



Amy
starr
allen

50 QUICK
'N' EASY
TIPS TO

find your voice &
rock your blog

INTRODUCTION

You've got amazing gifts to offer the world.

But when you sit down to start a blog about your passions and share your authentic self... you have no idea where to start.

The ideas are there, but you are in your own way.

I see this happen all the time with the beautiful and talented entrepreneurs I work with.

That's exactly why I created this cheat sheet.

It's a simple but powerful checklist, filled with some of my best simple tips to help YOU find your voice and rock your blog.

So let's get started. :)

xo-Amy



PART 1:

FIND YOUR VOICE



"When you are authentic, there's no such thing as competition."

- 1 Don't make it harder than it is. You have a voice inside that's waiting to be heard.
- 2 Stop waiting for permission to be awesome. Your message matters... it's time to get it out there.
- 3 Be true to who you are. Everyone is different and has different strengths and gifts to share. Own yours.
- 4 Determine your ideal niche. Your best niche will depend on your personal passions and/or areas of expertise.

PART 1: FIND YOUR VOICE

- 5 Become an expert in your niche. Go above and beyond what everyone else is doing. Stand out.
- 6 Be extraordinary. Don't hold back.
- 7 Don't compare yourself to others. Ever.
- 8 Be 100% authentic. This will help you develop a loyal following more than any other tip I can give you.
- 9 Be optimistic. Keeping your thoughts positive is proven to help you be more successful.
- 10 Be okay with the fact that not everyone will be inspired by you. There will be haters and critics along the way. Don't worry about them, just focus on the people that want what you have and give them everything you've got.

PART 1: FIND YOUR VOICE

- 11 Get clear on your 'Why'. Why do you do what you do? The clearer you can be, the more likely you will get where you want to go.
- 12 Stay on purpose no matter what anyone else thinks. This is YOUR life, and your legacy.
- 13 Start with what you have and don't worry about being perfect. Just be you. (You don't have to get it right, you just have to get it going).
- 14 Get REALLY clear about who your target audience is and speak to THEM.
- 15 Share your personal story—you will build connection and trust with your market. (People buy from people.)

PART 1: FIND YOUR VOICE

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Find something (a niche) you are super passionate about or want to become an expert in and build your blog and your business around that. Be specific.

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Don't be a people pleaser- if you try to appeal to everybody, you will appeal to nobody.

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It's okay to be controversial. Even if some people are turned off, the right people will become even more loyal and gain a ton of respect for you for speaking your truth.

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Stay true to your voice and your message.

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When you receive criticism, ask yourself how qualified the person is to be criticizing your work. Have they been in your shoes? Do they have some expertise that you value? Are they being constructive? If so, take it in. If not, IGNORE IT! Don't read the emails and the posts. Don't feed in. It will rob you of your true essence.

PART 1: FIND YOUR VOICE

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Stay true to YOU. There's nectar in silence. Spend 20 minutes a day in silence, and then 20 minutes a day writing. Write things like "I love to ___, I dream to ___, etc." Write for 20 minutes without stopping. This will help you always come from a place of passion which will help you develop a massive following over time.

22

Have a clear vision of where you are going. Do you know where you want to be in 6 months? A year? 3 years? 5 years? If you don't, how can you get there? (Hint: If you don't know where you're going, that's okay. Just start to make getting clear a priority in your life and you will get there).

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Honor everything you've been through. Honor the grace and beauty of your journey and who you are.

PART 1: FIND YOUR VOICE

- 24** Have the courage to stand up for what you stand for.
- 25** Have the courage to say no to the things that don't serve you and your life's purpose. When you say no, you free up space for the world to see you at your very best.

“Tell your truth. Find your voice. Sing your song.”

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PART 2:

ROCK YOUR BLOG



"If you want to stand out, don't be different- be outstanding."

- 26 Be yourself. Create a blog and a brand that's a true representation of YOU, not somebody you want to be like.
- 27 Build your list (add an opt-in form to your blog). Collecting email addresses from the people who want to hear from you is the best way to be able to stay in touch with YOUR target audience.
- 28 Give something away for free in exchange for contact info (create a 'lead magnet'). This is the best way to build your list.

PART 2: ROCK YOUR BLOG

- 29 Ask your audience what they would like to learn (ask them to reply to an email, fill out a survey, or add an “Ask Your Name” page to your blog. This way you can deliver EXACTLY what they are looking for.
- 30 Make lots of videos and/or audios. These have been shown to keep people on your blog longer, and are a better way to connect with your audience.
- 31 Share value. Give your audience something that can solve their problems and answer their questions. They will love you for it and it's a great way to develop trust.
- 32 Create a powerful bio that lets people know who you are and what you stand for. Include it on your ‘About Me’ page.

PART 2: ROCK YOUR BLOG

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33. Use lots of great images on social media. This will help capture attention and drive way more traffic back to your blog.

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34. Let all of your social media followers know every time you have a new post on your blog. Make sure you include a link to send them back to your blog post easily.

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35. Encourage people to leave comments on your posts and videos. The search engines LOVE engagement!

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36. Develop good habits. Come up with a daily plan of action for your blog and stick to it.

PART 2: ROCK YOUR BLOG

- 37 Get yourself a mentor or coach, whether you can work with her/him one-on-one or learn from afar. If you can invest in yourself during the process, you'll likely move faster.
- 38 Learn from people who are more successful than you are. Use their knowledge to shorten the learning curve for yourself.
- 39 Utilize your most valuable asset, your time. It's your time. Everyone in the world has 24 hours in their day. No one has more. No one has less. It's what you use the time for for that will determine how successful you will be.
- 40 Use the 'voice memo' feature on your phone when you have a moment of inspiration while you're out and about in your day. Listen to what you recorded each day and compile a list of blog posts you will create from your inspiration. (Hint: Most of your inspiration will come when you're NOT sitting in front of your computer, so be prepared to notice it!).

PART 2: ROCK YOUR BLOG

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Beautify your work space to encourage creativity and productivity.

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Three keys to generating large amounts of business income quickly: 1) a product or service wanted by a hungry audience, 2) a business model that works, 3) a solid marketing and sales process.

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Effective marketing is about having an ongoing conversation with your audience.

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It typically takes at least 7 touches of your marketing message for someone to respond. Don't expect your best results after just one. They need to see it many times! (Hint: This is why it's CRUCIAL to collect people's email addresses on your blog so that you can continue to follow up with them over time).

PART 2: ROCK YOUR BLOG

- 45 Here are some easy content ideas: quick tips, Q&A, top 10 lists, client success stories, product reviews, FAQs.
- 46 Hand over all of your administrative work to an assistant as soon as you can. Free up your time to be creative and do what YOU do best.
- 47 Don't be afraid to ask for testimonials from people you have made a difference for. Use them on your blog and in your marketing. Create a 'Testimonials', 'Fans' or 'Social Proof' page on your blog.
- 48 Always invite your readers to take the 'next step' with you by having a strong call to action (Ex: Click the link, leave a comment, text me, etc).

PART 2: ROCK YOUR BLOG

- 40 Follow the 80/20 rule- provide value 80% of the time and 'ask for the sale' in 20% of your marketing.
- 50 Ask yourself, "What does my ideal client/customer want the most from me right now?". And then deliver THAT. (Hint: The answer to this question is the title of your lead magnet!).

"Be you. A genuine original."

IN CASE WE HAVEN'T OFFICIALLY MET YET...

Hi :) I'm Amy (Starr Allen) - creator of The Next Level Blogging Blueprint and the Next Level Blogging Academy. ®

I'm a Jersey girl, born and raised, now living in beautiful Carolina Beach, North Carolina.

I'm also a proud single mother of 2 beautiful girls with a huge passion for working from home, from my blog, and never missing a beat in my kids' lives.

I received a college degree and spent several years working as a bartender, a realtor, and in the corporate world before launching my own business in 2003.

Several years later, that business has generated multiple six figures of profit, over 10,000 (lovely) subscribers, and more valuable lessons than I have time to share in my (most) weekly blog posts.



Amy Starr Allen

NAIL YOUR NICHE

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AND THAT'S WHY I CREATED 'NAIL YOUR NICHE'

I spent eight years (+ thousands of hours) figuring out how to turn my passion into profit and make a full time income from my blog.

Thousands of subscribers, and multiple six figures in revenue later, **I've created simple course to show you how to share your gifts with the world and get paid what you're worth in the process.**

I'll give you a little why, a LOT of how, and send you on your way.

The methods + recipes I share in Nail Your Niche aren't trendy. They're timeless, sensible ways to create courses that you can share with your followers- courses they will love you for, course that will help you create a passive income.

When you've got a clear framework to help you with each and every step of the course creation process, this whole "cash in on your passion" thing can be simple. *Even fun.*

Watch your inbox for my free video training, and I'll do my best to help you see that. :)



I hope you enjoyed my “50 Quick ‘N’ Easy Tips to Find your Voice & Rock Your Blog”.

If you’re feeling inspired and excited I’d like to invite you to come [work with me!](#)

I have many options, including affordable online training, business and branding consulting, web design, marketing services, and personal coaching.

Come on over and visit my [‘Work With Me’ page](#) to see if I have something that’s a fit for you and your business and blogging dreams.

With so much love,

xo-Amy

p.s. Ready to take you business and you blog to the next level? Come on over and join our incredible community of bloggers and online entrepreneurs in our Facebook community [here](#).

