



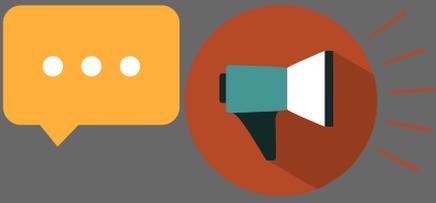
How to Rock Your Blog

Whether it's a blog, vlog or podcast, you know you've got it in you!
Let's get it out starting now!

Contents

- 3 LETTER FROM THE AUTHOR**
- 4 ROCK A BLOG**
- 6 LIGHTS, CAMERA, VLOG!**
- 7 WHY YOU MUST CONSIDER A PODCAST**
- 8 THE FUTURE OF LIVE BROADCAST**
- 9 HOW TO PROMOTE IT ONCE YOU CREATE IT**

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Letter from Marijo

Hello Friends!

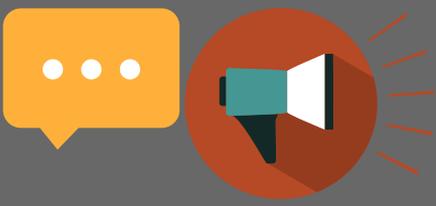
SO, you want to rock your blog, or vlog or podcast, etc. – Let's go!.

You have come to the right place! Read on to find out our tips for generating fabulous content whether it's because you HAVE to tell the world about what you know, you want to generate traffic for your website or you want to sell your products or affiliate products.

Never fear! I have created hours and hours of content for websites such as Family First and Teaching Your Toddler in formats such as blog posts, video interviews, presentations and podcasts. Now, I can help you!

Let's Get To It!





Rock a Blog!

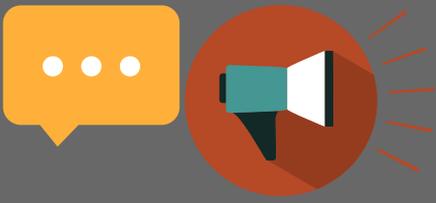
With so many options for building websites these days – [Wix](#), [Weebly](#), [WordPress](#), etc., there is really no excuse why you can't start a blog if you want to. You can use Google's [Blogger](#) tool too if you have a Gmail account and that's super easy but you don't have a lot of control of it. Alternatively, you can start your blog on Blogger and then link to it on your own site once that is built.

Couple notes I learned the hard way – stick to these platforms. They are super nimble, user-friendly and affordable. I have had limited success with several other platforms I don't want to name but know that these are good. The other thing to keep in mind is that WordPress exists in two places – as a .com which is the super easy self-hosted site that is good but definitely limited in ability. The other place is as a .org which requires what is called a "hosting site," and allows for MUCH more customizing but it MUCH more involved. It requires understanding of Plugins and a little HTML and other such "techy" stuff. That's probably for another ebook!

Then, **here we GO, folks!** Start writing. It's best if you dedicate yourself first to a topic that you *know* and *love*. If you like ancient Chinese sculpture but don't know a lot about it, it's going to be hard to write about consistently and with a fresh voice that no one is already doing. If you're a homeschooling mom, a recovering accountant, an ultra-runner and those are things you love, write about that!

The tighter you can make your blog's niche, the more unique of a voice you have in the ether of the internet to think of what you love and know and now you're ready to go.





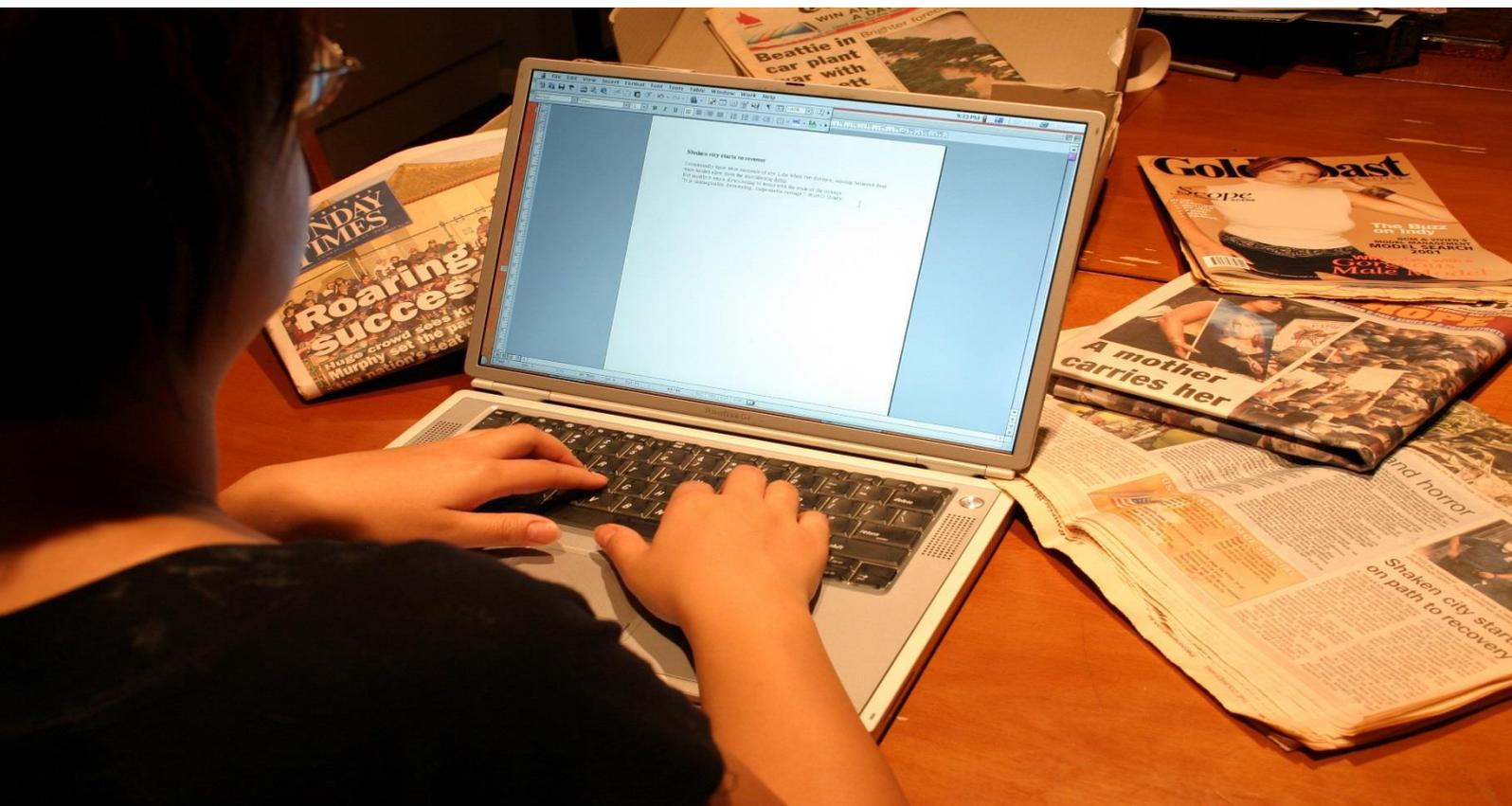
Now, make a time for writing. Like any new program in your life, you're going to have to carve out the time to do this. You need to make a long list of topics to talk about as it relates to your blog – here are some ideas: top 10 lists, quick facts, people to write about or even approach for an interview, “best of” lists, top x number of things to avoid, “Never Do This...” lists, etc.

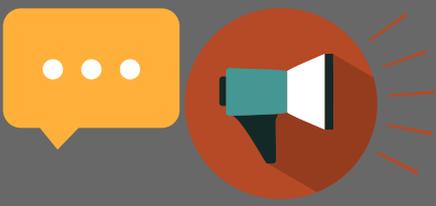
If you want to go all out, write every day. If you want to be more realistic, try for once a week or twice a month. Of course, the more you do it, the easier it will get and the more content you will have.

If you find yourself making time to write, bursting with ideas, unable to capture all the topics and thoughts and articles and interviews and all of that, now you have your brand!

Decide if you need some social media presence and now, you're a blogger!

So, what's next? Let's find out...





Lights, Camera, Vlog!



Well, now you have a topic and you know what you're going to talk about. How about instead of typing it all out, you simply say it to a webcam?

Viola! You now have a vlog 😊

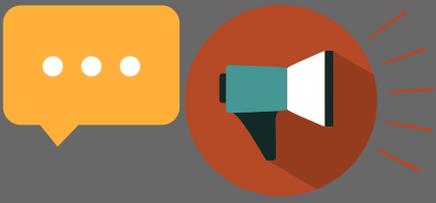
It may sound simple, because it is. Just look at some of the most famous and successful vloggers on the web. The Fine Brothers, Smosh and BFvsGF are three vlogger [channels with the most subscribers](#). People playing video games, people who play pranks and people who put on makeup are some of the most popular on YouTube – SURELY you know how to do something more interesting than that for people!

If you're a mom, how about a channel about how to do things with a kid attached to your hip? If you're retired, how about a channel about your wisdom on new technology for the "seasoned" peeps out there? If you are taking a break, how about a vlog about your daily adventures in "unemployment-land?"

Any of these ideas or your blogging ideas could be great vlogs. If you are writing about doing something specific, a vlog can be a great companion to your blog – the blog gives the links, the vlog shows the goods in action!

Platforms for the vlog can vary but the easiest is probably the Video Editor in YouTube. You must log in to Google, create a channel, then go to Video Manager and look to the left where it says "Create" and click on Video Editor. This allows you to add music or some effect. You can record yourself through Google Hangouts using your computer's webcam or you can buy up a better camera such as the [Logitech HD Pro Webcam C920](#) which is a great little upgrade for under \$70.00. Google Hangouts is in your Google apps. If you hate Google, there are other options such as recording video using Pamela through Skype.

Make sure you check out [SlideShare](#) for tips on how to make a good video.



Checklist To Get Started

- **Make a list of your favorite things to do or what you love the most** – kids, reading, hobbies, sports, strange abilities, business experience, etc.
- **Make a list of 25 ideas about this topic** – it might take a few days of noodling but they will come to you. Think of Top 10 lists, What NOT to Do, 4 Great Tips and One to Avoid, and so on.
- **Check out blogging platforms**– Blogger is available to anyone with a Google account and is the very most simple way to get started blogging. Other options include Wix, Weebly or WordPress, the last one is more complicated but has great support and lots of YouTube videos to help you through the tough parts.
- **Practice Vlogging by Creating Private Videos**– Set up a Google Hangout with someone you know (before you test this on a guest you're bringing on the show). You can make this video private in your Video Manager.
- **Start Listening to Podcasts**– If you aren't already listening to podcasts regularly, check out iTunes, Stitcher or CastBox to find podcasts in the niche you are considering. This gives you an idea of who is doing what and where you might fit in.
- **Get Familiar with Social Media Platforms**– Once you get your blog, vlog, podcast or other content up and running, you need to know what platforms fit what you are doing and then get people to find your content. If you're doing a business blog – LinkedIn. If you're doing a crafty vlog – Pinterest.
- **NOW GO FOR IT!**

Why You MUST Consider a Podcast

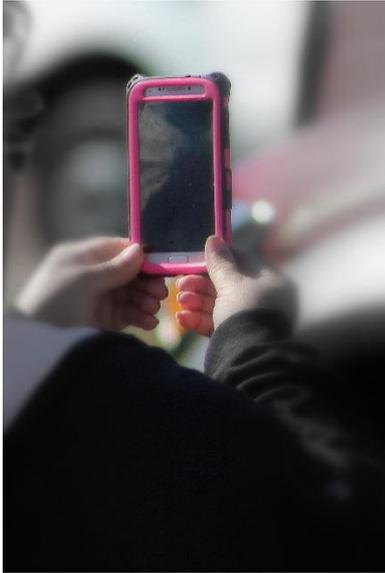
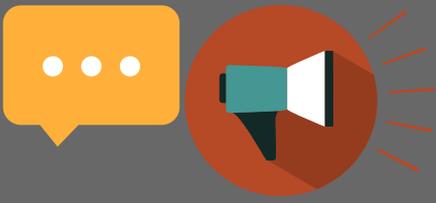
Blogging is easy but there are a LOT of blogs and it's super challenging to break through the noise. Vlogging is easy but you have to appear on camera which can be a challenge. That's why podcasting is really the best option for creating amazing content.

The space is still growing like crazy, especially if you have an interesting niche that isn't already flooded. Hint: don't do a business podcast unless you have a killer niche or a very hot idea.

You MUST invest in a good microphone though so your sound quality is good. Listeners prefer quality sound or they won't listen. The one I use is the [Audio-Technica ATR2100-USB](#) which is recommended by the thought-leader podcasting guru extraordinaire [John Lee Dumas](#).

Again, you can record through Google Hangouts but the best option is Pamela through Skype because it is VOIP – voice over internet protocol and is the clearest.

John Lee Dumas is the best resource for you to start your podcast. He has a free download as well as monthly subscription option that is definitely worth it to help you get started. He teaches you the technical side, the marketing side and the overall business approach and you have access to his group as well (I'm NOT paid to say this!)



The Future of Live Broadcast

Periscope. Meerkat or Blab, oh my!

In the world of live broadcast, the landscape is constantly changing. To make the distinction, this section is for if you are interested in live broadcast away from your desk – so mobile broadcasting. It feels a little “Man-on-the-Street”-like for the broadcaster and is much more casual, *ad hoc* and more temporary.

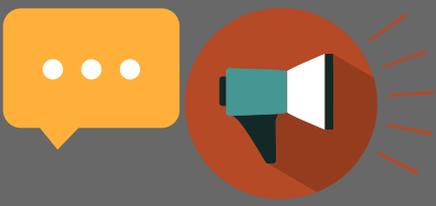
The bigger players in this space include Periscope, Meerkat and now Facebook Live. I’ll address Blab after these. All of these focus on a mobile recording but they each have their own sort of niche.

Periscope is about a nano-second older than Meerkat. Both were rolled out in 2015, taking the mobile live broadcasting apps world by storm. Periscope was much more user-friendly and is owned by twitter so it has the power of that behemoth behind it. It is a GREAT relational tool once you have built a following. Chris Ducker is my favorite ‘Scoper and he broadcasts from The Philippines.

Meerkat has pivoted from a super fluid platform to one that helps build relationships with followers that you already know. It started as just people talking and has tried to change their focus to make the rebroadcast work better for viewers.

Facebook Live is more geared toward your friends so unless you are building out your brand page on Facebook, it’s not going to be that great for marketing your own blog/vlog/podcast. This entire medium is still in the frontier days as people figure out creative ways to build their brands on these platforms.

Blab, which runs through LinkedIn, is still the “interview” kind of broadcast but it comes from your desktop. Participants can join as the moderator’s discretion. The broadcast lasts much longer too but it’s more of a discussion format, versus the soliloquy format of Periscope or Meerkat.



How to Promote It Once You Create It

So now you have a ton of content (well, you have a ton of IDEAS about your content) and what platform you are going to use to get that out there – written, video, audio, live broadcast, or a combination of these. Who cares?

People will, once they know about you. Where do people spend their time online? That's right, social media.

The medium will be determined by your audience. If you are marketing something that appeals to millennials, you're going to want to be on SnapChat. If your content appeals to mainly females, you need to market on Pinterest. If you have a business idea, build your following through LinkedIn. If you're a video whiz, small cuts on Vine could work to grab your audience. If your content is mostly visual, go for Instagram. Go where your audience is.

Well, that's a wrap! We hope you've learned some good things. Please email us at Marijo@sunrisebusinessconsulting.com with your feedback, thought and your NEW BRAND and we'll help promote you so you can ROCK YOUR BLOG!



A FEW RESOURCES TO CONSIDER

- Blogging – [43 Blogging Experts](#)
- Podcasting – [John Lee Dumas](#)
- Periscope – [Chris Ducker](#)
- Social Media – [Pam Moore](#)
- Social Media – [Joel Comm](#)
- Social Media – [Social Media Examiner](#)
- Everything - [Hubspot](#)