

Blogging Basics

By

Varun Pratap

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Varun Pratap

<http://www.IMBasics.com>

<http://www.PowerUpBlogging.com>

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Introduction

You know guys, My buddy Mike Robinson asked for a report on How to make Blogging profitable. So I thought I should put together a Report for him. I am going to give you basics of blogging this is a must for anyone who is beginner to blogging.

Ya Ya I am not Darren Rowse super blogger. But I am one of those Who walked this path, fell many times, got up and makes 100% of his income from blogging.

In start, I thought this method might was only powerful for me.. So I experimented on my friend Nutan (she was a scapegoat for all my blogging experiments).

I took her by hand and showed every single step needed to do.. And in 25 days she made her first 5\$ a day. Next day it was around \$4, then \$3, Then again \$5. I was sure that I can teach this method to others to Duplicate the success.

You Might say “Just \$5” it’s Nothing.. There is Only ONE thing I’d say to you. Imagine \$5 X 50 blogs, that is \$250 a day, which makes \$7500 a month. I think this is enough for anyone no matter where on Earth He/she Lives.

So I know when I, myself and My friend can get this method to work for Us. I am sure you can too.. So get the Ball rolling..

Btw I forgot to introduce myself..

I am Rana Varun Pratap Singh. Mouthful.. ah??? LOL. You can call me Varun, I won't mind.

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Blogging Basics : Know Your Terms

Blog : So what is a blog? You see Some people have this habit of keep diary. Right.. This is one of the habit which got converted into Online world. People Now keep their Diaries online. This is basically called as Weblog (blog in Short form). They are normally personal in Nature.

Blog Post : These are the entries People make on their personal blogs. It can be about anything from your Dog to your boring Or interesting Life...

Blog and Ping : This is a basically a term to refer one technique which alerts the search engines that you have posted something in your blog. Normally Every blog has this inbuilt where they can let others know that They have created a New Entry.

Blogger.com : This is one of the Free Services provided by Google.com. You can host your own Blogs here. The blog is hosted by google and on their servers mainly. You have an option to host it at your site but that is left for advanced users.

Wordpress : This is another one of the Free Service (software), which you can install on your Website and create a blog there.

Post Page : Every entry you create in your blog will create a Separate Page for that Entry. This is called post pages in blog world.

Plugins : These are small tools which help you in personalizing your blog. You can add lots of cute and smart tricks in your blog like Shout box which allow people to chat in real time or recent comments. Etc

Most of these are created for Wordpress. So if you are using Wordpress only

then you can use these.

RSS FEED: RSS Feed is a type of File format or Web Format which is in XML language. It does more than your normal HTML pages. They are tagged with real time. You know when they are last updated. You know when there were last edited. That's why They were pretty Hot Point for Search Engines at one time.

Niche : Niche is a term for Potential Market place, Where you won't find much competition. It's like Being a Big Fish in small Pond.

I think that does it for Terms related to Blogging... If I remember more I'll add it here.. Onwards with next chapter...

Rise of the blogs How it all Started?

You might not know but Blogging is pretty old. People used to keep diaries and then they just moved online. With the anonymity cover they could keep these diaries about themselves, write lots of crazy stuff without worrying.

Believe it or Not, we all have this Want or Desire to be noticed. This is one form where We get noticed by other people. This is one the biggest factor in terms of Blogging psychology.

It all started from there... DESIRE TO BE NOTICED. Write it down on your walls.

You'll need to remember this to make your blogs profitable.

Demise Of the Blogs How they Killed it?

Personally I think blogs are far from dead. But they killed the charm of blogging. Who I am talking about?? I am talking about Greedy people. Who wanted to make this profitable... Well it's not bad making it profitable..

But Hey, Don't be a moron and Kill the golden goose. All those greedy folks created many Bad BAD spammy blogs to generate money. They used sleazy tricks to make money.

Anyways the effectiveness of blog died down a bit. But if you think it's Over.. You are far from the truth...

How to start Your Own Profitable Blog ?

Like I said, There's nothing wrong in making your blogs profitable But like I said. You do not need to kill the golden goose. You can make it profitable without any Greedy tricks.

There's 3 parts of making the blogs profitable.

1. Finding the Right market.
2. Writing in that Market and promoting it.
3. Generating Income from your own products or some else's.

How To find the Right Market?

I do not prefer to make things difficult and complicated. If you are a Simple minded guy like me. Then You should think about market where people are spending.

There are many places you can find this... You can find this in Latest magazines in news paper stand. You can find this in Your neighborhood. You need to notice where people are spending money.

Another thing you can do is Follow Your Own Hobby. You know it's easier to write about your own hobby. You can update your blog frequently. And the enthusiasm will show in your writing too.

But you need to find the right balance. Your hobby of making 1001 Paper airplane might not work...

My hobbies are in field of Martial arts, Hypnosis/NLP, Teaching people. This is what I do and Love to work in...

Writing in that market and promoting It.

Writing comes easy if you are following your own hobby. Just Remember this... You do not Need to be Shakespeare or Agatha Christie to write.. I don't classify myself as a writer. But I love to put it on paper what I am thinking..

Does people read what I write?? Heck yes.. This is what you have been doing for last 5-10 minutes.. Don't you?

If you think You are having problems in Writing I suggest this FREE resource for you <http://netwriting.sitesell.com/completeinfo.html>

<http://myws.sitesell.com/completeinfo.html> This is another Resource and it's not Free. If you want to know How to write effectively to sell then I'd suggest You should get this.

Generating Income From Blog

If you can Write properly You'll see the income follows. Well even if you don't write effectively There is a way to generate income.

You know Google has this program called Google AdSense. What It does is place their ads on your site or blog and share the revenue with you. You wont believe it's such a great revenue generator for many people include myself.

Key points to Start Your Own Blog

There is a Method to start your blog. You need to chose Either blogger.com or Wordpress. If you are Newbie in this field then I suggest you start with blogger.com so that you have an idea how blogging works..

But You need to come back to wordpress eventually. Why? Because You don't build castle on sand. Right.. Blogger.com is just like that Sand. Which can be washed away with just one wave coming from the sea.

Trust me If you are looking to create an Empire in blogging. You need to Learn

How to use Wordpress.

Why I am suggesting this?

See, I had a blog from last 2 year. Which was generating me \$40 a day. That blog was on Blogger.com's free service. One day they decided to delete my blog without giving me any warning.

Well I lost one of my revenue generating source. And It was a great and profitable source. I don't want to end you up like me. Where you have put lots of effort in getting readers and traffic to your blog and One day you wake up and find You lost your blog.

My advice : If you a beginner, Then Try out blogger.com for a week or so.. Get your feet wet with basic understanding and then move on to wordpress. There is not great learning curve in wordpress. You'll get used to easily if you know how blogger works. You might need to learn something but... hey Take your own time.

Some Additional Keypoints

To get Traffic You need to do some important things. You need To list your blog in Blog directories. You can find those directories here. www.rss-specifications.com/rss-submission.htm

And then You need to Ping your blog regularly.. Remember Blog and Ping ??

it's the same technique. This is very easy to...

All you need to use your feed and put it in www.pingomatic.com and select the services listed there and Click send ping.

How to set up your own Blogging Empire ?

The main key to do this is to build many blogs and then getting traffic to it. You know most people make ONE big mistake. It is to create a single blog and Try to make money from it only.

Listen If you want to take one lesson from this ebook... The profit is not in singularity. The profit is in Masses...

Think for a second. If you have a book.. How will you make more profit?
From One single book or By selling 100 or may 1000 books?

And if you are normal guy like me... Then selling 1000 books is Far better than 100 and Selling 100 books is far better than 1?

So this is what I advice.

Learn How to blog First.

Learn How to get traffic to your blog.

DUPLICATE your results. What I means is GO out and create more and more blogs on many different niche.. This is called Expanding your profile. If your 1 blog gets hit with Not so good Traffic GOD. Then You'll not have to worry.. because they are producing income from other sources.

Take This Bit of advice : Create At least 3 New blogs each Week. In a year You'll have 150+ blogs. If you think that it is tough.. Well let me tell you.. In last 15 days I created 30 blogs myself.

There are many tools which can automate the process. Like [Worpress manager](#)
This will help you handle many many blogs from one place. This will handle most of the stuff You'll worry about when you are expanding your empire. Like back ups plugins themes etc.

What is the Fastest way to generate Traffic?

People who have blogs have asked me this question... and trust me Even I don't have complete answer to this. If I remember right... The best course of Traffic Generation is selling for \$1,000 Right now... Guess it's tough.

Well It's not tough. Bloggers live by words of mouth kind of advertisement. Ok.. You need to get the word out about your blogs.

How you can do that? You write articles and distribute it, You write press release and distribute it. You tell your friends. You tell your colleagues. Learn to make Every bit of things work in you favor.

In my Main Ebook. I am showing you how to leverage these tips to get almost instant traffic. These are power tips I shared within my book.

In Closing.

I wish You success in this field. Don't Give up. There'll be times when you want to give up.. and trust me giving up is easy and tempting. If you are interested in success giving up is the only thing you don't need to do.

Like Napoleon Hill says about this.. "Too many people gives up only 3 feet from gold". Guys In my other ventures I've been unsuccessful just because I gave up 3 feed from gold. This time in Affiliate/Internet marketing I didn't.. and I am reaping the results Now.

If You think You are tired and Frustrated. Take a weekend off away from your computer. No Emails, No stats checking. Just Chill out.

Best Regards

Rana Varun Pratap Singh

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