

How to Blog

How to turn your passion into an online career!



How to Blog

How to turn your passion into an online career!



*The most
IMPORTANT thing
you can do, is just to
get started!*

Perfectionism leads to
Procrastination!



SUMMIT



WHAT
WE
ARE

LEAP OF FAITH

WHAT
WE WANT
TO BE

MAKE THE JUMP.

Perfectionism



Procrastination



Paralysis

**YOU DON'T HAVE
TO BE *great* TO
START,
BUT YOU HAVE TO
START
TO BE *great*.**

What is a Blog?

A Blog is a "web log"

People began just posting things to the internet!

A blog is anything and everything from news to tutorials to just random things like cats riding Roomba's!

A Vlog is a "video log"!

*Let's find your **PASSION!***

WHAT do you want to blog *about*?

Did you want to start a blog about your business, organization or an individual blog?

What would you do if money was no option?

What would be your blog's *BRAND*?

Make a list of all your ideas and start with the **BEST ONE** today!

Discover
YOU.

Find your
passion, life
purpose, and
take action.

What's in a name?

Your blog's name is important! Not only will it help people find you, but it is the "face" of your brand as you grow!

Your name should be easy for everyone to remember and spell!

Your name should fit your brand. KevinKid234 is not the greatest name for a blog about photography!

Consider getting a **new gmail account** using the name that you have chosen so you can have all of your comments and admin stuff linked to one account

Why ClutterBug?

ClutterBug.Me
what ClutterBug are you?

Just "Park"

If you find a great name
you can "park" that

Register the domain name

You can always

Domain names can have
.com, .org, .net, .ca, .gov



*Getting a domain name.
There are soooo many places to
do this
www.godaddy.com is one
of many*

Just "Park" It!

If you find a great name and you love it,
you can "park" that name for later!

Register the domain name and save it!

You can always link it later!

Domain names can have many extensions
.com, .org, .net, .ca, .gov, .me, .tv etc

To host or not to host.....

If you grow big enough, eventually you may want to host your own site for your blog

There is a cost to this!

Fortunately, you can transfer your blog at any time, so there is no rush to host your site right away!

**I recommend hosting with
BLUE HOST**

Start a Video Blog (Vlog)

A video blog is an easy and effective way to show your subscribers tutorials, share ideas or just share with them about yourself.

Just like a written blog, the key to success vlogging is to

Entertain, Educate and Inspire!



Pro's of Blogger

- Free and easy to use
- Choose a name and template then just start typing
- Advancer all setup and ready to use
- Connected to Google+ and automatically shares on your page
- A few widgets to choose from
- Google Analytics built in




Con's of Blogger

unless you know HTML.

- It will look like every other Blogger Site
- No quick way to reply to comments
- Only 1GB worth of picture storage!
- Owned by Google, so it is never really yours!

we've been nothing... and we all know it's not you updated your blog



Start with a few great ideas!

An excellent calculator will be a great asset you get around, too many other planning sites in the market, but the Dash 2 has some better options around.

As it is a B2B site, you have a few key things to remember as you start to build it.

Remember, you can't expect to make money if you don't have a clear value proposition.

Be Yourself!!!



Invest in a Tripod

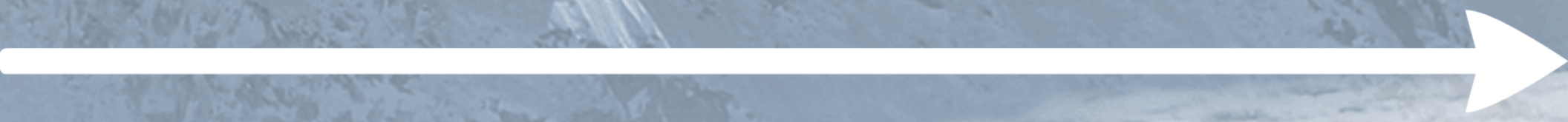
While a good camera does affect the quality of your videos, a more important investment is a tripod. You can get a tripod for just about \$50, but the quality will be much better.



Check out the competition and notes!

Watching other people's vlogs can be in creating your own!

See what style you like and make no keeps your interest and what makes you move on?



Let's Start with Vlogging!!



You can have your vlogs on both your YouTube channel and you can upload them to a traditional blog as well for more exposure.

Check out the competition and take notes!

Watching other people's vlogs can be very helpful in creating your own!

See what style you like and make notes. What keeps your interest and what makes you want to move on?

Start with a few great ideas!

An **editorial calendar** will be a must once you get started, but even when planning your first video, write down a few ideas before getting started!

A script is a **BAD** idea, just have a few key notes written down on what you want to talk about!

Remember, you can re-record as many times as you need to and there is **NO ONE** watching you! Just you and your camera!

weekly BLOG



mo _____ TITLE CONTENT TAGS PICTURES
tu _____ TITLE CONTENT TAGS PICTURES
we _____ TITLE CONTENT TAGS PICTURES
th _____ TITLE CONTENT TAGS PICTURES
fr _____ TITLE CONTENT TAGS PICTURES
sa _____ TITLE CONTENT TAGS PICTURES
su _____ TITLE CONTENT TAGS PICTURES

holidays & events:

column

projects

to-do

January

1
New Year
Jam

2

3

4

5
Flapjack
Festival

6

7

8
Apple
Fest
special

9

10
Art
Walk

11

12
wine
tours

13

14

15
Joe's
Bakery

16

17

18

19
snow-
shoeing

20

21

22
music @
the bar

23

24
Pie
Fest

25

Pie
Fest

26

27
Arts in
Action

28

29
Ice Castle
Tour

30

Be Yourself!!!

**BE
YOURSELF**

*An original is always
worth more than a copy.*

Invest in a Tripod

While a good camera does affect the quality of your videos, a *more important* investment is a tripod! You can get a simple tripod from Walmart for under \$30!



Make your first video!

Just start filming!!! **Most viewers like videos that are 3-7 minutes long!**

You can upload your video just as is, or you can take a few minutes to edit it!

If you have a Mac, iMovie is an easy and fast way to edit your videos!

If you have a PC, Windows Movie Maker is free and is a great video editing software for beginners!

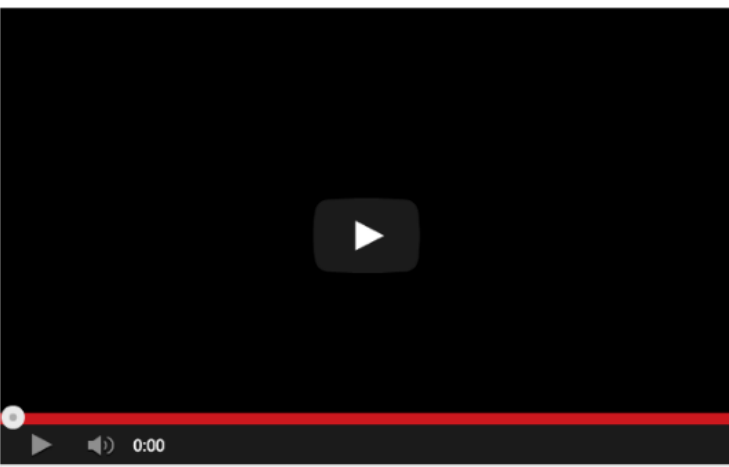
Even YouTube offers an easy video editor for free!

! Video is not available. Please select another one.

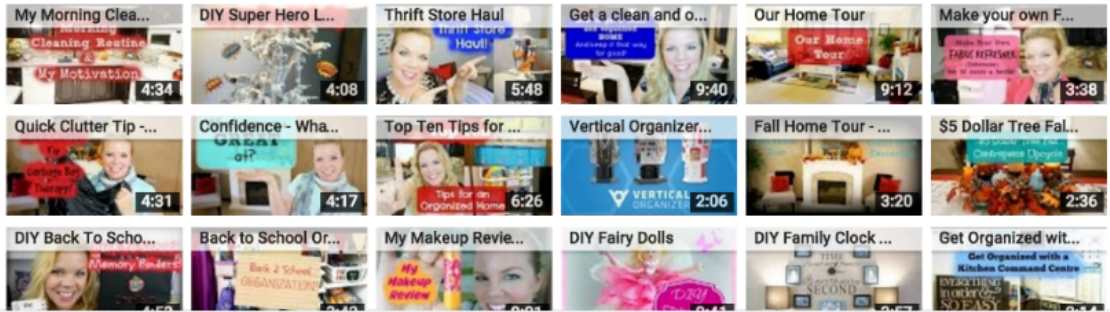
Project My Edited Video

We encountered a problem. Changes could not be saved.

Create video



Search videos

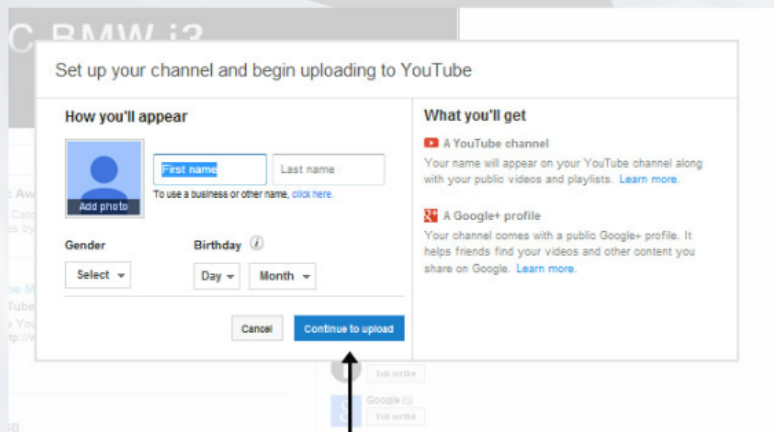


Setup your YouTube channel!

Use your new gmail account to setup your YouTube channel!

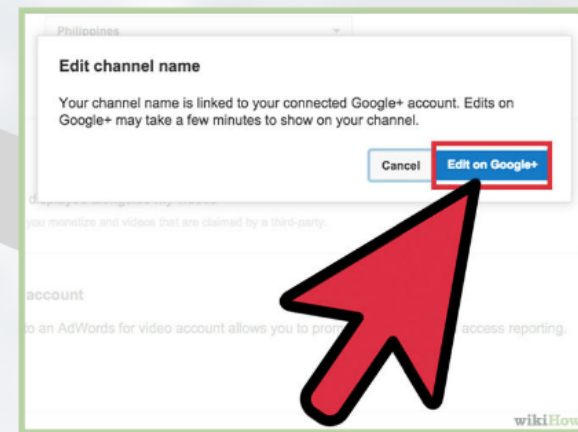
It is fast and easy to do! You can customize your channel with a logo, banner and link your other social media account and your blog as well!

Upload a profile picture as well!



The screenshot shows the 'Set up your channel and begin uploading to YouTube' page. It is divided into two main sections: 'How you'll appear' and 'What you'll get'.
How you'll appear: This section includes a profile picture upload area with a blue circle icon and the text 'Add photo'. Below it are input fields for 'First name' and 'Last name', with a note 'To use a business or other name, click here.' There are also dropdown menus for 'Gender' (with a 'Select' button) and 'Birthday' (with 'Day' and 'Month' dropdowns). At the bottom of this section are 'Cancel' and 'Continue to upload' buttons.
What you'll get: This section lists the benefits of a channel:

- A YouTube channel:** 'Your name will appear on your YouTube channel along with your public videos and playlists. [Learn more.](#)'
- A Google+ profile:** 'Your channel comes with a public Google+ profile. It helps friends find your videos and other content you share on Google. [Learn more.](#)'

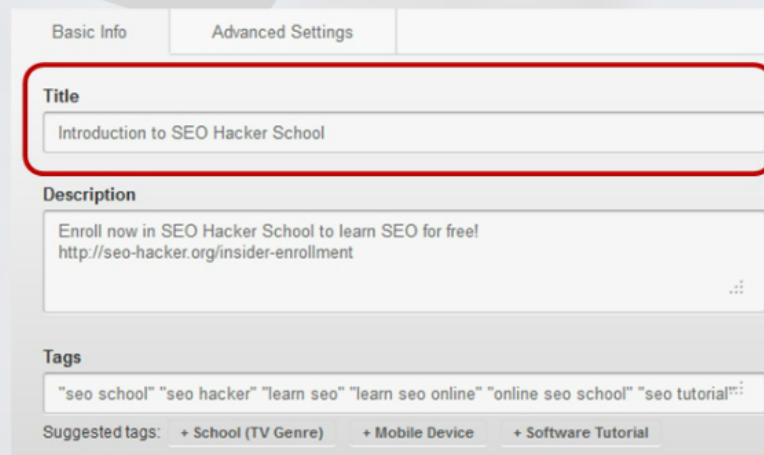


The screenshot shows a dialog box titled 'Edit channel name'. The text inside reads: 'Your channel name is linked to your connected Google+ account. Edits on Google+ may take a few minutes to show on your channel.' At the bottom right of the dialog box are two buttons: 'Cancel' and 'Edit on Google+'. A large red mouse cursor arrow is pointing at the 'Edit on Google+' button. The dialog box is highlighted with a green border.

*Choose a **SEARCHABLE** or **EYE CATCHING** TITLE*

Your video's title is one of the most important factors when it comes to getting views!!

If you are doing a "How-to", "Tutorial" or "Review" vlog, make sure that the title clearly states that!



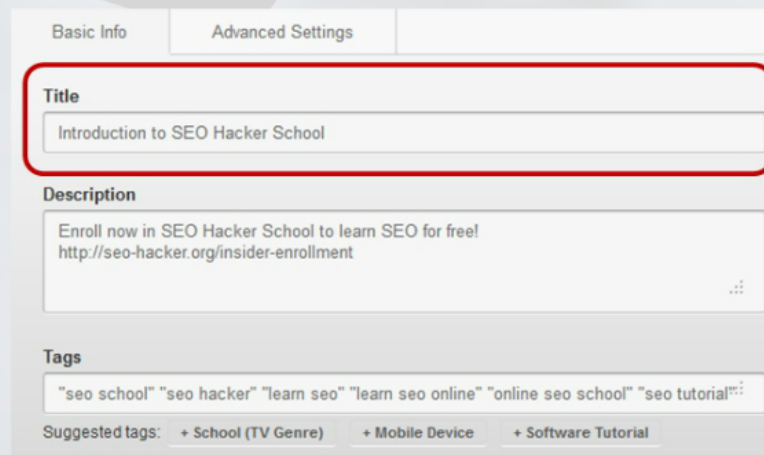
The image shows a screenshot of a video upload interface. At the top, there are two tabs: "Basic Info" and "Advanced Settings". The "Basic Info" tab is selected. Below the tabs, there are three main sections: "Title", "Description", and "Tags". The "Title" field is highlighted with a red rectangular border and contains the text "Introduction to SEO Hacker School". The "Description" field contains the text "Enroll now in SEO Hacker School to learn SEO for free!" followed by the URL "http://seo-hacker.org/insider-enrollment". The "Tags" field contains the text "seo school" "seo hacker" "learn seo" "learn seo online" "online seo school" "seo tutorial". Below the tags field, there are three suggested tags: "+ School (TV Genre)", "+ Mobile Device", and "+ Software Tutorial".

Basic Info	Advanced Settings
Title Introduction to SEO Hacker School	
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Create a beautiful Thumbnail!

A great thumbnail is the second most important factor in getting more views on your video!!

If you don't upload a custom thumbnail, YouTube will choose one at random using a still from your video. These are rarely flattering!

I LOVE using **PicMonkey** for Thumbnails and for your banner and even your logo!

PicMonkey is easy to use and free!









GOOD ENOUGH

ORGANIZING!

Organize
Something
Today!



Organize your bedroom
into a retreat!



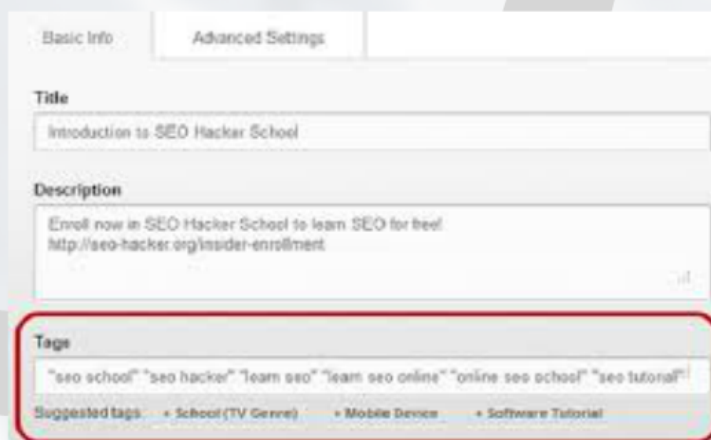
What are you
GREAT
at?



Tag, Tag and Tag!!

Remember to tag your keywords in order to ensure your video is searchable!

I use tags such as "organize, how to organize and organizing" as default tags and then I make sure to add tags especially for each video!



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Tag your videos with other similar, popular video titles and YouTuber names!

Open an AdSense Account

You can do this **straight from YouTube** or by going to straight to www.google.com/adsense

Make sure you are linking the google profile you are using for your YouTube account

Simply add your contact information, SIN number and banking information!

Once your adsense account is approved, you can select "Monitize Videos"

Let's talk about **INVALID CLICKING**

YouTube earnings will be added to your AdSense payments page before the 15th of the month and included in your payment if your total earnings exceed the [payment threshold](#). Estimated earnings will not be updated to include your YouTube earnings. ✕

Report type Days + add [Add to My reports](#) ↓ ↓

Filter Products Hosted AdSense for Content ✕ + add ✕ CAD ↓ 📅 Last 7 days ↓

Oct 14, 2015 – Oct 20, 2015

Overview **Clicks** Views Active Views Engagements + Custom

Estimated earnings	Page views	Impressions	Clicks	Page RPM	Impression RPM	Active View Viewable	Total earnings
CA\$0.00	169,718	119,917	8,506	CA\$3.64	CA\$5.16	88.11%	CA\$618.57

🗨 Day Week Month

CA\$1.00

CA\$0.50



Show rows 50 ↓ 1 - 7 of 7 ⏪ ⏩

Date	Page views	Impressions	Clicks	Page RPM	Impression RPM	Active View Viewable	Total earnings	Estimated earnings
Wed, Oct 14, 2015	23,035	17,686	1,295	CA\$4.28	CA\$5.58	87.83%	CA\$98.64	CA\$0.00
Thu, Oct 15, 2015	27,100	19,070	1,300	CA\$3.74	CA\$5.24	88.07%	CA\$104.04	CA\$0.00

Use YouTube Analytics!

Track your progress, views and subscribers demographics through YouTube's Analytics

This will help you see what videos people like and which ones they don't. It also lets you know if your videos are too long and what market to target them towards!



- Overview
 - Realtime
 - Earnings reports
 - Estimated earnings
 - Ad performance
 - Views reports
 - Views
 - Demographics
 - Playback locations
 - Traffic sources
 - Devices
 - Audience retention
 - Live streaming
 - Engagement reports
 - Subscribers
 - Likes and dislikes
 - Videos in playlists
 - Comments
 - Sharing
 - Annotations
 - Cards BETA
- CREATE
- Send feedback

- Decorating Tips- Decorating My Girls Shared Room on a Budget
 This video had a sudden increase in views on October 15, 2015. (United States)
- My Morning Cleaning Routine & Motivation
 This video got more views in its first 5 days than your other videos from the last 6 months! (United States)

Performance



Engagement



Top 10 Videos

[Browse all content](#)

Video	Views	Estimated minutes watched	Total estimated earnings*
Decorating Tips- Decorating My Girls Shared R...	71,574 (15%)	215,846 (14%)	\$133.43 (8.5%)
Little Girls Shared Room Tour	31,997 (6.8%)	73,907 (4.6%)	\$48.60 (3.1%)
Decorating Tips- How to Decorate your bedroo...	26,418 (5.6%)	63,389 (4.0%)	\$94.44 (6.0%)
Our Home Tour	22,484 (4.8%)	144,370 (9.0%)	\$73.71 (4.7%)
Get a clean and organized home (and keep it t...	21,656 (4.6%)	141,480 (8.8%)	\$89.76 (5.7%)
Thrift Store Haul	17,486 (3.7%)	73,320 (4.6%)	\$60.05 (3.8%)
Quick Clutter Tip - { Garbage Bag Therapy }	17,340 (3.7%)	56,080 (3.5%)	\$67.34 (4.3%)

Tubular Labs!!

Once you hit 5000 subscribers you can
join Tubular Labs for free!!!

This amazing site gives you incredible
insights into your channel and
subscribers!

YouTube video formats

YouTube accepts the following formats:

Windows Media Video (.WMV)

3GP (Cell Phones)

AVI (Windows)

MOV (mac)

MP4 (iPod/PSP)

MPEG

FLV (Adobe Flash)

SWF (Shockwave Flash)

MKV (h.264)

Resolution

Make sure always shoot video in HD 1080 or HD 720 whenever possible, though this is not necessary. HD 1080p is a high-definition widescreen format with a 16:9 aspect ratio -- the same ratio as that used for big screen motion pictures. HD 720 carries the same aspect ratio, but at 720 pixels tall by 1280 pixels wide. For those who do not shoot in HD, YouTube accepts any size of video in any aspect ratio -- and makes it look good, too.

I usually upload at the highest resolution I can, but I can only watch videos at 480p due to my crappy internet!

Higher resolution just means it will be clearer and look better on a large screen!

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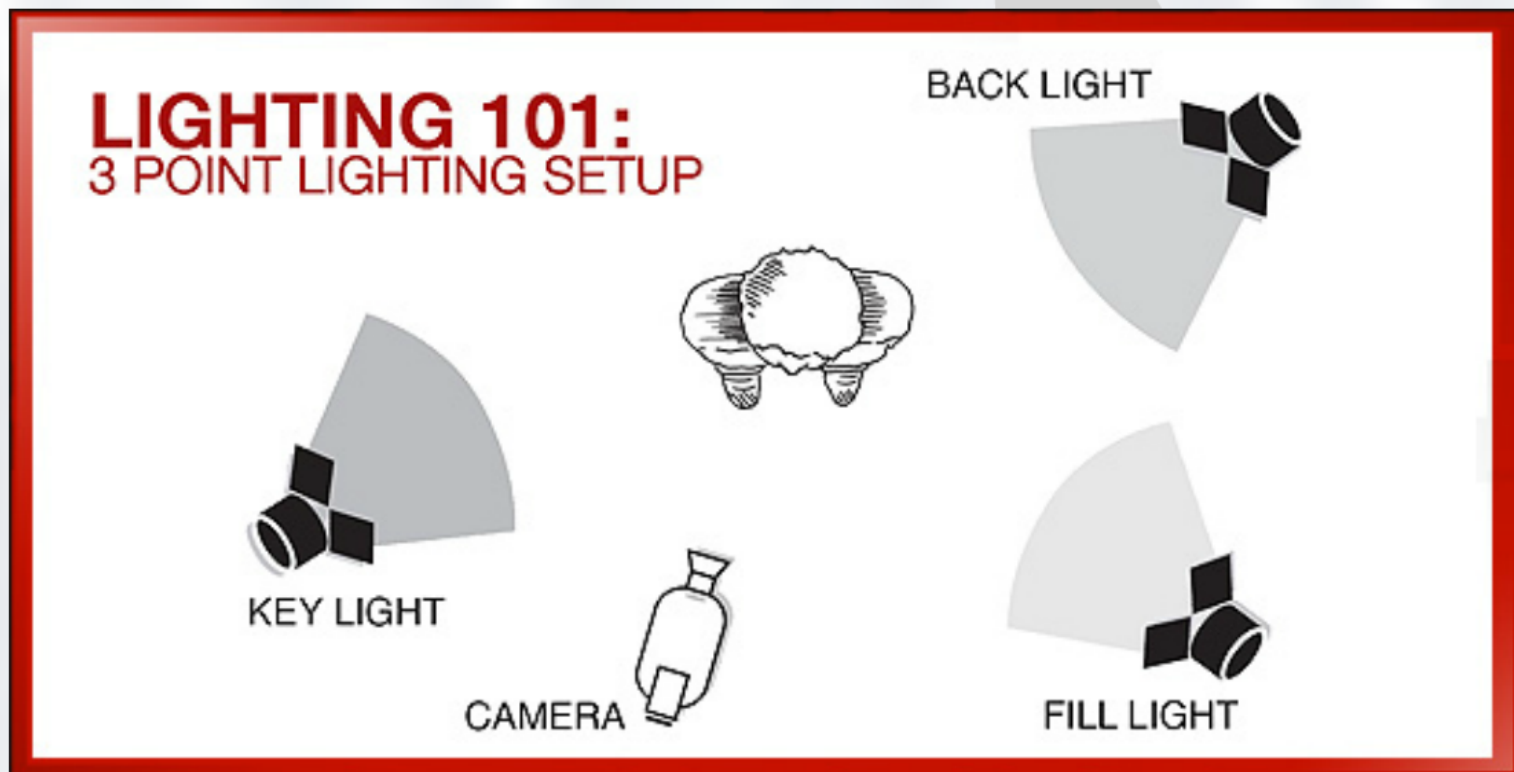
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Lighting is important

Let's talk lighting! Lighting is very important to a great YouTube video! Great lighting is the difference from a really professional video and a "homemade" looking one

You can create a professional lighting setup without expensive equipment!







brookebryand
photography

Share that Video!!!

Share your video on social media sites like Facebook and Twitter!

Email the link to friends and family and ask them to pass it along!

Join online communities of other YouTubers where they share and promote each other!!



Let's talk money!!!

Sponsorships are one of the best ways to earn money as a YouTuber! You will need to wait until you have a minimum of 5000 subscribers, but once you do, you can start reaching out to companies or waiting for them to come to you!!

My favourite sponsorship networks:

FAMEBIT
REELIO
GRAPEVINE

These are NOT a MCN (you will have to decide if you want to partner with a MCN on your own)

Do at least one Collab a month!

YouTube is an amazing place for collaborating with other channels! YouTubers just get that the best way to grow is to share subscribers with other YouTubers!

You will easily find LOTS of other channels more than willing to do a collab video with you and it is a great way to bring new people to your vlog!

Join collabs or start your own!! Find a channel you love and send them a message! Look for channels similar to your size for best results.

Start a Written Blog!

A written blog is a way to express yourself, share ideas and connect with people who have similar interests as you!

Your blog, whether it is a business or personal one, should be

ENTERTAINING, EDUCATIONAL & INSPIRING!



WordPress or Blogger?

When starting a blog, you really have two options to host it

WordPress or Blogger?

Let's look at the pros and cons of both!

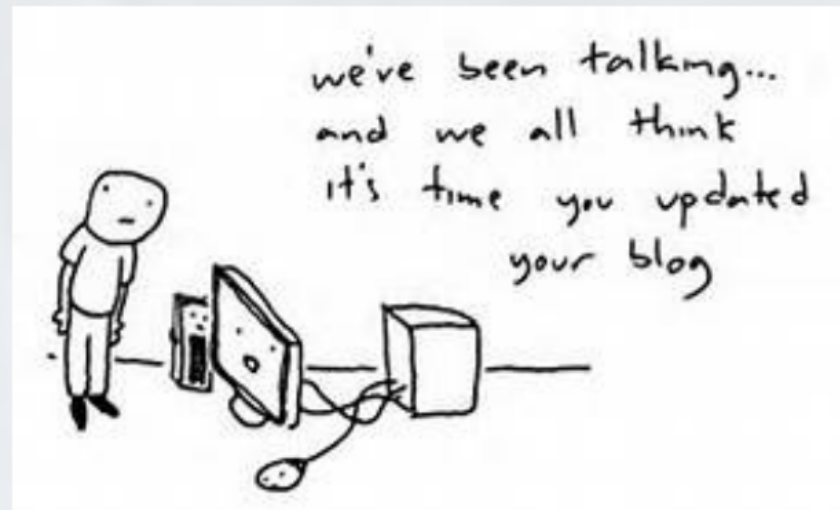
Pro's of Blogger

- Free and easy to use
- Choose a name and template then just start typing
 - AdSense all setup and ready to use
- Connected to Google+ and automatically shares on your page
 - A few gadgets to choose from
 - Google Analytics built in



Con's of Blogger

- It will look like every other Blogger Site unless you know HTML
 - No quick way to reply to comments
 - Only 1GB worth of picture storage!
- Owned by Google, so it is never really yours!



Pros of WordPress

- The site is yours. Even if you host with WordPress, the site is still yours to do whatever you please
 - You can transfer and host your Wordpress at any time
- You can take it to the next level if you decide to (sell items, affiliate links, external ads etc)
 - The plug ins and themes are endless!



The Cons of WordPress

- It takes more to learn - plugs ins and widgets and hosting...Oh My!
- There is more upkeep!
- It will cost you money to host it, if you choose to



Just start writing...today!

Start writing, and start writing often!

Around 300 words per post is what most bloggers strive towards, but there is no perfect number!

DO NOT COPYCAT! Be authentic, tell the truth, admit when you are wrong! Give credit when using other peoples content!

Ending with a QUESTION is a great way to get more comments and engage your readers!

Social Media Citation Guide

	MLA	APA
BLOG POST	Lastname, Firstname. "Title of the Blog Post Entry." <i>Blog Title</i> . Publisher. Date posted. Web. Date Accessed.	Lastname, Firstinitial. (Year, Month Date). Title of the Blog Post Entry. [Web Log Post]. Retrieved from http://thewebsite.com
YOUTUBE VIDEO	Title of Video. Date of Publication of Video. YouTube. Web. Date Accessed.	Lastname, Firstinitial. (Year, Month Day). Title of video [Video file]. Retrieved from http://www.youtube.com/specificURL
TWEET	Lastname, Firstname (Username). "Enter the tweet message here." Date posted, time viewed. Tweet.	Twitter handle. (Year, Month Day). Enter the tweet message here. [Twitter post]. Retrieved from http://twitter.com
FACEBOOK POST	Lastname, Firstname. "Enter Facebook post here." Facebook. Date posted. [Date accessed. <web address>]	Username. (Year, Month Day). Enter Facebook post here. [Facebook update]. Retrieved from http://facebook.com
EMAIL	Lastname, Firstname. "Subject of Message." Message to Recipient's Name. Date of Message. Email.	<i>In text citation only</i> (personal communication, Month Day, Year)

Author of post

Date

Title of post

Ormand, F. (1997, January 10). Re: The Soft Twist: the flip, twist,

and skinny on it all [Web log post]. Retrieved from

<http://pretzelblog.com/twist>

Source URL

Let's get started!
Create an outline!!

1. Pick a Topic
2. Write a Headline
3. Choose 2-3 main points
4. Write an Introduction
5. Write a Conclusion or Call to Action

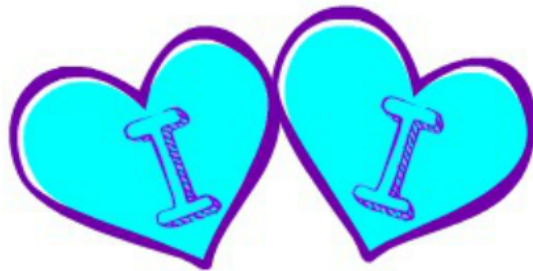
Edit and Post!

Widgets and Plug Ins

If you do decide on Wordpress, you will need to use

WIDGETS and maybe PLUG INS

I will show you on my daughters blog now!



Inspiring Izzy

Leave them wanting more!

Take your readers on a journey – posts that build from one to another can be powerful. Build momentum and create anticipation and you'll hook readers for the long term.

Give your readers a glimpse every post of a longer story or do a personal journey, like "The Happiness Project"

Weight loss, fitness, pregnancy and other life changing events that stretch over time are really popular and bring people back wanting to find out what happens next!

Encourage them to READ more!

Add links to other, older blog posts into your posts to encourage visitors to read more of your articles!

Mention an old post or use an image from an older post and add a link back to it for them to read!

Don't forget a CALL TO ACTION!!!

Don't be afraid to say "Subscribe to my blog" or "please share on your Facebook"!!! Call to Actions are really effective!!

Take a Tour

See in Action

Download NOW!

ACT NOW!

» Check it out!

GET IN



✓ BUY NOW!

GET A BLOG NOW



Join Now

Add To Cart

▶ ACT NOW!

DOWNLOAD NOW!



ADD TO BAG

Create a Wiki



Short paragraphs are best!

Three to five sentence paragraphs are the easiest for your readers to read, and make the post more eye pleasing!

Long sentences and paragraphs can overwhelm your followers

I like to full justify my text, but you can choose the format you like the best. I recommend choosing one and staying consistent with your formatting for every post.

Images are so important!

Great images will set you apart from other blogs and get you more subscribers and more shares to your post!

Let's talk about some ways to get a GREAT shot!

Always insert your images as large or full size in order to ensure that they look even with your text

Pinterest will drive more traffic to your blog than Facebook, YouTube and Twitter COMBINED!! Be sure to pin your best images and pin them often!



*Always watermark your
photos!!*

Mom's
Crafty
Space
.blogspot.com



DIY Light Box

Let's make a PIN!!

I LOVE PICMONKEY!!

Let's do a quick tutorial and make a great image for Pinterest!!



Share your blog on Social Media!!!

Share your blog *from* your blog to all of your social media networks!!

Ask friends and family to share you too!!

Join blogging forums and groups that allow you to share your blog!

Facebook has so many great groups that you can join that allow you to post your content! Google+ allows you to post your blog posts into communities!!

Let's talk about SEO!!

Search Engine Optimization (SEO) is a way of making your blog posts have better stretchability!

If your post is about potty training, it should have "potty training" in the title, first paragraph and your images should be saved as potty_training.jpeg (or png...or other formats)

Let's take a look at a PLUG IN on my site that can help with SEO!!





Money, Money, Money

You should NEVER start blogging as a way to earn a living!

Blogging should be something you are passionate about and would do even if you were not being paid!!

That being said, you can earn money from your blog by placing ads on your site, using affiliate links and selling product (ebooks, etsy store, printables, ecommerce... etc)

amazon[®]



amazonassociates

Make Money Advertising Amazon

Earn up to 15% in referrals by advertising Amazon products.

WordPress Plugins



**Premium Wordpress
Plugin for
Amazon™ Products**



[Glossary](#)

Earnings Report Totals

May 10, 2009 to January 31, 2010

	Items Shipped	Revenue	Referral Fees
Total Amazon.com Items Shipped	879	\$53,698.67	\$3,548.12
Total Third Party Items Shipped	1194	\$45,747.22	\$3,071.59
Total Items Shipped	2073	\$99,445.89	\$6,619.71
Total Items Returned	-44	-\$3,660.50	-\$165.16
Total Refunds	0	\$0.00	\$0.00
TOTAL REFERRAL FEES	2029	\$95,785.39	\$6,454.55

Proof: From My Amazon.com Earnings Report

Google™
AdSense

 **blogherads**

foodbuzzSM 


six apart™

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FEDERATED MEDIA
PUBLISHING

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MARTHA'S CIRCLE

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MEDIA

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How it works

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1. You make your ad spaces available

You make your website ad spaces available by pasting ad code on your site, and choose where you want the ads to appear.



2. The highest paying ads appear on your site

Advertisers bid to show in your ad spaces in a real-time auction. The highest paying ad will show on your site.



3. You get paid

We handle the process of billing all advertisers and networks for the ads on your site, to make sure you receive your payments.

Sponsored Posts and Product Sales

Sponsored Posts, Product Sales and Affiliate Links are the THREE top ways that bloggers earn their money!

Ebooks, printables and other products are a great way to earn a lot of money!

Professional Blogger!!

While this should not be your main goal, with enough time and effort, you can make blogging about your passion a viable career!



How to Blog

How to turn your passion into an online career!



Thank you!

For more questions, please
email me at:

cas@clutterbug.me

How to Blog

How to turn your passion into an online career!

