



<https://www.joyhealey.com/>

© All Rights Reserved. **Build A Blog - Build A Business**

Legal Information

Disclaimer and / or Legal Notices

The information presented herein represents the views of the authors as of the date of publication. Due to the rate at which conditions change, especially on the Internet, the authors reserve the right to alter, change and update their opinions based on any new changes.

The report is for informational purposes only. While every attempt is made to verify the information provided in this report neither the authors nor their partners/affiliates assume any responsibility for errors, inaccuracies or omissions.

Any slights of people or organisations are unintentional. If advice concerning legal or related matters is needed the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws that govern business transactions or business practices in your own country and if outside of the UK laws that pertain to which part of your country you reside in.

This report does not guarantee nor imply guaranteed earnings. Results are dependent on your own efforts and experience. There is no guarantee that you will earn any money using the techniques and ideas presented in this report. Earnings potential is entirely dependent on the person employing these techniques and ideas. Your level of success in attaining results similar to those in this presentation depends on the time you devote to the ideas and techniques mentioned your finances, knowledge and various skills. Since these factors differ according to individuals we cannot guarantee your success nor are we responsible for any of your own actions.

Your Rights

You are welcome to give this information away freely to anyone who might benefit from it. However you must NOT charge for it, and you must NOT change any of the contents.

Affiliate Information

Some of the links in this document connect to resources from which I will earn a commission, at no additional cost to you. That is how I earn an income from blogging. If that upsets you, please enjoy the information and use it, but don't click the links :-)

I only recommend resources where I am confident that the supplier is as honest and ethical as I can ensure. Please do your own due diligence and never invest in your business, money that should be paying your rent/mortgage or food bills!

© **Copyright Joy Healey:** All Rights Reserved: Other than your right to give away unchanged, no part of this document may be reproduced or transmitted in any form whatsoever, electronic or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author(s).

Your Business Needs A Blog

All but the tiniest businesses now need an online presence, at least in the form of a website. And even micro-businesses will usually have a website of some kind.

There are software packages that will let anyone put up a website quite easily, but – for arguments that I will come to below – I believe that all businesses should have a blog. As well as, or instead of, a website.

If you have the choice of one or the other, it is my opinion that for the aspiring online entrepreneur to have any hopes of running an online business you **NEED** a blog. So whether you have already started an online business, or it's just a glint in your eye, if you're ready to take your business to the next level, it's time to look seriously at your blog.

Because you have acquired this book, there's a fair chance you're already convinced of that!

Let's start at the very beginning, and apologies if this is all too easy for you – but we'll move on to more substance soon.

What Is A Blog?

Cutting it down to a very basic level, a blog is like an online diary in which you chart events or thoughts relevant to your business. This is in contrast to a website, which is more of a static tool, and therefore less regularly updated.

If you're looking to start a business or grow an existing business, then a blog may be the tool you need to achieve your business goals.

Blog is short for “weblog” and it is a chronological series of entries or posts. Originally these posts, used to be text content only, they now tend to include images and audio or video.

Internet marketers, always looking out for ways to grow their business and connect with their audience, grabbed onto this user friendly, and search engine friendly, technology and added blogs to their marketing strategy.



How Businesses Use Blogs

The purpose of a blog, like any other website, is to promote your business, and I use the terms interchangeably. But because a blog is easier for the typical business owner to update day by day or week by week, it's an ideal tool to use without having to pay a website designer for specialist help every time you need a change.

To Connect with Your Audience - A blog gives you, a business owner, a tool to connect with your audience on a more personal level and perhaps in a more consistent way.

RSS and “Push” technology gives readers the ability to subscribe to content as it becomes available, so putting your message and information directly into their email in-box or on their reader.

To Drive Traffic – Optimized content is what you can produce with every blog post. Search engines love the content-rich posts in blogs and their regular updates. Also you can add plug-ins and widgets that capitalize on SEO (Search Engine Optimization) tactics and social networking strategies. The end result is a boost in traffic and, with consistency, ultimately in profits.

To Increase Awareness – Your marketing strategy should make use of articles, advertising, direct mail, auto-responders, and social networking. A blog complements all these activities and increases awareness of your company, thus increasing your opportunities both to grow your customer base and also your partnership and business opportunities.

Content Is King – It's how the search engines find your blog, so use plenty of content. It's no use starting a blog and then letting it die. In the Internet Marketing arena there's nothing worse (to me) than seeing a website with an empty, or abandoned, blog tab. If you don't use it – at least get rid of it! Better still use it. If you think you can't write, hire someone who can (maybe use a staff member). Alternatively, read about the [content marketing method](#) I use in the Internet Marketing niche.

Your Real Estate - Every post in your blog remains a permanent record pointing more and more to your company and building up more real-estate. (Until, of course, you delete or amend it!)

Blogging is a great way to build a business whether it's a standalone blog or as part of your business website.

Starting a blog isn't the difficult part, the tough part is **deciding** to start a blog, so here's why you shouldn't delay starting up this amazing tool to connect with and grow your audience.

7 Reasons To Start A Blog

- 1. Search Engine Marketing** – Because of their volume of text, and because they are updated regularly, blogs are one of the premier tools you can use to attract organic search engine traffic.
- 2. Direct Connection** – Blogs enable you to connect with your audience in a manner that's different from articles and social networking. It is YOUR blog, use it to promote whatever you like, when you like. Stamp YOUR personality on it.
- 3. Brand Building** – We buy from people we like and feel we can relate to. Personality marketing is easily achieved via your own blog. It's sometimes referred to as “Know, like and trust”.
- 4. Niche Specific** – Your blog allows you to fine tune your topic to a niche – which is a very specific market and audience within your broad area of interest.
- 5. Media & Public Relations** – Blogs are great tools for the media to get to know you, become aware of you and contact you.
- 6. Expert Status** – A blog provides you with repeated opportunities for publication and the ability to showcase your knowledge and expertise. (We also buy from people we perceive to be experts.)
- 7. Low cost** – Blogs offer a low start-up cost to get online. You need a domain name and hosting and you can be up and running. Later, I show you how to get the set-up done for free.
- 8. You Own Your Content** – Some people think that free platforms such as Facebook, Twitter, YouTube etc., businesses no longer need a blog. Having just had a Facebook page unpublished, with no explanation, I'm relieved that was just one of my channels, and most of my effort had gone into my blog. No idea what I did wrong. Of course, I will rebuild a new Facebook page, but I have lost all my content and all my followers on the one they unpublished.

If you're convinced already, you'll just be wondering how to get started. So I'm delighted to recommend this free service, offered by the best technical blogger I know: [Click here](#). (It's further down the article, after I describe my own experiences.)

Go for this fast start option and you could be making money from your blog next month!

If you're doing the fast start, skip to the section: **What To Write About?**

Nevertheless, if you are really determined to learn the process, there are instructions to walk you through a do-it-yourself route, below.

How To Start A Blog

If you already had your blog set up, much of this you will already have done. Pat yourself on the back - you're ahead of the game! Skip to the section: **What To Write About?**

But if you know you want to start a blog maybe you're not sure how to go about it. Here are the next steps, and a few good tips, to get you started.

1 Professionally done or D.I.Y. Decide who will set up your blog. For the speed of having a blog created professionally for you, I recommend this professional service [Start a Blog](#) – read the whole article to understand why it's FREE!

It will save you HOURS of wasted time learning set-up procedures you will do once and should never need to do again.

2 Choose your niche. What's your blog going to be about? If you already have a business, then your blog will be related to your online business and those keywords, however, you still can (and should) narrow your blog niche.

For example, if you have an online business on dog training, your blog could be about positive reinforcement training, about housebreaking, or even about a tangent topic like feeding your dog – because health is important to training.

You should do a bit of keyword brain-storming here. If YOU were looking to buy your product, what would you type into the search engines?

3 Choose your platform. WordPress, Blogger and Typepad are only a few of the options. You can also explore the blogging platform your website host offers. Analyze and compare each platform to find the one that best meets your needs. More about this important decision below.

My advice? Like many people, I chose WordPress because of its “easy to use” nature and the ability to customize your blog. I wasted time at the outset because I chopped and changed trying other platforms that claimed much and delivered little, then I finally settled on WordPress.

4 Create your blog site. Depending on the platform you're using, you will either be working with one of the free themes available, or you can have your blog theme designed by a professional. There are thousands of themes, some paid and some free, available from WordPress developers and they're easily customizable. So you can get an original-looking WordPress blog, just as you want it. Pick one you like – probably best NOT to stay with the one that's delivered “out of the box” by your hosting service, although you can, of course, customize it to make it look more “loved”.

Essential tip: Choose a “Responsive” theme - that means it will look good on a mobile device.

5 Choose your blogging schedule and stick with it. How often are you going to blog? Create a realistic schedule and stick to it. Remember that even if you decide you're going to blog once a week, you can always blog more. Blogging less frequently than weekly isn't recommended. Blogs are meant to be active sites and people expect regular content updates.

6 Add Content. Initially add a few extra pages (Contact Me, Privacy and About Me at a minimum), and also a few posts before you start trying to attract visitors. Visitors will expect to have something to look at when they get to your blog. Get rid of “Hello World” type entries and comments – nothing brands you more as a newbie than leaving those there.

7 Drive traffic. Once you feel comfortable with the number of posts you have on your blog and you're happy with the way it looks, it's time to drive traffic to your blog. You can use free or paid traffic. That's too big a topic to cover here. But do remember that "free" traffic is paid for by time, instead of money.

Why WordPress Is a Great Blogging Option

Here's a little aside in case you are having trouble deciding which blogging platform is right for you and your business. If you're looking for an easily customizable and user friendly option, look no further than WordPress.

What WordPress Has To Offer

Themes. WordPress offers easily customizable themes (templates) with many to choose from. Hundreds of these are free and can be found online through a search engine, via the WordPress website, or from developers themselves. I was amazed at just how much top quality "stuff" is available free with WordPress.

As your business grows, WordPress themes can be created and designed by a professional to meet specific business needs if you feel it's necessary. You are unlikely to need this in your first months!

In the unlikely event you can't find a "free" option you like, you can also find WordPress themes available for sale online. In short, you can create a 100% unique website with WordPress theme.

My advice: Start with a free, responsive, template. Change it easily later! Get that content up first.

WordPress is very easy to use. Whether you're a blogging novice or an industry expert, it offers a user friendly control panel. Even the customization of ready-made themes is pretty straightforward. You can either teach yourself how to use it, or look for a training course.

If you run into problems, there are videos, blog posts, manuals and forums on just about every WordPress topic under the sun, which means if you have a question, chances are the answer is out there and easy to find just by typing your question into a Search Engine.

Widgets and plug-ins. Because WordPress is so very popular, there are literally thousands of developers continuously working to create widgets and plug-ins (add-ons) to solve the needs of business owners like you and to make your blog experience unique for your readers and customers.

Widgets and plug-ins cater for just about every interest or need - from games, to social networking to SEO tracking and data. If you need it, you can probably find it in a free widget or a plug-in.

Looking for more about WordPress? Here is the official site: <https://wordpress.org/about/>

Be Careful..... Don't make the mistake of choosing WordPress.com!

Blogs on WordPress.com are NOT hosted by you, so you may be restricted on how you use the platform. THEY are in control of your business, not you. WordPress.org sites are hosted by YOU, so you are in control.

How To Start A Blog

As mentioned above, your first decision is Do-It-Yourself (DIY) or professional

Do-it-Yourself, or Done For You?



The DIY route is the path I took, but with the benefit of hindsight I wish I had gone for the professional (but free) [Start a Blog](#) service I describe here > <https://joyhealey.com/do-you-need-your-own-blog/>

It would have saved me time, money and stress. Also I would have started earning faster because I could have concentrated on my business, rather than learning technical stuff I only needed at the set-up stage.

Anyway, here is information you need to consider, whichever route you take:

This section has a lot of steps in it - so keep it for future info. Even better - print it and tick off each step as you go along.

I am assuming you have chosen WordPress as your blogging platform, although many of these stages are relevant for other platforms too.

1) How to Choose and Register Your Domain Name

The domain name is what your blog will be “called”. For instance mine is [JoyHealey.com](#), Richard Branson's blog is [Virgin.com/richard-branson](#). Having a name like this is (a) to make your site's name memorable and (b) so that you can move it to a different hosting company (see below) and still keep the same name, even though the physical location is different.

Choosing the domain name for your blog is very important. You want one that is recognized by the search engines, one that is easy to remember and spell and of course you want it to represent your business well – no small order!

It's vitally important, but surprisingly, not an expensive purchase, just a few dollars a year.

Here is a step by step list to help:

Step One: Research. During this step you'll want to research your keywords along with your competition. Spend some time finding out what people search for when they're looking for your information, products or services.

Tip – There are money “new” suffixes available, but I still believe “.com” is the best choice. It is the easiest for visitors and prospects to remember, the first they will try, and offers more credibility.

Step Two: Brainstorm. Get creative and allow yourself to think outside of the box. Look a little further into all your research to learn what name option will best suit your business.

Step Three: Register your domain name. Once you have a list of your top five to ten domain name favorites, it's time to visit a domain registration website and to purchase your domain. Grab your credit card and get ready. Start with your first choice and see if it's available.

Tip - When choosing and registering a domain name, avoid using any extra characters like apostrophes and hyphens because they affect rankings and they're more difficult to remember.

Where do you register your domain name? Your choices are to register it through your website host or through a basic domain registration site, a registrar.

I prefer to use a separate service from my hosting - avoiding putting all my eggs in one basket!

It's easy to find a registrar online, there are hundreds of them. Make sure you're going with a reputable company and price-shop – you don't have to spend a ton to register your domain name!

For more help on registering a domain name, read my blog post:

<https://joyhealey.com/registering-a-domain-name/>

2) How To Get Hosting For Your Blog (Where it lives!)

Deciding where to host your blog is another important decision. You want to choose a host that will be there when you need them. Your business needs a reliable, and easy to use, hosting company. Here's how to find one.

Step One: Research the possibilities. Look for reliable hosts based on ease of use, reliability, longevity and good customer service. You want a website host to be in this business for the long haul so you don't have to switch hosts.

You also want them to be reliable and that means good security, respect for their customer's needs with good customer service. Much of this information you'll find online in review sites or top ten lists from notable experts. Ask friends who are already online if they are satisfied with their hosting company. Better still, discuss it with my recommended contact above.

Tip: Check that the company will make regular backups and restores of your blog (or at the worst provide a straightforward way for you to do so). Not all do this for you. It was only when I had lost an entire blog that I discovered my hosting company didn't. My ex-hosting company, I should say!

Step Two: The elimination process. Eliminate any candidates that do not offer hosting for your chosen blog platform. Most companies will host WordPress so this is an easy step.

If you can take a trial or explore their administrative panel do so now. Make sure it's easy for you to use and understand. If not, eliminate them. There are too many other user-friendly hosts out there to bother with one that has a steep learning curve.

Tip: Make sure they offer "cpanel". It's the most user-friendly interface but not everyone offers it.

Tip: Use an SSL certificate from the start (https instead of http) to indicate a secure site. Google and Facebook are issuing warnings against sites not using https. Check with your hosting company. Some hosting companies offer free SSL certificates as part of their package. Some charge extra. I consider an SSL certificate essential, so make sure you use one and, if there is a cost, factor it in.

Step Three: Assuming you now have a short list of possibilities, compare costs. Which one is the most budget friendly? Some people also recommend testing the customer service at this point. Ask a question and see how they respond. Are they prompt? Courteous? Was the customer service process easy to use and understand?

Step Four: Check that the company has a way to install WordPress automatically. Some experts prefer to do this themselves, and I have done it - ONCE! After that I went for the solution provided

by the hosting company. The choice is yours.

Step Five: Read the terms of service before you buy their hosting package.

Step Six: Once you've made your decision, you're ready to direct your domain name to your hosting and start blogging! You can read more about re-directing name-servers here: [Changing Name-servers](http://JoyHealey.com/changing-nameservers). JoyHealey.com/changing-nameservers

3) Installing WordPress

If you've decided to use WordPress as your blog platform, congratulations! You've made a wise decision. Let's jump right into how to start using this amazing blog platform to build your business by looking at the first step, installing WordPress.

Many sites will have a procedure in their site for installing WordPress but if not, see below.....

Do It Yourself

You may prefer to do it yourself. If so, visit WordPress.org (NOT .com).

Assuming you have a website host, go ahead and click on the button that says "Download WordPress". It should also list the version number. Versions of WordPress change frequently to add extra functions and improve security. Whenever you are offered an upgrade, there are good reasons for taking it! It's dead simple to do, will only take you a few minutes and it's free. So do it.

If you're uploading to a remote web server download WordPress onto the computer you're going to be using to conduct business, unzip it.

**Note, if you're using FTP or you have your own server then the instructions are a bit different. Read the WordPress Installation documentation to determine your process.

Depending on your hosting company, you may already have a WordPress database set up for you and the majority of hosts do offer this. If not you'll have to create a WordPress database and user. WordPress offers detailed documentation on how to do this, depending on your specific needs.

The next step is generally to unload your files and run the install script. You'll need to know where you're unloading your files. It'll either be in your root directory or your sub-directory depending on how you have your blog set up. If it's part of a sales website then it'll be your sub-directory.

For example, <https://mybusinessname.com/nameofsubdirectory/>

Running the install script is easy at this point. All you have to do is visit the appropriate directory. For example, if you placed the WordPress files in the root directory, you'll go to <http://mybusinessname.com/wp-admin/install.php>

If they're in the subdirectory you'll go to <http://mybusinessname.com/nameofsubdirectory/wp-admin/install.php>

Assuming installation goes smoothly then you'll be taken to your welcome/admin screen. If not, then there are several troubleshooting questions and answers available online.

Of course, if you have used the free [blog setup service](#), you will have by-passed all this!

Well done your blog is set up - this has been the most technical of your tasks!

“Whenever you see a successful business, someone once made a courageous decision”

The enjoyable, and most useful, part starts now – adding content.

What To Write About?

Your first few posts and pages should be about your business, your products, yourself, and how you go to where you are today. Remember – keep it personal if you're a small business. You're looking to build a trusting relationship with your readers.

After those first few posts, you may wonder what to write about, so here are some ideas.

- If there are important events in your industry, your readers should be reading about them on YOUR blog
- Reviews of new products, comparing them to current ones
- Tips specifically to help customers in your industry, but without pushing your own product
- Give away free help and advice – make sure your clients learn by reading your blog
- Entertain them, if relevant
- Comments on the news where appropriate – seasonal tips perhaps e.g. from plumbers
- Personal snippets about your life and family – use with care!
- As your experience grows, you'll be going about your daily life and it just occurs to you to blog about something you notice. Perhaps you remember a tip you think would help your readers. Note it as a draft post in WordPress and fill in the details when you're ready.
- If you run out of ideas consider hiring a freelancer, or use the tip in my article [about content marketing for my blog](#).

Your blog should **not** always be pitching products. Who wants to keep coming back to read how good you and your products are? You can use the sidebar for advert widgets, but don't overdo it.

Help and **educate** your readers. Become the “go-to” person in your industry.

End as many posts as possible with a “**Call To Action**” to get your readers involved (but do NOT always be selling). For example:

- “What do you think – please add a comment below”
- “Please share this post with someone who might be interested”
- “Subscribe to my newsfeed for the next part of this series”
- Occasionally.... “Place your order now, while this special discount applies”

When you have some content on your blog, it's time to start thinking about finding visitors....

Getting Visitors To Your Blog – Part 1

Some online “experts” (**NOT**) will tell you that visitors will magically and quickly find your blog and start interacting and buying from it. If only.....

Although this is the ultimate aim of your blog, it takes quite a while to get to this happy stage, and in the meantime you need to use a variety of methods to get people to your site.

It's no good sitting waiting - you'll be waiting a long time.

You can use free or paid traffic. “Free” is never actually free – you always pay for traffic with either time or money. The choice is yours.

You may have noticed that I suggested you invite readers to leave Comments. This helps them stay engaged with your content. You should answer each and every comment your readers leave.

The WordPress dashboard lets you “hold” comments until you have approved (moderated) them, so you will know they are waiting for you. However, the main purpose of comment moderation is so that you can get rid of spammers who want to visit your blog purely to leave their OWN website address, with the intention of luring your visitors to their sites. They will typically leave one line “multi-purpose” and irrelevant comments – such as “Awesome post”, “Exactly what I was looking for”.

As a novice blogger you could be tempted to be so pleased anyone had found your blog that you approve these. Don't. They are a sign to Google of a blog that isn't well cared for, and you can be “marked down” for it.

Of late I have noticed a huge increase in these spam comments and I'm reserving judgement for the moment as to whether to even completely turn off comments. Moderating them can be time-consuming and annoying if too many are spam.

If those leaving comments are ethical business bloggers, or interested readers, they will leave a sensible, relevant comment and maybe “sign it” with their own blog name. If so, you may wish to visit their site and return the compliment of helping their blog to look a “busy, well-tended” place by leaving a good, relevant comment in return.

Getting Visitors To Your Blog Part 2

No advice on getting visitors to your blog would be complete without a section on using Social Media.

The best known site is probably Facebook, but other sites to consider for your marketing mix are:

- Twitter
- LinkedIn
- Pinterest
- YouTube
- Instagram

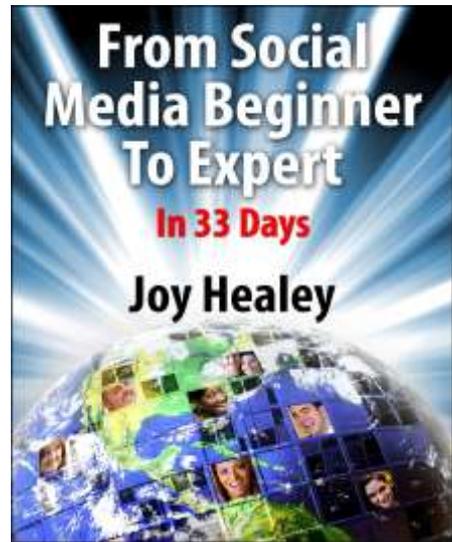
You might be tempted to try and cover ALL the Social Media sites – until you learn that there about 200 of them!

Where will you find the time/money to cover all those?

Don't even try to!

Start off by choosing ONE, get proficient in that and then move on to another when you have seen results from the first.

Yes, I wrote another book about Social Media Marketing, but it's probably out-of-date by now as things change so quickly.



Problems With Social Media?

Perhaps you've already got a good grasp of Social Media? In fact, perhaps you're so good on Twitter and Facebook (not to mention the other sites) that you're spending as much time on the sites as you are on your business!

Just as your blog is not your business, neither is your Facebook page, or any other social media platform.

It's easy for business owners to get carried away with problems such as these....

- Spending too long on social media sites for the return on time spent
- Not getting the engagement they wanted
- Not getting the returns they hoped for
- How to get followers TIP- NEVER pay for followers. They will 99/100 times be fake.
- What to post
- How to automate
- All the above!

Although I use social media marketing, I still think of my blog as the home of my business, and prefer to drive customers to my own space – where they're not distracted away by pop-ups, friend requests and messages.

I also save time by automating some posts with an App called Buffer. There are many others, but beware – Facebook doesn't look favourably on automation. Manual posting is always better.

What To “Do” With Visitors When You Get Them....

Sadly once visitors have arrived at your site, they're unlikely to buy from you on first “meeting”. I've heard it said that you wouldn't take a new girl-friend out on a first date and immediately ask her to marry you. So it is with blog visitors. There needs to be a period of wooing before expecting a sale!

Other reasons they might not buy on first visit may be as simple as any of these:

- Being called away by a family member
- Wanting to “think it over”
- Researching competitors
- Credit card not “to hand”
- Need to wait until the next pay check comes in

To ensure you don't lose contact with interested visitors, you should capture the details of your reader in a “Contact List” so that you can email them as you make new offers and posts, ready for the one that will take their eye.

This is known as “List Building”, and if used successfully, it's a way to get visitors to return to your site again and again.

I explain in more detail in this article <https://joyhealey.com/email-marketing-services/>

In short, List Building entails building a list of contacts who have expressed interest in the topics on your website, and obtaining their permission to contact them again (until they “opt-out”, at which point you no longer have permission to contact them).

The purpose of this is to be able to contact them every so often with topics of interest on your blog.

An auto-responder is the service that enables you to collect the details of visitors to your website who didn't purchase on their first visit. So you invite them to receive more information from you to help them with their current interest, and so that you can send them future topics on your blog as you produce them.

It's usual to do this by offering what's known as a “lead magnet” on “lead capture page” – the lead magnet could be a discount on their first purchase or further free information.

Often a **lead-magnet** can be an eBook – such as this one – which points prospective clients at information they may find of interest.

If you think you can't produce your own eBook, read [6 Hour eBook](https://joyhealey.com/6-Hour-Ebook). <https://joyhealey.com/6-Hour-Ebook>

Making a **lead capture** page manually isn't impossible by any means, but if you're running a business you probably have better ways to spend your time.

At <https://joyhealey.com/make-landing-pages> I describe the Auto-Responder service I use to [make landing pages](#) and collect contact details of people who expressed interest in my business, while “weeding out” people who are NOT interested enough to want more info.

Reminder... Product promotion/reviews should always be done sparingly and mixed in with valuable content to build your visitors' trust. A good balance is 80% information / 20% selling.

My Biggest Mistake in Online Business

Don't make my mistake and “wait until you have enough customers / visitors” to be worth it.

You will never know how many potential customers visited your site and didn't stay to make a purchase, but went on to a competitor's site, left their details and later made a purchase from your competitor, because (s)he “kept in touch”.

In business, “the fortune is in the follow-up”.

Also it's easier to sell again to a (satisfied) repeat customer than to find a new one. So stay in touch with them.

Don't be tempted to think you can do it manually (like I did)! You may forget, it takes time and effort, it quickly gets out of hand as a manual task, and it doesn't account for lost visitors who didn't purchase.

Furthermore, with the advent of GDPR if you are sending emails manually you are at a huge risk of your emails being treated as spam.

Collecting visitor/buyer contact details is a step that you **MUST** optimise as soon as possible. The most important task after setting up your blog, is to add an auto-responder to your business and start building your contact list. **Do not skip this step!**

Learn more when you [click here](https://JoyHealey.com/email-marketing-services). JoyHealey.com/email-marketing-services

Three Ways Of Selling From Your Blog

If you are like most people reading this book, you will be interested in making an income from your blogging activities. There are three main ways you can do this:

- 1) Monetize it with “other people's adverts”. The best known is probably Google AdSense, but there are many other ways. I'm **not** a fan of this approach mainly because it takes people **away** from your blog, to your competitors and, unless you choose carefully, the pay-outs are low. Also, Google may shut down your account if you accidentally breach its T&Cs.
- 2) Produce and sell an information product of your own – a good solution, because YOU are in control of your own destiny and no-one can take it away from you.

It's also the perfect example of passive income, because once you have written the eBook, you can sell it over and over again.

You can also produce eBooks as “Lead Magnets” (see above) to attract people onto your contact list.



Here's a superb and low cost method that gives you everything you need to produce your own product surprisingly fast: read [6 Hour eBook](http://JoyHealey.com/6-Hour-Ebook). JoyHealey.com/6-Hour-Ebook I wouldn't do it any other way now.

- 3) While getting that started, you will probably want to sell other people's products as an affiliate. (Someone else produces the product, you market it and receive a share of the sale proceeds.) You can then add “Product Reviews” as content on your site. I still occasionally monetize my blog with affiliate products, but doing a thorough review is time-consuming so it's not something I do as often now as I used to.

More Training On Internet Marketing

Internet Marketing (for any type of business) is a huge topic.

You can either spend time and money on trial and error (like I did) or you can take a training course such as Easy1Up. The modules start from \$25, and if that's all you need, that's fine.

Higher priced training is available should you wish to progress onto more advanced topics, but you can check out the topic lists before you decide to buy.

Not The End - Just The Beginning

We have covered a lot of ground in these few pages. It took me many months to become familiar with all the stages I have written about, and that was time I should have spent working on my business, rather than on the technical aspects of setting up a blog.

I wish I had known then what I know now. I wish I had invested a few dollars in learning from experts whose training would have saved me hours. But hindsight is a wonderful thing.

Hopefully I have been able to give you some help on your blogging journey, and been able to point you in the direction of useful resources to start you off in the right direction.

Please visit my [blog JoyHealey.com](http://JoyHealey.com) as I update it regularly with tips and ideas you can learn from. Also, many other experienced bloggers visit and generously share their help and experiences, so if you have a question I can't answer, I probably know someone who can.

So, all that remains is for me to thank you for reading this information and wish you much success in blogging.

If I can help at all, please contact me on Facebook <https://joyhealey.com/Facebook> or [on my blog at: http://JoyHealey.com/contact-me](http://JoyHealey.com/contact-me)

Recommended Resources

Free Professional Blog Setup Service: <https://joyhealey.com/blog-setup>

The links below contain affiliate products from which I earn a commission at NO extra cost to you.

6 Hour eBook (produce and sell your own product: JoyHealey.com/6-hour-eBook)

Marketing Package to create Landing Pages: <https://joyhealey.com/make-landing-pages>

Content Marketing Problems Solved: <https://joyhealey.com/plr-for-your-blog-pros-and-cons/>

Internet Marketing Training: <https://joyhealey.com/Easy1UpProducts>

