

Blogger Gems



The Best Advice From 13 Blogger Interviews

By Srinivas Rao

Edited and designed by Sid Savara



INTRODUCTION

In this short e-book you'll find the **best advice** from all of the up and coming bloggers who have been interviewed here at [BlogcastFM](#). Many of them have experienced rapid growth.

We went through each their interviews and quoted them on what we thought were the real “gems” in their interviews. Each blogger who has been interviewed for this project has a unique style and plenty of valuable advice to share.

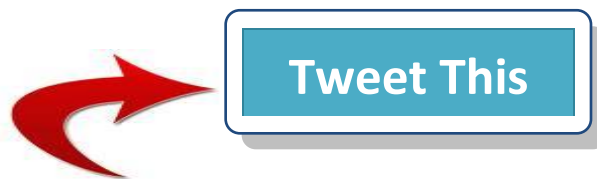
I highly recommend you spend some time on [BlogcastFM](#) and listen to each of their interviews. Then, visit each of their blogs for even more awesome posts.

Srinivas Rao

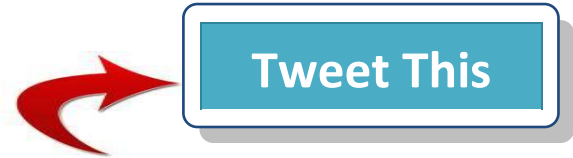
[BlogcastFM](#)

PS – Would you do me a favor and help me to share this ebook? Click the tweet this button you see below.

*You can also tweet any of the gems **individually** by clicking the **Tweet This** link on each page. Try it out.*



EVERYBODY'S BLOG SHOULD BE AN EXTENSION OF THEM



I decided I wasn't going to shoot small until I had to. I decided not to spend one week on every lesson in Blog Mastermind. In some ways I may have gone faster than what was prudent. In other ways I would have done myself a disservice by slowing down.

I believe everybody's blog should be an extension of them. I think people should write guest posts. I've made that almost the SOLE platform of my growth. I think people could blog more frequently than they do. I am not going to do SEO stuff, I don't work in keywords to my posts, etc, etc.



-Josh Hanagarne ([Interview](#))

[World's Strongest Librarian](#)

[@JoshHanagarne](#)



WRITE GREAT CONTENT

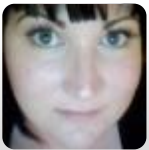


Tweet This

I'm a writer. I have an obvious bias.

I think there are people who can write, who write engagingly, who are educational and informational, and have the pixie dust sprinkled on their blog who are doing remarkably well.

There's no one thing that can make your blog succeed. Write great content, develop relationships with you readers, connect with other bloggers, and pimp yourself out.



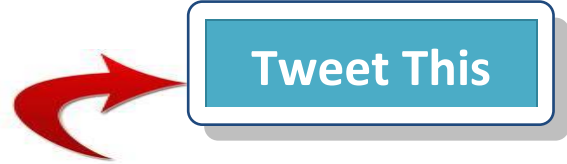
-Kelly Diels ([Interview](#))

KellyDiels.com

[@KellyDiels](https://twitter.com/KellyDiels)



YOU HAVE TO HAVE PASSION



The key to success in any business is focus. Most people get side tracked or are fearful. Most of the people that reach success are so focused on doing what they love. You have to have passion.

To reach to the level of success that these people have reached is not a 9 to 5 lifestyle, it's a 24-7 lifestyle. You can't listen to the naysayers. There are no original ideas, so any idea will work.



-Rich Lazzara ([Interview](#))

[Rich Lazzara](#)

[@RichLazzara](#)



IF YOU HELP OTHER PEOPLE THEY ARE GOING TO HELP YOU BACK



The thing about guest posting is that your blog has to be ready to go when the traffic from your guest post converts. If your blog looks like crap, then it's going to be hard to get that traffic to stick.

I try to write 1-2 guest posts a week. If you just spend time on the top 5 blogs in your niche and not just comment, but also respond to the comments that will help you increase traffic.

If you help other people they are going to help you back.

 **-Nathan Hangen ([Interview](#))**
NathanHangen.com
[@nhangen](https://twitter.com/nhangen)



GET TO YOUR POINT AND GET TO IT QUICKLY



Tweet This

You have to have a certain writing skill to come into it. You need to get to your point and get to it quickly.

People are usually reading really quickly or when they are supposed to be doing something else. You need to really bring them in.



-Jenny Mick ([Interview](#))

[WorkinonaRamp](#)

[@Workinonaramp](#)



CONTINUALLY ADJUST YOUR MARKETING STRATEGY



I only track two things. I track unique visitors coming to my site and I track page views. At the beginning I had 200, then 500, and then 1000. Then, I hit a plateau

What I realized is that the marketing strategies I used in the first 6 months are completely different than the tactics I use now. It's about continually adjusting your strategy.



-Stephen Martile ([Interview](#))

Freedomeducation.ca

[@stephenmartile](https://twitter.com/stephenmartile)



THE BEST SOURCE OF QUALITY TRAFFIC IS GUEST POSTS



The best source of quality traffic and people who subscribe to your email newsletter is guest posts. The second thing that has been really good for me is a deep link.

Jonathan Wells from Advanced life skills mentioned a post I wrote in one his posts and a huge percentage of the people who clicked through from that signed up for my newsletter.

I think where you get really quality traffic, is from like-minded blogs.



-Sid Savara ([Interview](#))
SidSavara.com
[@SidSavara](#)



THE KEY IS FIGHTING THROUGH THAT GROWTH PHASE



It was definitely strenuous organizing 50+ writers who weren't getting paid in the beginning. Some people aren't motivated and for some of them blogging is a hobby. So, you have to stay on the ball and deal with that for the first 3 months.

Get good content, get the promotion, and become that bigger site. Now, we don't have to go to people anymore because we get 2-3 random submissions a week. But, the key is fighting through that growth phase.



-Jared O'Toole ([Interview](#))

Under30CEO.com

[@JaredOToole](https://twitter.com/JaredOToole)



GO OUT AND MEET PEOPLE AT NETWORKING EVENTS



The key thing to surviving the job market is not relying on your resume 100% and making connections. Anybody will tell you the best way to get a job is through connections and referrals. 80% of companies right now are using LinkedIn for hiring.

I think another thing you need to do for growth for your blog and in general is go out and meet people at networking events.



-Rich Dematteo ([Interview](#))

[CornonTheJob](#)

[@Cornonthejob](#)



You CAN'T DO IT ON YOUR OWN



There was a great post today at LifewithoutPants about lessons Matt had learned. One of them was that you can't do it on your own. That's absolutely true about blogging.

I've learned alot just by talking to other bloggers about what they do, how they do it, how they pick topics to blog about and how they stay relevant.



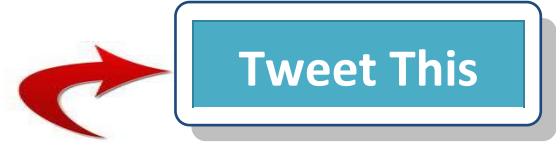
-Andrew Swenson ([Interview](#))

[Wordpost](#)

[@Wordpost](#)



YOU CAN'T DO IT FOR THE MONEY



If you try to blog so that everybody is interested, you'll fail.

You also can't do it for the money because you'll be challenged to come up with the content.

When I tried to do that, I hated writing and I would get tons of negative comments on my blog.



-Robby G ([Interview](#))

[Shitellike](#)

[@Robby_G13](#)



PERSONAL CONNECTIONS HAVE DONE WONDERFUL THINGS FOR MY TRAFFIC



What I attribute a lot of the growth of my blog to is a lot of the personal connections I've made over the last year. I've been an active member of the 20 something bloggers community. That has done so many wonderful things for my traffic.

It has changed the way people reach my blog. It's a whole network of bloggers who are looking for people who are doing something similar. Not only have I connected with those people online, I've met a lot of these people offline.

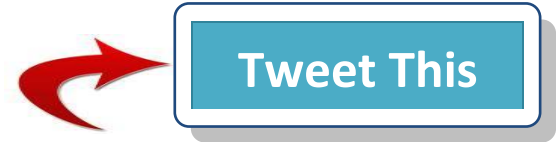


- **Doniree Walker** ([Interview](#))

[Doniree](#)
[@Doniree](#)



I TRY TO GET PEOPLE TALKING TO EACH OTHER



I built my blog so I'd have something to talk about in interviews. One of my major goals with writing posts is that I try to keep comments going. I try to get people talking, not just commenting, but I try to get people talking to each other. I reply to every comment.

I also recommend you don't discriminate at all when it comes to writing guest posts. One thing I've always tried to do is involve other people in my blog as much as possible.



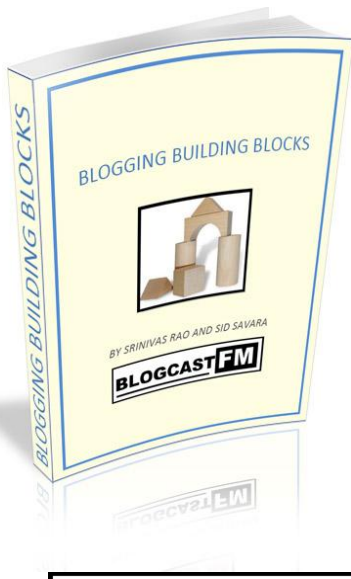
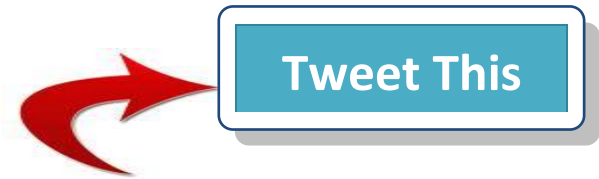
-Matt Chevront ([Interview](#))

[LifewithoutPants](#)

[@MattChevy](#)



CONTINUE LEARNING FROM YOUR FELLOW BLOGGERS



Learn from the lessons of these bloggers, and join us at BlogcastFM as we interview bloggers, give you the latest news in the blogging community, and a special gift for our newsletter readers...

Blogging Building Blocks – the 60 page ebook jam packed with articles to help improve your blog.

[Click through now to get your free copy](#)

Thanks for reading, and we'll see you at BlogcastFM!

Srinivas Rao and Sid Savara



ABOUT THE AUTHORS



Srinivas Rao, Co-founder of [BlogcastFM](#) is a recent graduate of the MBA program at Pepperdine University and has a bachelors degree in economics from UC-Berkeley. His entry into social media started with an summer MBA internship position with Intuit's TurboTax Group. Dubbed an "idea guy" by his boss, at the end of his internship, he sensed that he might not be cut out for the corporate world. After graduating from the MBA program at Pepperdine, he found himself unemployed and launched his personal development blog, [The Skool of Life](#). In 8 months of unemployment he found an undiscovered passion for the sport of surfing which made getting "a real job" even less likely. He also started a surfing blog called [Stoked for Life](#) where you can learn about his obsession with riding waves. Given his ADHD, you shouldn't be surprised that he's also involved in another project called [LifescapeArtists](#). Fortunately for his wallet, he's landed in a "real job" which he loves at Cheapair.com working as a social media strategist.



Sid Savara, Co-Founder of [BlogcastFM](#) has been blogging since 1998, in the days before Blogger, Typepad and Wordpress. Sid is a software engineer and has set up more blogs than he can remember. He currently blogs about analysis driven personal development at [SidSavara.com](#), and is always looking to learn more about the blogging industry and related technologies. He lives in Honolulu, and his blogging has been inspired by his friends Eric Hamm, Leo Babauta, Luciano Passello, Darren Rowse Chris Garrett and Michael Martine