Bloggers ROADMAP

The Highway To Blogging Success

Bloggersroadmap.com

Written By: Daniel Sumner
First of all allow me to introduce myself.

My name is Daniel Sumner and I earn an income from internet marketing and have done since 2005. I'm not a millionaire and don't claim to be one. Sure if I find myself in the millionaire seat one day then so be it, but that has never been my goal in life.

My main focus within the internet marketing business is to live a free lifestyle by using the internet as my tool for creating digital products which others find useful. I am not a scam artist, I will not sell products/information that doesn't work and I don't have the magic bullet to get rich quick.

I own, partner, and have been involved several internet marketing products and I have been involved in a lot of product development, various coaching programs from monthly coaching tips and product development programs, to coordinating modules for huge training courses worth 1000's of Dollars. So you could say I have been around!

In this eBook I want to show you some of the tips and techniques to creating a better personal or business blog; or rather a roadmap to blogging. You will also find in this report links to my full Bloggers Roadmap eBook which will take your blogging skills to the next level, and beyond.

If at any time you want to get in touch with me then please do so. The best way to contact me is via my blog at www.dansomnerblog.com Please feel free to use the contact or comment sections. Alternatively, if you just want to say hello, then please do!

I hope you enjoy the Bloggers Roadmap

To your success,

Daniel Sumner
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Introduction

"The secret of getting ahead is getting started."
-- Agatha Christie

Welcome to the Bloggers Roadmap. In this eBook I want to teach you how to become a better blogger and create a more content rich and interactive blog to be proud of.

So what is a blog?

Essentially a blog is a website. That’s it, nothing more than a simple to setup website with some very powerful features to make web-mastery very easy and usable.

Before the introduction of WordPress and Blogger blogs, content had to be created on websites and message boards. Thankfully this is now not the case and I feel there is not one person in the world that can’t create their own blog and benefit from it.

In this eBook I will be talking about the WordPress blog platform as I feel this is the best blog platform to work with right now.

What makes a blog so special is the ease of use and the ability to add content without the need to use any special coding skills. Simplicity is the key and the WordPress back office is a fantastic tool which anyone can use to get started with a new blog.

Some key features are:

Simple to add new content instantly – The online blog changed the way the world looked at websites. Website were for big companies who had investment to throw into website developers and websites. It wasn’t until WordPress arrived, which allowed the little guys, the people with passion and a voice who wanted to express themselves who could now join the ranks of the big guns.

The ability to add content almost instantly with no coding or website knowledge really was a huge step forward for anyone wanting to get involved. Creating content and publishing it to the web was now as easy as writing and sending an email.

You can update your content frequently – Adding content to a blog is very easy, it’s also very easy to create a new look on a blog with the use of plugins and themes. Once again before blog platforms, the use of such features were only available from industry experts or people who actually spoke website languages such as HTML and PHP.
Fast forward to today, and you will find so many features, themes and plugins which can be used on blogs allowing for greater search engine optimization (SEO), traffic building and mailing list building. This has certainly paved the way for business owners and entrepreneurs to create their own business blogs without the need for webmasters.

**Google rankings** – With the increase in technology and the development of blogs, they have also become a great tool for reaching top rankings within Google. The ability to frequently update content easily and efficiently, along with the help of clean website code allows the marketer and entrepreneur to outrank the big guns and hit the top spots in Google for specific key word rankings.

**Blogs allow for interaction** – One special feature of a WordPress blog is the ability to create interaction with the readers. Blogs allow comments, and it’s these comments that provide great value and a sense of community within your blog.

It’s this sense of community that allows for blogs to become a trusted source of information, providing the platform for industry experts to express themselves and share valuable content across the internet simply and easily.

By building a following of dedicated readers and providing helpful content relating to passions, hobbies and skills, now blog owners can create a following; and flows of traffic which can be monetized. It’s this monetization that can create great sources of income for the blog owner, and remove them from the stereotypical 9 to 5 life the system has told us to lead.

These are just some of the basics of blogging and what blogs are about. Throughout the rest of this eBook I will be looking further into blogging techniques, content creation and monetising strategies which will help you to blog for success.
Getting started with content

“There isn’t a person anywhere who isn’t capable of doing more than he thinks he can”
-- Henry Ford

Content is the lifeblood of your blog, and rightly so. It’s the content you write that people want to read. Fresh new content keeps the readers coming back and the search engines happy. It’s this content that makes up your blog and it’s this content you have to create.

If you are blogging for the first time then you should have a bunch of posts ready to go. Haven’t you?

“If I was to start from the beginning I would create at least 10 posts to post to my blog. I would then upload all the posts to my blog in draft format. This allows a buffer for me to fall back on”

Starting your own blog is an amazing experience, you have your niche decided, you have the blog uploaded, you have your theme all up to date and a few plugins installed. You tell yourself “I’m ready, lets do this”. You launch your blog to the world with Twitter posts, Facebook posts, emails to associates etc.

Then it hits you! You have posted your content for the past few weeks and surprise surprise you have run out of content ideas. Your niche knowledge is not as strong as you thought it was. It’s true, this happens a lot, and to more people than you would expect. I see so many newbie’s fall into the same trap over and over again. Too much content too soon and their blog post ideas turn into a blank page and eventually die. Sad I know.

There is hope! I will talk about stealing content in a moment

If I can give one piece of advice when it comes to creating your first blog post, it’s have some content pre-written to fall back on when time becomes short or the dreaded writers block hits. As well as having 10 post pre-written I recommend having some prewritten back up posts.

Depending on your blogging frequency, you should have some backup content available as well as your ideas list of future content to create. At the time of writing this, I will be honest with you and say I am having a problem completing posts at the moment for the simple reason I am working on this eBook. I will use a backup set of posts to help me get through this sticky phase. (I bet you are thinking how can you be stuck?) Believe me it happens.
Here are some ideas of posts you can have prewritten to save you some time, or when, like me at the moment; you are busy with another project.

**Write a tutorial series** – Tutorial series of posts are brilliant. They teach people how to get around problems and complete things they could not do otherwise. The main feature of a tutorial post is you can spread them out over a few posts. This could set you up for 2 to 3 weeks depending on your posting frequency.

**Write a list post** – List posts are easy as well as engaging. How many headlines do you see every day that have a list in it? Take a look next time you are reading a magazine or newspaper. They are everywhere and work very well.

**Write something personal** – This is another easy post. What is your most knowledgeable subject? Yourself right? Of course it is. Write about yourself or something you have done or achieved. This type of post lets people see the real you, the person behind the blog. It allows people to build a mental image of who you are, and build a relationship. This works well.

When completing a backup post, ensure your posts are evergreen. Don’t date any posts or have content in there that could go out of date. Stick to these rules and you shouldn’t have a problem.

**Generating content ideas**

When it comes to starting on your content, there are no hard and fast rules for the order of headline or content first. Sometimes I can’t think of a headline until the end, sometimes a headline can create a post. Don’t govern yourself by any hard a fast rules here, just go with it. The choice is yours; don’t sit for an age thinking of a headline when you know what you want to write about.

You might think that generating content is going to be the hardest part of blogging. Well I can guarantee it isn’t. We will get to the hardest part of blogging in the next chapter, but for now let’s concentrate on writing content.

When it comes to writing content, it must be epic. When I say epic I mean your content should be awesome in a way to make people want to read it, share it, talk about it and come back for more.

The key to creating great content is the pillar post. The pillar post is your best and most comprehensive material. These are the posts that are read the most, commented on the most and shared the most and lead to higher search engine rankings.

There are a few rules you need to adhere to when creating a pillar post:

- Your post should be evergreen, so no matter when it’s read it stays relevant.
- It should be your best content
- Your pillar posts should be easy to find and well displayed on your blog
- Your headline should be very appealing (this applies to all posts)
- It should be your best content (yes I did say this twice)

Some great pillar article content can be found below. Remember a good solid foundation of pillar content is a great start to any blog.

**Here are some more great post ideas you can start with today**
1. **The List Post** – A good old favourite of mine which is great Google food for high search engine rankings. E.g. 5 Product Development Tips.

2. **The Review Post** – Product review posts are always a great way to rank your blog next to the website you are reviewing. I have quite a few review posts on this blog.

3. **Book Reviews** – I have reviewed one or two books on the Dan Sumner Blog which have turned out quite successful. You can also affiliate link to the book you are reviewing via an Amazon link.

4. **The Huge List** – A lot like the list post, but a lot larger e.g. 101 things to do with SEO.

5. **The How-To Post** – How to add widgets to your blog, or how to make your blog an authority blog.

6. **Themed Post** – Post about a particular time of the year or an event

7. **News Post** – You could write a post on a local topic and mention a service you’re offering.

8. **The Advice Post** – Ask the reader what topics you’d like to discuss in the next post. This is a great idea and a cool way to involve your audience.

9. **Round-up Post** – Which blogs do you actually read and which bloggers do you respect? A great way to share other blogs online and also a great way to grab the attention of other bloggers from ping backs and track backs.

10. **Ethical People to Follow** – Which people are you most intrigued by and follow? You could talk about inspiring people, heroes and mentors.

11. **Personal Post** – Allowing people into certain aspects of your life when it comes to blogging is a great way to build trust which can and will lead to sales of products and services.

12. **Controversial Post** – There is nothing like a little controversy. Controversial posts go a very long way with readers and always generate a ton of comments.

13. **Mentors and Coaches** – Case studies and a review of your training experiences on any courses you have taken part in.

14. **The Biggest Mistakes** – This one speak for itself. People love to hear about the mistakes you have made, especially in business. These posts project a real person with real achievements.

15. **Problem Solving** – Post on something that happened to you and/or your blog and what you did to solve or fix the problem.

18. **Hold a Contest** – Create content on your blog which people can take part in. E.g. The best interview post or the best video post even as simple as the best comment. I have held competitions where I have given prizes for the best comment.

19. **Traffic Tutorials** – I find that the question I get asked the most is always something to do with traffic generation, so anything that helps people generate traffic to their own blogs, websites, products or squeeze pages always helps. I also find that ‘short’ videos can help, some people struggle to put words into actions.
20. Personal Challenges Post– Create a post about overcoming your fears. People can usually relate to the same problems and fears you have.

Stealing

I mentioned earlier about stealing content. Think of it like this; how many books have you read that were very similar? How many TV or Movies have you seen that were basically the same?

How many blog posts have you seen or read that were completely 100% original never seen before content?

I read a lot, and after reading this eBook I have a feeling that you will too. You will then find that the content produced by people is not always 100% unique content. There are a lot of posts out there with their own spin on the same topics.

You don’t have to reinvent the wheel every time you create a post you can just modify it a little and add your own opinions.

There are going to be times when you don’t create pillar posts, times when you read something or become involved in something which you want to write about. Don’t be afraid to write about the same topics as others and add your own opinions, it’s not stealing, you are simply putting your own ideas into play from the ideas of others.

You could spend the whole of your life writing unique and individual content when you should be writing quickly and efficiently. Using researched content in this manner isn’t stealing, it’s being efficient.

To really become a great blogger you need to read and research your own niche and other blogs.

Choosing your killer headline

Creating a killer headline for your blog is essential. It’s the door to your blog post and a one we need to make as interesting as possible. Paint your door with pink and blue spots and it will be recognised.

I’m not saying create a crazy headline, not at all. However you don’t want to create a boring one either do you? The fact is if your headline doesn’t appeal, your blog post has a lesser chance that it will be read.

Let’s call it “curious”. The more curious you can make your headline, the greater the chance you have of people reading your posts. The more people you have reading your posts, the more interaction you have and the more influential you can be when it comes to providing saleable info. Does this not say that your headline has got to be just as important as your content?

Think of it this way. We all read the local tabloids and have a favourite magazine don’t we? The next time you take a look at a newspaper or magazine, take a look at the headlines. Or more to the point be mindful of what catches your eye. I will guarantee it will be the headline that you read which will determine if you will read the article.

Stealing again

Headline stealing is a great way to create great headlines. Magazines have been stealing each others headlines forever. There are certain headlines that are always used to catch
the eye. Not every single newspaper, advertisement or magazine uses a completely unique headline, this is obvious. They use what works, or at least variations of what works anyway.

Below you will find some great examples of headlines you can use on your own blog. These should help you grab some attention and give your readers some attraction.

**Different types of headline could be as follows:**

**Mistake headlines:**

- Do you make the same mistakes as me?
- Have you made these [blank] mistakes?
- 10 writing mistakes you never knew you were making
- Do you make the same blogging mistakes as me?
- 15 mistakes that can make you look stupid
- 5 mistakes you never knew you were making?
- Don’t regret not doing [blank]
- The biggest online shopping mistakes you will ever make

**How to headlines:**

- Learn how to [blank]
- Learn how to speed read in 10 minutes
- Learn how to write 500 words in 10 minutes
- Learn to speak spanish in 5 easy lessons
- How can you make $1000 per month on complete auto pilot?
- Learn to lose weight without dieting
- How to make the most of out a small wage
- How to be the best at what you do
- Learn how to work from home today
- How to [blank] and [blank]
- How to manage your time more effectively
- How to be the best at [blank]

**Threat headlines:**

- The shocking truth about [blank]
- 10 things about people you can’t trust
- 5 warning signs for [blank]
- The truth about the dangers of social media
- 5 warning signs about your blog layout
- 10 ways you will fail online
- How to protect yourself and your business from online fraud
- 8 things you need to be afraid of
- The shocking truth why your blog sucks

**Minimalist headline:**

- 5 ways to simplify your [blank]
- How can you be super simple?
- I can reduce your stress levels in 5 minutes
- 30 seconds from now your junk mail can be gone
- Minimal cooking guide
- How to travel the world with nothing but 20 items
Get rid of [blank] once and for all
Too many projects? Here are 5 ways to minimalist heaven
How to fix your [blank] in 5 Minutes

Popular brands headline:
- Market like [popular brand]
- 7 ways to launch a product like [popular brand]
- Increase your fitness levels and be like [famous athlete]
- Write like [famous writer] in 10 easy steps
- Learn the secrets of success just like [famous person]
- How to look like [famous film star]
- The greatest marketing headlines of all time by [brands]
- [brand]/[famous persons] secrets to total success
- What can [famous person] teach you about [blank]

List headlines:
- 20 Ways to [blank]
- 10 Ways to Become a Better Writer
- 10 Effective Ways to build your mailing list
- 5 ways to create a killer eBook
- The top 10 ways to modify your blog
- The Top 10 [blank]
- 101 reasons to [blank]
- Grab these 15 tips on how to [blank]
- The Top 20 List posts of The Year so Far

As you can see from the examples above, there are a lot of headlines you can use to attract the reader to reading your posts. It’s headlines just like these that the top magazines and tabloids use every day to grab the attention of their readers. And guess what? They work.

How to end your post

A good end to a post can be the difference between your audience returning or leaving you for good. A good ending to your post is the key to communicating with your audience.

There are a number of post endings you can use to create engagement with your audience to keep them coming back for more and more.

Ask the opinion of your audience – Asking your readers what they think is a simple and very effective way to create comment engagement. Simple statements like ‘Your turn’ and ‘Let me know what you think?’ and ‘Have you ever tried this?’ work extremely well.

Let them know what’s next – Once you have finished your post, you can let your audience know what your next post is about. Simple statements like ‘Don’t forget to look out for my next post about [blank]’.

Calls to action – A call to action at the end of your post can mean a lot of things, but for this example I’m talking about sales of affiliate products. Imagine you complete a product review via an affiliate link. A simple statement like ‘don’t forget to check the [product] it really is one not to be missed!’ or ‘don’t forget your huge subscriber discount’.
Ask the readers to Share your content - If you want more tweets and shares, then the only way is to ask for them. Don’t be afraid to ask your readers to do something for you. Remember you have just given them a ton of information. They will help you out.

By leaving a clear set of instructions for the audience you can lead them to do almost anything for you. Remember, you have just provided them with a lot of free knowledge, people are glad to share your content with others.

There you have it, a good list of content options which should keep you going for a long time to come. These post ideas can be used for almost any niche as well.

Creating great content is essential if your blog is going to rank with the best of the best. However your blog can’t survive on pure content alone. You need traffic. And that is exactly what I want to talk about in the next chapter.

Blog Tip

Keep your content fresh, epic and engaging. But most of all! Get your audience back for more.
Taking action

"Action is the foundational key to all success."
--Pablo Picasso

It’s taking action on what you have learned today that will help you succeed in your quest for blogging greatness. I have provided some great information in this leaked chapter. If you would like to take it to the next level you can simply go to http://bloggersroadmap.com and download the full eBook which will take you step by step through the whole blog process covering the core fundamentals from setup to posting your first article to getting your first comments and even making your first dollar from blogging.

I will personally give you all the training you need to make your blog a complete success.

If you liked this chapter then you will love the Bloggers Roadmap. Take a look at what it has to offer. I’m sure you will not be disappointed. http://bloggersroadmap.com
Final words

I know I have provided you with some valuable information within this leaked chapter and I sincerely hope you take action and start now! Why put this off until tomorrow, your business needs action. There is no point in waiting when you can do it now while it’s fresh in your mind. Plan your strategies on a daily basis, think about your week and structure your days to complete certain tasks.

Before you go, please take a look at the http://bloggersroadmap.com. I have spent a lot of time creating a really great book which I’m sure will help you a lot.

Thank you for your continued support and again for reading. If you would like to comment on this eBook good or bad, please do at my blog. I would love to hear from you!

To Your Success,
Daniel Sumner

Daniel Sumner