

2011
A-LIST
TIPS TO
ROCK
YOUR BLOG

BY LEO BABAUTA
& MARY JAKSCH

AN A-LIST BLOGGING BOOTCAMPS PRODUCTION

201 A-LIST TIPS TO **ROCK** YOUR BLOG

201 A-LIST TIPS TO **ROCK** YOUR BLOG

LEO BABAUTA & MARY JAKSCH

AN A-LIST BLOGGING BOOTCAMPS PRODUCTION

TABLE OF CONTENTS

INTRODUCTION	3
SIZZLING START-UP AND BRANDING TIPS	4
DAZZLING DESIGN TIPS	7
TIPS TO RAMP UP YOUR WRITING	10
HOT HEADLINE TIPS	14
PICTURE-PERFECT IMAGE TIPS	17
TIPS TO POWER YOUR PROMOTION	20
GLORIOUS GUEST POSTING TIPS	24
TIPS TO SKYROCKET YOUR SUBSCRIPTIONS	26
MAGNIFICENT MONEY-MAKING TIPS	30
MOTIVATING MINDSET TIPS	34
ONE LAST TIP	36

201 A-LIST TIPS TO ROCK YOUR BLOG

Building and growing a successful blog is a whole lot easier when you have the information you need. The trouble is there's so much information out there these days that it's overwhelming.

That's why we've put together this list of 201 practical, powerful tips from previous A-List Blogging Bootcamps. Whether you're in the 'just thinking about it' stage of blogging or you're an established blogger ready to skyrocket your subscriptions, you'll find tips you can use right away to help you achieve your blogging goals.

So, sit back, start reading, and get ready to rock your blog.

SIZZLING START-UP AND BRANDING TIPS

- 1.** Get clear. Before you start blogging, think about why you want to blog. Do you want to create an income? Hoping to land a book deal? Want to promote an offline business? Being clear on your goals sets the tone for the road ahead.
- 2.** Know your alphabet. Create a killer blog title by using the acronym 'ISM' (Informative, Simple, Memorable).
- 3.** Get your ticket. Movie posters are great places to find examples of effective taglines.
- 4.** Go with the flow. Whenever possible, choose a Dot-Com domain name, simply because that's how most people think a domain name ends.
- 5.** See the big picture. Don't just look at price when comparing hosting companies. Comparison shop to see what's offered for things like bandwidth, storage, and auto-install software.

6. Get input. Make your site insanely useful by asking people in your niche to share their top questions and problems. Then, design your blog title, tagline, design and content around answering the questions and solving those problems.
7. Open wide. A narrow niche is not a requirement for blogging success. If you have expertise in many areas, you can tie them together with a common overall theme, as demonstrated on Zen Habits.
8. Think hard. Knowing exactly what you want to offer your reader and how to communicate that message in every aspect of your blog is the single most important blogging decision you'll make, as it drives everything else about your blog.
9. Craft the message. To discover your branding message, consider the topic you want to write about, your philosophy (what you want to share about your topic), and the image you want readers to have of you and your blog. Experiment with tying these three things together to create a message before you start your blog.
10. Be consistent. Stay mindful of your brand whether you're commenting on other blogs, tweeting your thoughts, or updating your Facebook status.
11. Watch your tone. Your 'About' page is an important part of your overall message. Make sure it's written in the same tone as your blog and overall brand (humorous, family oriented, etc.).
12. Understand the brand. Branding includes your title, tagline, design, content, and how you present yourself. It all sends a message and conveys who you are.
13. Get in their minds. To get your brand into the minds of potential readers, go where they are — their favorite blogs and forums and social media. .

14. Exercise your options. A logo is optional because it's part of the brand's message—it's not the brand itself
15. Rinse and repeat. Having a reader see your brand once is not enough. Get your brand out there as often as possible through repeated exposure.
16. Get some fans. Create fans for your brand by talking with them, helping them out, and answering their questions. Go out of your way to be in the conversation. People will notice, and they'll help spread your brand for you.

DAZZLING DESIGN TIPS

17. Make it pleasant. Creating a usable design isn't about making a blog look pretty. It's about creating a pleasing, hassle-free, reading environment.
18. First things first. Place items on the sidebar in the order you want readers to act on them, such as subscription options first, opt-in form for an ebook second, most popular posts next, etc.
19. Give it the mirror test. A great blog design reflects the content of the blog. For example, a blog with minimalist-centered content = minimalist design.
20. Shop smart. When shopping for a WordPress-compatible theme, consider the readability, the overall sense of clean vs. clutter, and the ability to customize the theme.
21. Meet the twins. It's important to separate the two different aspects of design-- design fashion and design function. You need both

- 22.** Get clarity. Great designs come from getting clear on your goals, such as attracting subscribers, selling products, etc., and building a blog that supports those goals.
- 23.** Ask the right questions. When planning a design, three important questions to ask are what are your goals, who is your audience, and what message are you trying to convey?
- 24.** Get a second opinion. When evaluating header options, ask others if the header is eye catching and memorable.
- 25.** Know your audience. Design your blog to appeal to readers' interests and preferences. For example, Disney's design would be more colorful and active than a minimalist site.
- 26.** Test it. Have others read your blog to ensure the font size and background are easily readable.
- 27.** Keep it clean. Too many ads, widgets, or other clutter will distract from the main goal of your blog.
- 28.** Narrow it down. The wider the column, the more the eye travels when reading, which equals more work for the reader. .
- 29.** Maximize the real estate. Readers tend to look at the top left of the blog first, so keep important things there like the blog title, an enticing headline, and an appealing image.
- 30.** Be bold. A bold design helps people remember the blog and inspires them to remark on it to others.

- 31.** Less is best. When setting up categories for your blog, avoid reader overwhelm by aiming for 10 or less.
- 32.** Be a plain Jane. No logo? No problem. Just be sure to build the header around great typography for a simple, yet eye catching and memorable design.
- 33.** Showcase it. Content is the major reason readers visit blogs and subscribe, so factor it into your design by placing it high on the page and offering content-based links such as 'Reader Favorites,' in the sidebar.
- 34.** Go easy on the eyes. Many newspapers and magazines use light cream rather than pure white for a background to avoid reader eyestrain.
- 35.** Speak their language. Design is a form of communication on a blog. Changing a design can make readers feel like they're learning a new language, so avoid frequent design alterations.
- 36.** Put it on top. Eye-track research shows navigation bars placed at the top of the page perform best. If readers have to search for the navigation bar, chances are they won't click on other pages.

TIPS TO RAMP UP YOUR WRITING

- 37.** Get personal. Add personality and zest to your posts by using real life expressions, like 'yep,' or "No way!"
- 38.** Deliver the goods. When you sit down to write, ask yourself why readers come to your blog. What are they hoping to find help with? Now, write a post that delivers those things.
- 39.** Look within. Reflect on your own life to find blog post ideas. Content that's centered around your feelings, challenges, experiments, and lessons learned will resonate with readers.
- 40.** Make it count. Posting three times a week or less is fine, but be sure to pack every post with quality and avoid posts consisting primarily of links to other posts, updates about the blog itself, contests, etc.

41. Sell them. Begin list posts with a few paragraphs to grab the reader, highlight the problem, and sell them on the value of reading the tips that follow.
42. Step away from the pulpit. Avoid preaching to your readers by balancing the use of “I” and “you” in instructive posts.
43. Just do it. The only way to get writing experience is by writing. It’s great to study others and learn from them, but in the end, experience is the best teacher
44. First things first. The most important thing you can do to be a successful blogger is to make creating powerful content your first and top priority.
45. Keep a journal. Write down thoughts, ideas or snippets of good writing you read in a special notebook, and pull it out whenever you need blog post inspiration.
46. Raise your voice. Reading bloggers you admire is a great way to learn about writing voice, but the most effective voice you can have on your blog is your own honest, unedited, authentic voice.
47. Trim the fat. Write tight by removing all adjectives and adverbs and reinstating just a few essentials.
48. Just do it. Rather than announcing what you’re going to do in your writing by saying, “I would like to tell you about XYZ,” just start writing about XYZ.
49. Keep it short. Eye track research shows short paragraphs encourage reading.
50. Be real. Give posts a conversational tone by making intentional grammatical errors such as starting sentences with, ‘And’, or creating single word sentences, like ‘Why?’
51. Talk nice. Be conversational in your posts by using ‘I’m’ instead of ‘I am,’ etc.

- 52.** Plan ahead. Take a few minutes to plan a piece of writing before launching into it.
- 53.** Ask questions. When writing your intro, ask yourself if it grabs your readers' attention and introduces the theme of the post.
- 54.** Do some sleuthing. Visit popular blogs in your niche to see what they're doing right. While you're there, scope out headlines, formatting, and type of content.
- 55.** Sweep in; don't creep in. Make an entry with your first paragraph and jump right to the core of your message.
- 56.** Floor the accelerator. Pick up the pace of your writing by using short sentences and frequent paragraphing.
- 57.** Keep it clear. Use only one main idea per paragraph.
- 58.** It's not about you. Center the topic of your post on your reader without thought to yourself, ads, or blogging friends.
- 59.** Remember when. When coming up with useful post ideas, think back to the challenges, uncertainty, and ignorance you experienced as a beginner.
- 60.** Go easy on the eyes. Create scannable posts by using lists, subheadings, block quotes, images, graphics, bolding, and italics.
- 61.** Follow the lead. When creating great leads, use the same elements as when writing headlines - get their attention, make them want to read more, don't oversell, and don't be too sensational.
- 62.** Read out loud. Test the conversational tone of your post by reading it aloud. Does that sound like you? If not, rewrite it.

- 63.** Be revealing. Connect with readers by sharing a bit of personal info and snippets of your life. Only reveal what feels comfortable and safe to you though.
- 64.** Break out of a rut. Step out of the blogging box and look for inspiration in movies, books, and magazines.
- 65.** Check the numbers. Check your stats to see what type of content is drawing and holding the most people. Then, write more of it.
- 66.** Do the math. A winning formula for writing blog posts is: Experiment + Failure = Learn.
- 67.** Don't wait. Write down blog post ideas right away.
- 68.** Eavesdrop. Bits of interesting dialogue can serve as inspiration for later writing.
- 69.** Solve a problem. The true secret to writing truly useful content is to build posts around solving readers' problems.
- 70.** Try it out. Discover your perfect post length and pace by experimenting with different options and listening to reader feedback.
- 71.** Date it. When deciding whether or not to publish dates on your posts, consider your topic. For example, if you write about technology, product advice may quickly become stale, and a published date helps readers determine if archived posts are still relevant.

HOT HEADLINE TIPS

- 72.** Spell it out. One effective headline format is to tell a reader how many steps it will take to easily achieve a desired result, such as “7 Simple Ways to Get More Calcium.”
- 73.** Show them how. Start a headline with ‘how-to,’ and follow it with a skill that many people would like to learn, and you’ve got a winner.
- 74.** Shrink it. Punch up headlines by keeping them around 5-10 words and eliminating all that’s unnecessary.
- 75.** Get direction. Write the headline for your post first to clarify the main point of your post in your mind. Come back and tweak it to perfection after the post is written.
- 76.** Ask for the vote. Write down your 3-5 best headline ideas and test them by saying each one out loud to someone else to see which one grabs attention.

- 77.** Check it out. Grab some headline inspiration by reading headlines on magazine covers when you're waiting in the supermarket checkout line.
- 78.** Answer their question. Use headlines to tell readers why they should care about the article by offering solutions to their problems.
- 79.** Hook them. The few words that make up the headline are the most important in your post. Most readers will see your headline in a feed reader, email, on social media, or in a link on another blog. In all of these cases if the headline doesn't hook them, they won't read the post.
- 80.** Summarize it. A good headline lets a reader know in just a few words what the post is about.
- 81.** Get the point. If you can't figure out what the main point is when writing your headline, it's a red flag. You need to get clear on what the main point is first. Then, write the headline.
- 82.** Give the truth test. Can you write a post that will deliver on the promises of the headline? Aim for a bold, catchy headline, but make sure you don't over-promise and under-deliver.
- 83.** Solve a problem. What will really draw the reader in is if the headline promises a post that will solve a problem the reader has.
- 84.** Make them curious. If the reader is curious enough, he'll likely click through just to see the whole story, such as in "The One Thing You Don't Know About Blogging."
- 85.** Tell them what to do. Sometimes a command headline can be too bossy — but other times, it's just the advice the reader was looking for.

- 86.** Let it sit. Write a headline, leave it for awhile, and come back to it. Try to see it as an outsider would see it — someone who hasn't read your article yet.
- 87.** Check your work. Before you press 'Publish,' check over your headline again. Read it for spelling mistakes, grammar mistakes, punctuation mistakes, or factual mistakes. Make sure it makes sense and that it does its job.
- 88.** Read some blogs. Successful blogs got where they are because they provide awesome content with headlines to match. Blogs that have been successful for some time have usually perfected the craft. Use them for inspiration.

PICTURE-PERFECT IMAGE TIPS

89. Just drop it. Placing an image further down in a post causes the eye to slow down when scanning, making it more likely a visitor will read some content on their visit.
90. Pretty it up. Most people prefer looking at photos of attractive or at least interesting-looking people.
91. Picture this—or not. Not every post needs to have an image, but if it doesn't, the post should be short or extremely compelling.
92. Choose wisely. If you put a lousy or unattractive image in the post, often you'll be doing more harm than good — you could give the reader the impression that the post is uninteresting.

- 93.** Live large. A larger image is generally better than a smaller image because it attracts the eye more, and you can see the photo better. Small photos cause the reader to squint, and that's not a good thing.
- 94.** People first. Readers generally prefer to see photos of people, rather than just things. Look for photos with people in them — not only people, but faces, which are more interesting (in photos) than feet or hands without faces.
- 95.** Be cutesy. People also like to see photos of young children and cute animals. When appropriate, choose a cute photo of a kid or animal — you can't miss.
- 96.** Be colorful. The most mundane subjects can become great photos if the colors are vivid and captivating.
- 97.** Set the mood. A serene-looking photo sets the mood of a post on meditation, while a vibrant photo of a happy person sets the mood on a post about happiness. If a photo does a great job of setting the mood for a post, it's well chose.
- 98.** Keep it simple. Generally, the photo should have the subject of the photo— what the photo is about—in it and not much else. Other things in the photo are distractions from the photo's main subject.
- 99.** Give credit. If you're using Creative Commons on Flickr, you need to give credit, or you're violating the license.
- 100.** Go for one. Large images attract the eye better, so one large image is more effective than a bunch of smaller ones—and while you could do several large images, that takes up too much space. Choose one large effective photo.
- 101.** Take a close-up. Photos that are close up are generally better than more distant shots.

102. Don't be a square. The shape of a photo can be interesting by itself. A square photo is more boring than a rectangular one. And a rectangular photo with more extreme dimensions — either very vertical or very horizontal — can be even more interesting. Avoid square photos if you can — try for an aspect ratio of 4:3, 3:2 or even 2:1.

TIPS TO POWER YOUR PROMOTION

- 103.** Be magnetic. The key to successful promotion is to create magnetic content that people want to bookmark, link to from their blogs, and share on social media.
- 104.** Make them talk. Interviewing popular bloggers is a great way to promote your blog, build relationships, gain possible links, and provide interesting content to your readers.
- 105.** Yak it up. Add blog commenting as a promotional tool to attract readers, gain visibility with readers of other blogs in your field, and create relationships with other bloggers.
- 106.** Go visiting. Comment on at least a couple of blogs a day, rotating among your favorites.
- 107.** Take your time. Blogging careers are long, so pace out your promotional efforts to avoid getting burned out or annoying readers and other bloggers.

- 108.** Check your ego. It's rarely personal when other bloggers don't promote your products. The product simply may not be a good fit for their brand or the timing may not work with their busy schedule.
- 109.** Check the numbers. When experimenting with promotional methods, check your stats
- 110.** Start tweeting. Increase your Twitter followers by following your favorite bloggers, retweeting their best tweets, and linking to their posts. They'll likely follow you back, and some of their followers will follow you.
- 111.** Book it. Free ebooks brimming with useful content are a great way to promote your blog and build your brand.
- 112.** Get on their radar. Get noticed by bigger bloggers by commenting on their blogs, emailing them, linking to their articles, and guest posting for them.
- 113.** Hold on to what you have. When promoting your blog, remember that the most important readers aren't the ones you're trying to reach, but the ones you already have. Keep up the quality of your blog and don't annoy existing readers by going overboard with promotion.
- 114.** Let things grow. Let social bookmarking happen naturally. When you have 1000 subscribers and people love your posts and are willing to bookmark them, social media success will follow.
- 115.** Timing matters. A winning content promotion technique is to write powerful posts with great headlines and super useful content, and schedule them for publishing at a time when people are most likely to see them. The timing will vary depending on your audience.

- 116.** Tweet it. Get your posts in front of readers fast by posting handcrafted titles or messages, adding your link, and publishing immediately on Twitter.
- 117.** Go viral. Increase the odds of a post going viral on social media by writing an extremely useful post topped with an engaging headline to match.
- 118.** Say hello. Introduce yourself to other bloggers in your niche via email and, if you enjoy their blog, let them know and thank them for what they do.
- 119.** Do your homework. All social media sites are different, so study the headlines of the most popular articles on those sites to unearth patterns.
- 120.** Add value. Boost the odds of other bloggers linking to your posts, promoting them on Twitter, etc., by considering the value to their readers when you write your posts.
- 121.** Just ask. To engage your Twitter followers in conversation, ask for their opinions on something related to your topic or for their help in solving a problem.
- 122.** Find the balance. Being too promotional or 'markety' can irritate readers to the point they'll unsubscribe. Go slow with promotional efforts so you can find your own promotional sweet spot.
- 123.** Don't be a Spammy-Sammy. To avoid looking like a spammer when commenting on other blogs, use your real name and not your blog name or a made-up name with keywords.
- 124.** Mix it up. A good rule of thumb is to send out 10% of your own links on Twitter, with 80% of your tweets being for other bloggers' stuff, and the remaining 10% being for personal tidbits.

- 125.** Know the secret. There are a lot of ways to promote yourself, but the underlying secret to success with all of them is to be authentic.
- 126.** Be helpful. If you'd like other bloggers to help promote your posts and products, be helpful to them right now. Offer to do a guest post, tweet out their posts, and comment on their blogs.

GLORIOUS GUEST POSTING TIPS

- 127.** Stand in their shoes. Create powerful guest posts by first considering what the blogger's greatest content needs might be.
- 128.** Be aggressive. An aggressive campaign of guest posts (1-2+ per week) will help you reach tons of new readers.
- 129.** Choose your target. Aim to do guest posts on blogs with larger readerships than yours but with an audience that will be interested in your content.
- 130.** Build a bridge. Make the email with which you offer a guest post a bridge to another human being. Be friendly and helpful.
- 131.** Do your research. Before approaching an unfamiliar blogger with a pitch, study their Twitter stream, their 'About Page,' and blog posts to discover their interests, topics, and passions.

- 132.** Dig for clues. Research the style of posts, missing topics, and reader comments to determine a good topic for your guest post pitch.
- 133.** Join the community. If you want to guest post for a popular blog, join the community by regularly writing interesting comments prior to making your guest post pitch.
- 134.** Show your stuff. Up your chances of landing a prime post by adding a few links to your best posts in your pitch.
- 135.** Be a namedropper. If you've guest posted on any popular blogs, share links to one or two of these posts in your pitch. Also mention any joint ventures or mentoring programs where you've worked with well-known bloggers.
- 136.** Expect success. Confidence is contagious with guest posts. Believe your guest post or pitch will be accepted, and write and present it with a confident tone for optimal results.
- 137.** Flex your format muscles. Write and format guest posts on your own blog and then, copy and save the HTML version to attach as a text file.
- 138.** Make it pretty. Attach 3-4 quality images to your guest post to make things easy for the hosting blogger. Make sure they're in the size and format normally used on the blog.
- 139.** Give it your all. Don't hold back and save your best writing for your own blog. Your goal is to impress new readers with your writing so they'll want to visit your blog for more of the same.
- 140.** Write a winning ad. Guest posting allows you to freely advertise your skills and your voice, as well as giving you a link back to your blog. Make the most of it.

TIPS TO SKYROCKET YOUR SUBSCRIPTIONS

- 141.** Know yourself. Examine your own motivations for subscribing to blogs. Are you motivated to subscribe by beautiful images, great quality posts, or a professional design? Include these things on your own site
- 142.** Take a survey. Do an informal survey asking readers what makes them unsubscribe to other blogs. Then, avoid doing these things on your blog if at all possible.
- 143.** Give an extra helping. Give readers more of the great content they're reading in that blog post by using a related posts plug in or hand-coding to add related posts to your articles.
- 144.** Just wait. Hold off from displaying a chicklet to show your subscriber numbers until you reach 1000 subscribers. Visitors are more likely to subscribe to blogs that appear popular.

- 145.** Be revealing. Readers like to feel comfortable with a blogger before subscribing. Use your 'About' page to tell readers why you're blogging and what qualifies you to blog about this topic.
- 146.** Say 'cheese.' Connect with readers on your 'About' page by using an attractive, smiling image.
- 147.** Build momentum. If a post is doing well on social media, consider doing some quick editing on it, such as adding an, "If you've enjoyed this post, please subscribe," message, to convert traffic to subscribers.
- 148.** Keep moving. Consider adding a video to your 'About' page to let readers see you in action. This is a great way to build a connection that leads to subscriptions.
- 149.** Be a tease. When a list post takes off on social media, edit the post to add a message like, "Will add 10 more tips like these tomorrow – subscribe to be notified." Then, write that post!
- 150.** Be committed. People are more likely to subscribe if they see lots of content and frequent posts, as this demonstrates the commitment of the blogger to their blog.
- 151.** Design it. To encourage subscriptions on your blog, place subscription options high on the sidebar.
- 152.** Study it. When an article does especially well on social media, think about how you might turn more visitors into subscribers next time. What are they looking for that you can help them with? What drew them in? How can you write more of that type of content?
- 153.** Be useful. Boost subscription rates by continually proving through your content that you understand your readers' problems and are working to solve them.

- 154.** Make it a double. Many readers prefer to subscribe by email, so offer both email and RSS subscription options on your sidebar in a position at or near the top.
- 155.** Explain it. If your audience isn't tech-savvy, place a link under your subscription buttons that says, "Learn more about subscribing here." Create and link to a page that explains the value of subscribing and gives instructions on how to do it.
- 156.** Go easy. Keep existing subscribers by making sure they can keep up with your posting rhythm. Blasting out posts will make them feel they're falling behind.
- 157.** Stock your shelves. To give people a reason to subscribe to a new blog, have 10-12 powerful posts (linkable and sharable) up before promoting your blog.
- 158.** Show your stuff. Encourage subscriptions by starting your 'About' page with a clear message on what this blog has to offer them and what benefits they'll enjoy by subscribing. Then, add your personal information.
- 159.** Be useful. Readers want to subscribe to blogs that are useful to them. Remember—if you fill your pages with ads, the blog is not useful to readers
- 160.** Be authentic. Turn readers into subscribers by having the courage to be who you are—a person with strengths, weaknesses, and a unique life history.
- 161.** Go first. People are more likely to subscribe to a blog where they feel a sense of connection with a person. Encourage this by writing your 'About' page in the first person and not the third person.
- 162.** Take another look. Each time you make a change to your site, ask yourself if it's useful and interesting from a potential subscriber's perspective.

163. Be a show off. Put your most popular posts in the sidebar so readers can see they're useful and that your blog is worth subscribing to.

MAGNIFICENT MONEY-MAKING TIPS

- 164.** Tell the truth. To maintain your integrity and build long-term trust with readers, only promote products you use or feel would have real benefit to your readers.
- 165.** Be the boss. Sell your own 125×125 ads (or whatever format works best for you) to pick and choose ads you believe in.
- 166.** Review the benefits. Product review posts are great for bringing in affiliate income, but write them honestly and in a way that paints a clear picture for the reader.
- 167.** Color inside the lines. Don't try to defraud Google AdSense or any other Cost-Per-Click system by clicking on your own ads or getting friends to click on them. You'll likely get banned.
- 168.** Make your own. Create your own ebooks, courses, and other products to ensure you're selling products you truly know and believe in.

- 169.** Put it in its place. The top of your posts may be the most effective spot to make money with Google AdSense ads, but it's also the most annoying place for the reader.
- 170.** Consider consulting. What have you spent years doing professionally or personally? What were the specific tasks? Ask yourself who needs this skill or wants to improve and how you can reach them. Then, build a blog around showing off your expertise in this area.
- 171.** Hit bottom. Placing ads at the bottom of posts strikes a good balance between effectiveness and being thoughtful to readers.
- 172.** Be trustworthy. When endorsing an affiliate product, tell a story about how you used it or how it has improved your life.
- 173.** Link it up. Link each affiliate sidebar ad to a page on your blog that tells the story of your experience with the product. Sprinkle the page liberally with links to the product owner's sales page.
- 174.** Set up your streams. The way to make money on your blog is through a number of income streams. Advertising, affiliate programs, selling your own digital products, and consulting are all great ways to bring in income.
- 175.** Know your options. There are many ways to make money on a blog, including marketing other people's products, attracting clients for an online or offline business, and promoting your products or services.
- 176.** Go forth and multiply. When creating products or services, consider how to bring the product to many people instead of to just one person or a small group at a time.

- 177.** Love them anyway. Ninety-five percent of readers are generally not buyers. Make sure all readers feel equally appreciated regardless of whether or not they make purchases from you.
- 178.** Warm them up. A great way to warm up your email list prior to the prelaunch phase of a product launch is by giving away something valuable such as a case study or free report.
- 179.** Build a relationship. To build trust and respect that pays off when it's time to sell products, create a positive relationship experience through providing useful content and a great design. Then, offer only truly and useful products.
- 180.** Hire out. Wondering what you might have to offer as a consultant? There are many options, including coaching on writing skills, giving blogging or SEO advice, and doing IT or design work.
- 181.** Get a mentor. The best way to become a successful product launcher is by getting a clear timeline and a series of effective emails from someone who has had their own successful launches.
- 182.** Start small. Grow your business budget only as your audience and income grows. This makes you more nimble and adaptable to change. Low overhead means you're lean, and it takes less revenue to succeed. You're also less susceptible to economic recession. Make every expense justified and every dime count.
- 183.** Hand over the mic. People may fully trust you, but it still has more impact when others talk about the excellent quality of your product and how it has helped them.
- 184.** Build it right. If you're at the beginning of your blogging career, you have an advantage over experienced bloggers when it comes to creating courses. You can make your blog fit the product and not the other way around.

- 185.** Lay the base. If you want to achieve an income from your blog, you need a strong foundation—a strong subscriber base. You have to build that foundation first, and that’s why creating an income through a blog isn’t a get-rich-quick scheme.
- 186.** Stay scarce. After a pre-announced time period, remove your product offer. Scarcity is an extremely effective sales tool.
- 187.** Grab a domain. Having your own domain allows you to create a saleable asset that you own and that allows you to make money according to your rules

MOTIVATING MINDSET TIPS

- 188.** Look for the lesson. Remember that there is no failure in blogging. Every so-called failure is simply a new learning opportunity.
- 189.** Test and tweak. Blogging is an experiment. The only way to find out what works best for you is to try different techniques, experience the results, and make adjustments.
- 190.** Start at the beginning. All famous bloggers were once beginning bloggers with their own struggles and challenges. Search out interviews to hear how they dealt with the ups and downs of their early days.
- 191.** Look on the sunny side. Having a positive attitude, rather than a defeatist one, boosts your chances of sticking with blogging long enough to become successful.

- 192.** Do the work. There are many tips and techniques that will help you grow a quality blog, but you're going to have to show up and do the hard work required to implement them.
- 193.** Toughen up. Taking criticism in a positive way isn't easy, but do your best to listen to negative comments about your blog or your writing style. You may be able to learn and improve from the message.
- 194.** Get involved. Get to know fellow bloggers through forums, clubs, and of course, through their blogs. Not only is this good for networking, but it will make the journey more enjoyable.
- 195.** Stay open. Always be willing to learn more and to listen and learn from others who have gone before.
- 196.** Help others. One of the easiest ways to keep a positive mindset is to stay on the lookout for ways to help readers, as well as your fellow bloggers.
- 197.** Take action. Learning is good, but taking action on the things you learn is essential.
- 198.** Don't take it seriously. Self-doubt is normal. It simply means that you're growing as a writer and that the creative process is working.
- 199.** Say "I do." If you're serious about being a successful blogger, then commit to it. Promise yourself to stay with it for the long-term, to do the work, and to keep growing.
- 200.** Keep going. Blogging is a marathon, not a sprint. Pace yourself, keep moving forward, and enjoy the adventure.

ONE LAST TIP

201. Get the help and support you need. These 201 tips are just a sampling from the buffet of information available to A-List Bootcampers and A-List Blogger Club Members. Whatever your level of experience, you'll find the tools and support you need to skyrocket your confidence, subscribers, and income in the A-List programs. We'd love to have you join us!





LEO BABAUTA is the creator and blogger at Zen Habits, which was a tiny blog with no readers three years ago, but has blossomed into one of the top blogs on the Internet, with 200,000+ subscribers and is one of TIME Magazine's Top 25 Blogs of 2010. He also created Write To Done, one of the Top 10 blogs for bloggers and writers, which he owns jointly with Editor-in-Chief Mary Jaksch. Leo Babauta is a published author of the best-selling book, *The Power of Less*.

He is a husband, father of six, a runner, a vegan, and someone who lives a simple life and loves helping fellow bloggers.



MARY JAKSCH is the creator and blogger at Goodlife ZEN as well as Editor-in-Chief of Write to Done. Together with Leo Babauta, she masterminds the A-List Blogging Bootcamps and the A-List Blogger Club - which has become the premier ongoing training program for bloggers on the Internet.

As well as being a published writer and acclaimed blogger, she is a Zen master and psychotherapist, holds a 4th Dan Black Belt in Karate, and loves dancing Argentine tango in skimpy dresses.

Compiled by Jean Sarauer of [Virgin Blogger Notes](#)

Cover and Design by [Chloe Adeline](#) of [Simple Rabbit](#)

© A-List Blogging Bootcamps 2010