Thus, it will be competitively hard for a free hosted WordPress blog to appear on the first page of search results along with a self-hosted WordPress blog.

But with a self-hosted WordPress blog, you can get a first-page search appearance.

3c. A self-hosted WordPress blog has the functionality to design a quality landing page.

A landing page is a web page dedicated to a product advertisement campaign with one "call-to-action" button as the sole purpose for the page.

It contains no navigation menu, no header, and no footer but one clickable call-to-action button.

An example is "sign up now" or "order now." Thus, a landing page is important as the gateway to career blogging revenue growth.

A free hosted WordPress blog doesn't have this kind of functionality vital for career blogging success.

3d. A self-hosted WordPress blog makes it easier to create a beautiful contact page for visitors to send a private message. You can't do this with a free hosted WordPress.

These are a few of the features and functionalities of a self-hosted WordPress blog.

4. Self-hosted WordPress blog has significant autonomy

To be in complete control of a blog you have worked hard to build, a self-hosted WordPress blog is a right choice.

You can customize it into anything you want. You can do anything with it within your terms and condition.

That's the power of a self-hosted WordPress blog.

You have the assurance that no organization will delete or temporarily suspend your blog.

There is no fear and intimidation of bypassing an organization's terms and conditions. You define your rights and terms. You do your thing how you want it.

5. Powerful and professional brand

Do you know what makes a lion become the king of the jungle? It's in its package.

If other animals know they have the same potential, they would have wrestled and overpower the jungle. I'm talking about your blog being distinct, unique, and elegant.

A self-hosted WordPress blog allows for a professional outlook and elegance while you strive for quality content and reputation.

Conclusion

When it comes to hosting your professional career blogging website, a self-hosted version is the best. It has tremendous benefits for revenue growth and business success.

Advantages of WordPress

- a. It is free. It requires no fee to register and get started. For instance: <http://www.yourwebsitename.wordpress.com>
- b. It gives room for Customization, which is relatively easy to perform.
- c. Website security is relatively secure.
- d. It has numerous free themes.
- e. It ranks well in search engine results.

f. It is flexible and can be used for eCommerce stores, video blogs, etc.

g. It has thousands of plugins, and some are free.

i. It is easy to operate.

j. It enhances search engine optimization.

WordPress has several plugins that will aid higher ranking in search engines result.

k. They upgrade their software constantly.

Disadvantages

a. To upgrade your blog domain name from <http://www.yourwebsitename.wordpress.com> to <http://www.yourwebsitename.com> requires fees for registering the domain name and hosting it on a web server.

b. Some of the best themes and plugins are not free.

c. To enjoy and take full advantage of it, you need to buy your domain name and host it.

d. Customization often requires tinkering with codes that require learning.

Differences between WordPress.com and WordPress.org

WordPress is one of the most popular blogging platforms in the world.

This is what BillBlogger is using, but that doesn't mean I recommend it.

Kindly thread carefully and make your choice base on your aim and objectives.

WordPress offers two different blogging platforms: WordPress.com and WordPress.org.

It is helpful to know the differences between them, especially if you are interested in using WordPress as your blogging platform.

	WordPress.org	WordPress.com
Domain name	www.billblogger.com	www.sitename.wordpress.com
Themes	Access to unlimited themes which you can modify, customize, upload and design.	Access to limited themes with no customization and modification.
Domain name/hosting [costing]	Price is relative depending on the seller.	Free domain name and 3GB storage space.
Advertising	No	Yes
Control	You have total control and can do whatever you deem right and desire.	Limited control especially their terms of services.
Updating/Maintenance	You do all the updating	WordPress do it all for you.
Branding	You can use your brand or blog/business logo.	You will be limited.
Plugins	Unlimited plugins and you can use any premium plugin you like.	You will be limited to plugins and you can't upload premium.
Backup	You manage it.	They manage and control it.
Security/SSL	You provide and manage your security.	They manage it for you.
Installation	Yes	No
Users(as at 2012)	24,000,000	15,000,000
Users(as at 2021)	113,000,000	83,000,000

2. Blogger



Pyra Labs founded Blogger. Evan Williams and Meg Hourihan own it.

It was launch in August 1999, and by February 2003, Google bought the company.

Blogger.com is one of the famous blogging platforms content creators like to use because it is easy to set up and is free. It requires only a Google mail account to get it started.

You can easily customize a blogger with new background and layout. Google hosts it, so there is no need for renewal.

Its major advantage is that it is easy to get started with, while its only major disadvantage is that it is harder to customize the website because of its hosting solution.

Advantages

a. It is free; it cost nothing to get registered. Only Google mail account and the web address will look like this:

<http://www.yourwebsitename.blogspot.com>

- b. It is easy to navigate.
- c. It is integrated with the Google application.
- d. It has numerous themes to choose.
- e. It's easy to edit and publish posts.
- f. It has a lot of tools built around it.
- g. Monetization is easy.
- h. It is so easy to get started. Just a Google email account is needed.
- i. It is popular.
- J. It has an easy interface for the newbies.

Disadvantages

- a. The upgrade of a domain name from <http://www.youwebsitename.blogspot.com> to <http://www.youwebsitename.com> requires buying a domain name.

This makes your blog website look professional, and this perception will make readers take you seriously.

b. Customization requires the knowledge of HTML.

c. It isn't easy to set up your domain name.

d. It has limited themes and design.

e. Your blog is owned by Google. Google can decide to shut it down any time you violate their terms and conditions.

3. Facebook



Facebook is a social network that connects friends, colleagues, and people. It can serve as a blogging platform, especially for your profile.

Facebook has the basic editor features such as images, videos, and room which you can utilize to create content and publish.

Even though its design is not sophisticated, it's a simple way to start blogging and pass your message across to family, friends, and followers.

4. Tumblr



Tumblr is a blogging platform founded by David Karp, now owned by Automattic- WordPress maker. It allows users to post text, quotes, photos, links, videos, and music.

You can customize it with color, theme, etc. It is a great space to build a community around finding new ideas and sharing yours.

It supports custom domain names- yourname.com, and its publishing editor is easy to use and user-friendly. Its web address is Tumblr.com.

Advantages

- a. It's easy to publish on Tumblr. You can choose text, image, video, or link and click publish.
- b. The dashboard makes management simple.
- c. It has a variety of themes.
- d. It is mobile-friendly with its mobile apps. It can publish posts through SMS, email, and audio message.

Disadvantages

- a. It lacks caching CDN and anti-virus plugins.
- b. It emphasizes sharing, which can dis-value original content, especially images and text content.

5. Squarespace



Squarespace is a popular blogging platform primarily used for businesses.

It has a 14-day free trial without a request for a credit card, and afterward, you will start paying monthly or yearly. This covers cloud-based hosting and maintenance services.

Squarespace is a drag and drop website builder focusing on providing rich imagery, highly polished and finished website experience.

With Squarespace, it is easy to start a blog. You can create many websites such as e-commerce, forum and manage them.

It is gorgeously designed and filled with comprehensive features and services that make it suitable for business purposes.

Its web address is squarespace.com.

"If you want to grow, you need points of leverage, and most of them come from knowing people." – Yaro Starak.

Advantages

- a. It has an extensive range of stunning themes.
- b. It has a dedicated mobile app for creating drafts, editing, and publishing as you fly.
- c. It is less susceptible to viruses.
- d. You can import blogs created from other platforms like WordPress and Blogger with a single click.

Disadvantages

- a. It is relatively expensive with a monthly or yearly fee.
- b. It has limited flexibility due to a lack of developer community, unlike WordPress.

c. You can modify its backend codes or conduct HTML customization.

Many of these blogging platforms have mobile apps. It means you can create post drafts, edit a post and publish with ease from your mobile phone or tablet.

Nevertheless, it is advisable to register, build and start blogging using a desktop computer or laptop.

With some of these advantages and disadvantages, you will be able to make a better choice.

Choice of blogging platform

As mentioned, there are numerous blogging platforms, but making the right choice might seem confusing, especially if you want to get started quickly.

Picking the right blogging platform is important because you can't be jumping from one platform to another.

That's going to be costly, time-consuming, confusing, and might hinder reaching your goal on time.

To reduce the stress, you have to ask some pertinent questions. The answers will help in making a better judgment.

a. What is your goal for blogging? Do you want to blog for the fun of it, or you want to establish your professional career boost your profile to either attract or create high-income jobs.

Do you want to make money out of it, or you want it to make you famous? Any platform chosen will be highly dependent on any of these goals.

How much space will be needed to store your contents? Do you want adverts displayed on your blog? Do you like to add forums and other features perhaps in the future?

b. Do you prefer a customized blog? Blogging platforms vary in terms of features and Customization.

This is in terms of appearance, layout, designs, fonts, etc. Thus, it's important you know the degree of Customization before you choose a blogging platform.

c. Will you allow multiple authors? Not all blogging platforms allow multiple authors.

You have to know how easier it is to integrate and configure multiple authors, perhaps for future purposes. Determine this need before you choose your blogging platform.

d. Do you want custom email addresses? A custom email address such as `contact@billblogger.com` can make your blog look more professional and elegant.

If you want customized email addresses that match your blog domain name, then you have to ensure the blogging platform support it.

Even though you don't need it urgently, but in the long run, you must put this into consideration when deciding on your blogging platform.

e. Are you tech-savvy? Some blogging platforms require technical skills and knowledge in web design and programming for advanced Customization, while some are less technically inclined. Thus, watch out for it.

f. Are you ready to spend money on blogging software and web hosting monthly? The choice of a blogging platform will depend on your budget, whether you want the free blogging platforms with limited features or the paid version with numerous features.

A careful study of the advantages and disadvantages can help your understanding and choosing a blogging platform to kick-start.

Blogging platform features to watch out.

1. Title: The platform must allow the main title-post headline.

2. **Body:** This is where content is created and published.
3. **Permalink and URL:** A direct link to the post.
4. **Comments:** Does the platform allow readers to make comments and discuss the blog post?
5. **Categories:** An index for a particular subject area that your blog covers.
6. **Tags:** Keywords, terms, or meta-data associated with the post.
7. **Trackbacks, pingbacks:** Links to sites that reference your post.
8. **RSS:** A way to syndicate and subscribe to the content and blog.
9. **Images:** Does the platform allow the posting of images?

- 10. Video:** Can you embed videos and rich multimedia components?
- 11. Podcasting:** Does this software support podcasts?
- 12. Design:** Can you manage and change the design of the blog?
- 13. Themes:** Like the design, are there themes to be downloaded and used?
- 14. Code:** Can you change some of the code to add features, functionalities, and Customization?
- 15. Moderation:** Does the software have comment moderation?
- 16. Spam:** Does this software have good spam management and moderation?
- 17. Plugins:** Is there a plugins directory for this blog software?

18. Community: Is there a community around the development of the software or blogging platform?

19. Cost: Do you want a paid or free piece of software?

20. Support: Is there support for the software? Is it being updated?

21. Setup time: Does it take a long time or little time to set up and running?

22. Admin panel: Is there an admin panel? And if so, is it easy to understand and use?

23. SEO: Does this blog software have native value in terms of Search Engines Optimization?

24. Hosted solution: Is this software a hosted solution? Do they take care of the maintenance of the blog software, updates, etc.?

25. URLs, domain: Does this blogging platform allow "proper" domain (<http://example.com>) or

subdomain (http://subdomain.example.com)? Can I mask the subdomain?

26. Backup: In case of technical glitches or hacking, does the platform have the capabilities to have saved the website content.

27. Export: Can you easily export the content if you want to migrate to another platform?

28. Technical requirements: Does this software have some technical requirements that I need to consider?

29. Technical background: Do I need technical knowledge to get this software to work?

30. Widgets: Does this software have widgets I can use on the blog itself?

Widgets are like a picture frame you hang on your wall or clock or calendar.

Widgets are for displaying specific information on your website, and it helps beautification and improved appearance.

31. Integration with other platforms: Does this blogging platform integrate with other software systems such as email marketing software, appointment scheduling, project management software, etc.?

32. Mobile access and management: Does this blogging platform have a mobile app for content management and update? Does it provide a better mobile user experience?

33. Analytics and metrics: Does this software allow me to track analytics and metrics? Does it have an in-built analytics system?

34. Advertisements: Does the blogging platform allow me to make money via advertisements?

35. Social sharing: Can I easily share my posts via Facebook, Twitter, and more?

"It's about using the right tools, with the right triggers, within a proper marketing framework" – Vishen Lakhiani...

CHAPTER FOUR

THE POWER OF BLOGGING

"Either write something worth reading or do something worth writing." - Benjamin Franklin.

Blog content

The most important thing about blogging is the content. It could be texts, images, audios, or videos, any form of passing the message across to your readers.

Content is a very competitive entity. That's why you have to choose a subject you have the strength to grow and, over time, become an authority.

Also, you have to be passionate about it and have an increasing interest.

When you embrace these philosophies, your blogging has a higher tendency to become popular and become an avenue attract or create a high income job and to make money.

"Content is king, but marketing is queen, and runs the household." – Gary Vaynerchuk.

The phrase "content is king" has become a common phrase in the blogosphere for years.

These are tips for creating quality content.

1. Put your reader first. When creating content, either writing an article or making a video, you have to be lucid, be persuasive, and communicative.

Don't write to impress because you might not be communicating anything but create confusion.

Let the message attract attention and be clear using your readers' words.

"Make it about them, not about you." – Simon Sinek.

2. Useful and unique: Content that qualifies as quality will be valuable and unique to your readers. It has to solve a problem for people.

Content can be daily news, entertainment, jokes, or anything you are passionate about. Thus, tailor the content to readers' needs by answering their questions.

Also, be unique in your writing and presentation style. Don't copy someone's content and delivery style. Be different and real.

When readers find your content unique, they tend to trust you, making them come back for more. This act increases traffic, leading to popularity.

"What makes content engaging is relevancy." – Gail Goodman.

3. Use an attention-grabbing headline.

Headline posts can determine whether people read the content or not.

It should be attractive to the reader to want to click and learn more.

You should make it simple and be able to grab the attention of your readers. It must meet the reader's needs. So you have to master how to create a great title that is clickable.

Benefits of blogging about your career

1. It makes you active. You can practice blogging as a part-time job or a full-time job.
2. You can convert the blogging you start as a hobby into a professional career.

As readers grow, you can offer products or services to them. Also, you can accept advertisements.

3. If you blog regularly and publish content that solves people's problems, it can open doors to unexpected opportunities.

4. Blogging makes you a better writer. As you create content daily or weekly, your writing and presentation skill improves.

5. The art of career blogging can make you an author. Publishers can approach you when they see your content has market potential.

They have studied how you tactically address the problem, thereby giving you an offer to write a book about the topic.

This can give you more exposure and make you one of the professional writers in your industry.

6. Blogging gives you immediate feedback on your content compare to an author who will wait for months before getting feedback.

Feedback and constructive criticism help you generate ideas for other content to create and publish for your teeming readers.

7. Blogging proffers the opportunity to learn from your readers.

Some of your readers are knowledgeable about your field of subject, so they might send articles to publish on your blog.

8. You can gain influence as readers trust and respect you, perhaps as an activist, motivational speaker, or politician.

9. As you create and publish more content, you become an expert in the field.

Being an expert is an excellent thing because you might be considered for an award or consulting opportunities.

10. Blogging is a guaranteed way to expand your network.

Many of your readers will be asking for help, while others will seek ways to help you. So, blogging is a great platform to reach out to others.

11. You can discover a product to create and sell via career blogging.

By blogging about your career with the benefits it can render to your readers and solving their problems, you can discover products and services to create.

12. Blogging is an excellent platform for expressing yourself and sharing your opinion about any subject.

If you love constructive criticisms about any field you are passionate about, blogging offers that great platform to dish out your opinion with ease.

13. Blogging helps build trust. It has features for people to see your profile image as the author and your contact address; this creates trust over time.

So by regularly posting valuable, honest, and quality content on their blogs earn you the trust in the long run, and you will achieve your goals.

14. Blogging about your career helps build relationships with people, potential employers, and customers.

15. Career blogging can increase awareness about your profession and subject.

When people search for topics related to your career, they are more likely to discover you if you are blogging. It means more people will find your brand.

16. Blogging can help to build a community through its comments sections.

17. Blogging can serve as a platform to resolve customer issues, resolve problems and highlight the solutions.

18. Blogging helps generate keywords that can be used in pay per click advertising network like Google AdWord.

*"You want to invent new ideas, not new rules." –
Dan Heath.*

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