

The Posts

- * **A great blog includes regular posts**
- * **These should contain original and unique content**
- * **You should be passionate about the topic**
- * **Would YOU read it?**
- * **Long-form content is considered better but stick to 800 words if you can't manage more**
- * **Include high quality images**

Marketing

- * **Good SEO means writing for the reader, not the search engine**
- * **Build links on trusted sites and sites that HAVE links from trusted sites**
- * **Influencer marketing is crucial**
- * **Post regularly to social media**
- * **Make a YouTube Channel**
- * **Share in online communities - look for routes to market and be active in the community**

The Secret Strategies of Top Bloggers

Some Considerations

- * **Success won't come overnight - be patient and consistent**
- * **Consider creating a personal brand - live the lifestyle that you are promoting**
- * **The best monetization by far is to sell your own product**
- * **Protect your brand - don't do anything that can hurt your reputation or the trust you've built**
- * **Scratch your own itch - build the blog that you would want to read!**

The Blog

- * **Choose a niche that you're passionate about**
- * **Have a brand with a mission statement - be a movement, not just a business**
- * **Deliver real value, build relationships**
- * **Write the content yourself**
- * **Create a logo that expresses the message of your brand**
- * **Build blogs with WordPress**
- * **Get a custom theme or have one built for you**
- * **Compare yourself to the top brands in your niche - how do you stack up?**