



BLOGGER GEMS VOLUME 2

WRITTEN BY SRINIVAS RAO
EDITED BY SID SAVARA

INTRODUCTION

First we just want take a moment to thank everybody who has made this project possible. For all of you who we have interviewed, we can't thank you enough. Your participation, willingness to be interviewed, and sharing what has made you successful has been instrumental in providing value to our audience. We've conducted over 60 interviews to date and every one of you has provided us with tremendous value. We've put together this free e-book where we've taken out the best gems from some of our interviews. In an effort to let more bloggers know about this resource, we'd be really grateful if you'd share this completely free resource with your audience via your newsletters, blogs, and twitter accounts.

To Our Listeners:

Thank you so much for being such an engaged audience. We know that many of you have asked about transcripts for our interviews. While we are not in the position to currently provide those, we wanted to put this resource together for you with the best of some of our interviews we've conducted. All we're asking is that you share with this with as many people as possible. We have lots of exciting things coming over the next several months and look forward to having you here as part of this journey.

-Sid &Srini

I CONSIDER A BLOG A FORM OF CAREER INSURANCE

I consider a blog a form of career insurance. I get scared for those people who are not blogging and who are not online. If I google your name and I don't see anything I'm scared for you. Let's say you lose your job in fluffy corporate America. You might be a fabulous accountant or maybe you have an MBA. If you're not online, why should I hire you over anybody else. You basically don't exist to recruiters, to search engines or anybody else.

Nicole Crimald, [MsCareerGirl](#)
[@Mscareergirl](#)



YOUTUBE IS THE SECOND LARGEST SEARCH ENGINE

The videos I put on Youtube, I also put on Vimeo, Viddler, and other sites. Those combined have been pouring in tons of traffic to my blog. I'm ranking really high organically for certain keywords that take people half a year. I'm getting up there in a day. I'm getting in the top page or top two pages of Google. I feel like videos have been one of the reasons I've been able to grow as fast as I did. Youtube is the second largest search engine behind Google, so I'm getting tons of traffic because of that.

Tanner Maluchnik, LifeDestiny.Net
[@tmaluchnik](https://twitter.com/tmaluchnik)



WHEN YOU LOOK FOR A JOB, YOU ARE LOOKING FOR SOMETHING CREATED FOR YOU BY SOMEONE ELSE

When you are looking for a job, you are looking for something that someone else has created that's going to fit you. Instead I thought it would make sense for me to create something myself so I could create it exactly the way I wanted to. That was the realization that I had with working for myself, blogging and building a platform that I'm passionate about.

Jonathan Mead, [Illuminated Mind](#)
[@JonathanMead](#)



THERE'S NOTHING I LOOK AT AND SAY THIS IS COMPLETELY WRONG

Everyone is giving good advice. It's just that I see literal interpretations. There's nothing I look at and say this is completely wrong. It's like the fundamentalists that take the bible literally. People will view an article that says "engage with your community and interact with your blog." That doesn't mean reply to every comment. Let's say you're putting up cooking recipes on your blog. Somebody Google's how to bake a cake and ends up at your site. Do you think they are interested in engaging with your community? NO. It's all dependent on your niche.

Jordan Cooper, [NotAProblog](#)
[@NotaProblog](#)



MOST PEOPLE DON'T KNOW THEMSELVES

Most people do not know themselves. They are not in touch with their true self. Before moving past that, I deal with helping them to create a state of internal harmony. Unless you understand what your personal values are, what brings you pleasure, what you are passionate about, and then what your built in response patterns are and whether your built in beliefs are limiting or empowering, it's really hard to move forward in personal development.

Jonathan Wells, [Advanced Life Skills](#)
[@JonathanWells](#)



YOU HAVE TO LOOK AT BLOGGING AS A LONG TERM STRATEGY

Everyone thinks that they are going to put up a few posts and be huge. You have to look at blogging as an extremely long term strategy. The people that you see that pop up “overnight”, they didn’t. It was a long term struggle where it was the mom and cat reading it. One of the things that you have to start on early is that you have to be active in other communities in similar niches. My rule on that is that 20% of your time should be spent on creating interesting content. Start by whatever is interesting to you. The rest of the time needs to be spent forming relationships, one on one, not mass relationships.

David Siteman Garland, [The Rise to The Top](#)
[@TheRiseToTheTop](#)



AUTOMATION IS REALLY IMPORTANT FOR LIFESTYLE DESIGN

One of the first things I found out about when I got into the lifestyle design was automation. It was almost a whole other job to actually get work, not only just doing the work, but finding the work. Something I started out doing was finding a way to automate. So I started looking for ways to actually automate how to get clients. I do web design and tech support. I ended up hiring a virtual assistant. I made sure that I wrote a workflow and had my assistant go to all the various freelance boards and find jobs for me. I ended up paying a virtual assistant \$3 an hour to send out a couple hundred emails and ended up getting real hits that turned into a \$300 and a \$1000 project.

Robert Granholm, [The Life Design Project](#)
[@LifeDesignProj](#)



DO SOMETHING THAT MAKES A DIFFERENCE WHEN YOU ARE YOUNG

Businessweek came out with a cover story, Gen Y the lost generation. They said that our generation could not even grasp the bottom rung of the career ladder. I thought “I can’t believe this is the cover story of Businessweek.” They interviewed this guy named Dan from University of Wisconsin, so I wrote Dan a letter and it got me on the front page of businessweek.com. I said go out there and do something with your life. Do something that’s going to make a difference while you’re young and people are gonna respect that. People are going to ask “what did you do during this period of unemployment” and it better be good because there are people lined up for that job, whatever it is you want.

Matt Wilson, [Under30CEO](http://Under30CEO.com)
[@mattwilsonTV](https://twitter.com/mattwilsonTV)



THE MOST OVERRATED THING IN BLOGGING IS POSTING EVERYDAY

If you are going to try to build a community, then you want to slow down and make a powerful post. For people that are focusing on community I think the most overrated thing in blogging is posting everyday. I think you should post once every week or so. I think that's what feels natural. There's no science behind it. I try to post 2-3 times a week, two decent content worthy posts. When I started doing that, really concentrating and writing 3000-4000 word posts, that's when my blog took off.

Adam Baker, [Man Vs Debt](#)
[@manvsdebt](#)



YOU HAVE TO TAKE MASSIVE ACTION IF SOMETHING IS GOING TO WORK

Something I learned in 2009 was that you had to take massive action if something was going to work. You have to take action on the right things. I've always been about simplicity. When I started my blog I joined Authority blogger which is a course by Chris Garrett. He talks about blog traffic strategies. I started out by commenting on as many blogs as possible. I also tried guest posting which made me realize that it was a much better strategy because it brought in a lot more traffic, subscribers, and fans. So I put all my energy into guest posting.

Henri Junttila, [WakeupCloud](#)
[@henrijunttila](#)



THE KEY TO MAKING MONEY ONLINE IS STEADY PROGRESSIVE GROWTH

The way I look at blogging and making money online is the way I look at traditional brick and mortar businesses. When you look at traditional business models, fast rises are followed by a fast fall. The key to success making money online is steady progressive growth, not large spikes. When you look at blogging you want each time you monetize to build upon the other. You're slowly progressing online for a larger nest egg. People look at people making money online and think they're going to make all this money. But what they didn't see is the years that went into that. Slow progression is a lot better for long term growth rather than seeing some huge spike in the beginning because that just won't hold.

Robb Sutton, [Robb Sutton.COM](http://RobbSutton.COM)
[@robbsutton](https://twitter.com/robbsutton)



WHEN YOU MAKE YOUR FIRST \$100 ONLINE YOU BELIEVE IT'S POSSIBLE

I heard that rule don't monetize for the first 6 months. That rule really pissed me off and here's why. I needed money NOW. The idea that I was not going to make money for 6 months was not an option. I think it tends to discourage people because they are not interested in delayed gratification. You want results now. You don't just want them now for selfish reasons. You need them because people work very poorly in the absence of visible incentive. I remember when I made my first 100 dollars online. Nothing could have pushed me further along because what that did was make it real. There's this strange thing that happens you make your first buck or first hundred online. It's like you know that people are doing it, but you don't believe its possible until it happens to you.

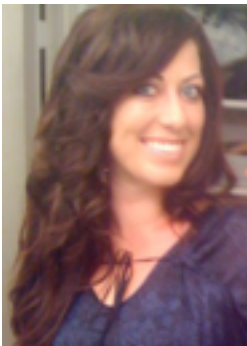
Johnny B Truant, JohnnybTruant.com
[@Johnnybtruant](https://twitter.com/Johnnybtruant)



THE THING BLOGGING HAS DONE IS HELP ME FIGURE OUT WHO I AM

It's been so awesome just to connect with authors and interesting people who have nothing to do with my full time job. That has been such a gift. I have made so many friends. I feel so understood and I feel this total connection with people who are spending their time writing and putting their ideas out there. It's such a great community that has improved my life in so many ways. The thing that blogging has done for me in the last 2 years is that it has truly helped me figure out who I am and I feel like I am contributing to the world in a way that is uniquely mine. I often tell people I work at Google and it's easy to get swept up in it. I have to remind people that you are not your job, you are a person with qualities, interests, and wonderful things about you that have nothing to do with your 9 to 5 job and blogging has helped me realize that for myself.

Jenny Blake, [Life After College](#)
[@jenny_blake](#)



YOU SHOULD HAVE 20 ARTICLES BEFORE YOU START PROMOTING YOUR BLOG

We soft launched our site in September 2008. We knew going into that that we weren't going to be telling anybody about it for a few months. So, our strategy was to create some content and pillar articles before we ever started promoting it. We didn't start reaching out to people until January 2009. That I think would be a smart way to go. Whenever I'm meeting with other people I say you want to have 20 or so articles, so that people who go to your site have something to look at and really sink their teeth into it before you start promoting it. You know there are so many blogs that get started and how many of those keep going is actually a much smaller percentage.

Ria Sharon, [MyMommyManual](#)
[@RiaSharon](#)



I THINK THAT AUTHENTICITY IS VERY IMPORTANT, PEOPLE KNOW BS

I think authenticity is very important. People know BS when they hear BS. I'm not saying divulge every secret because that's not appropriate. But, you do need to connect with your readers so that they know you are a real person, struggling and celebrating the things they are also struggling and celebrating with.

Alex Blackwell, [The Bridge Maker](#)
[@thebridgemaker](#)



ONE THING I PROMOTE ALOT IS MULTIPLE INCOME STREAMS

One of my things that I promote alot is multiple income streams. You don't want to have all your eggs in one basket. Even if it's doing well you don't sleep at night. Even with the internet, something that could go down in an instant and if that's 100% of your income you're screwed.

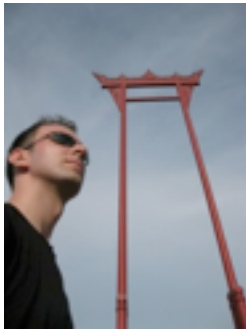
Eric Hamm, [Motivate Thyself](#)
[@EricHamm](#)



THERE IS NO MAGIC PILL

There's no magic pill. You'll hear this from a lot of people "**Have Good Content Have Good Content Have Good Content.**" If you don't have good content why would anybody link to you and why would anybody accept your guest post.

Karol Gajda, [RidiculouslyExtraordinary](#)
[@KarolGajda](#)



ANBODY CAN DO WHAT I'M DOING ONLINE

I am nobody special. Anybody can do what I'm doing online. They just have to understand the ins and outs, which is what I wanted to share on *Smart Passive Income*. I didn't know where it was going to go and I didn't have a plan for it. But maybe that's why it's become successful. I didn't worry about where it was going. I just did it as a hobby and the content that came out was true, honest, and non-promotional

Pat Flynn, [Smart Passive Income](#)
[@Patflynn](#)



WHAT YOU HAVE TO DO IS FOCUS ON TODAY

A couple of months ago, a How-To Blog called *Makeuseof*, which is similar to *Lifehacker* actually wrote about me. Out of the blue one of their writers made a list of the 4 best blogs that every lifehacker should subscribe to. The list included *Zen Habits*, *Tim Ferriss 4 Hour Workweek*, another one I can't remember, and then me. Somehow I got listed along side Leo from *Zen Habits* and Tim Ferriss on this small list of 4 blogs. So that setup another huge jump in subscribers. What I took from that was the following. These big things, these big opportunities will happen. What you have to do is just focus on what you can do today and doing the best you can step by step, and not worrying about when you are going to get your big break or have this gigantic spike in traffic happen.

Jeffrey Tang, [Art of Great Things](#)
[@jeffreytang](#)



I SENT GUEST POSTS TO BLOGS I KNEW USED PAID WRITERS

In a nutshell, what I did was send out guest posts to blogs that I knew used paid writers. In a couple of cases I got offered jobs without even asking. Editors wrote back and said they enjoyed the guest post and asked if I'd like a job with them. After that I got a bit more strategic. I spent a few months asking Jay at Dumb Little Man when I could have a writer's slot. It's kind of about building a relationship with an editor. I've never had any luck just applying for jobs on problogger because they get swamped with applications and don't know who you really are.

Ali Hale, [Aliventures](#)
[@ali_hale](#)



THE ONLY WAY TO CUT THROUGH THE NOISE IS TO BE YOURSELF

There's so much noise out there that I think the only way to cut through it is to be yourself. It's the only area in which you don't have competition. I think frank talking gets attention because that's real. When we start out, I think we start out trying to mimic the voices and the styles of other people. Maybe that's part of the beginning process. The biggest advice I give people is to really push who they are and focus on their own unique voice and their own perspective.

Kelly Diels, [Cleavage](#)
[@kellydiels](#)



IF YOU FOCUS TOO MUCH ON TRAFFIC, YOU'LL BE LOOKING IN THE WRONG DIRECTION TO PAY YOUR BILLS

Now that people know who I am I focus on products and building my business. Even the people who visit my blog, alot of them are not going to become my customers. I think we're in this new wave of blogging where we're trying to figure out who our customers are. I think Naomi Dunford said it, alot of people who buy her stuff she's never heard of. If you focus too much on traffic, you're going to be looking in the wrong direction for paying the bills.

Nathan Hangen, [Building Digital Empires](#)
[@nhangen](#)



WHAT I ALWAYS TELL PEOPLE IS TO JUST START, DON'T WORRY ABOUT BEING PERFECT

What I always tell people is to just start. People worry so much about doing it perfectly. The blogosphere is so crowded nowadays. People just want to create a blog and mimic the really big and successful blogs. They then tell themselves that they don't have this perfect thing. Then they never start. So, just start, and start growing, and find your voice along the way. Don't try to set too many big goals. Just keep going.

Luciano Pasuello, [Litemind](#)
[@lucianop](#)



ONE THING PEOPLE DON'T REALIZE IS THEY CAN WRITE FOR MAINSTREAM SITES

One of the things that people can do that I don't think they realize is that they can write for mainstream sites. CNN has the iReport. Then there's other sites where if you look carefully you can even find submission guidelines. Anybody could submit a story/article or blog and get hired so to speak. They may not pay any money for it, but if the exposure is good, that's the main thing.

Michael Martine, [Remarkablogger](#)
[@remarkablogger](#)



I'M WRITING ABOUT AN IDEA THAT RESONATES WITH PEOPLE

Initially it was interviews that helped to grow my traffic. I thought to myself I'm writing a blog about minimalism, so I'm going to interview every single person I know who's got knowledge on this subject. It was very focused on minimalism. I interviewed Colin from *Exile Lifestyle*, Leo from *Zen Habits*, Tammy from *Rowdy Kittens*. I got my initial subscribers from this. Most of my growth really comes from the idea. I'm writing about an idea that resonates with people.

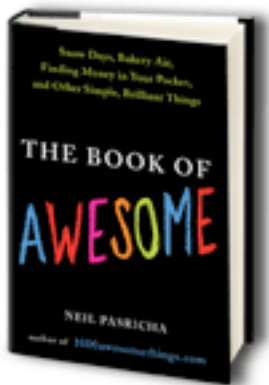
Everett Bogue, [Far Beyond the Stars](#)
[@evbogue](#)



I'M JUST ENJOYING THE FACT THAT I LIKE WRITING CONTENT

If you were to analyze my web site from an SEO perspective, you would find a million flaws with it. I'm just enjoying the fact the I like writing content and I like pressing publish. That's the reason why I have said no to so many things. I don't have any ads on my web site. I'm approached about ads 3-4 times a week. I say no everytime. I don't want to have to maintain ads and set them up. It changes what this is about for me. I like the fact that I get to write about awesome things. For me it's not about monetizing the site. I never take any money out and I never put any money in.

Neil Pasricha, [1000 Awesome Things](#)
[@1000Awesome](#)



YOU SHOULD GO INTO RELATIONSHIPS JUST LOOKING TO CONNECT

What I found with establishing relationships with bloggers is that you should just go in wanting to be friends. You don't want to go in looking to get something. You should go into relationships just looking to connect with somebody. What you'll find is that you have similarities and differences. All those A-list bloggers have been where you are at. Most of them are really glad to help you. You don't want to have a one way street in terms of relationships.

Bud Hennekes, [PluginID](#)
[@aboundlessworld](#)



BLOGGERS ARE LOOKING FOR CONVERSATION AND CONNECTIONS

The biggest thing I can't recommend enough to people who are just starting out is to go to other people's blogs and start commenting. Start talking, start a conversation. Email the author if you can. Anytime somebody emails me I do my best to get back to them as soon as possible and most people will do the same. If they're bloggers they're looking for conversation and looking for connections, and to hear about other people's experiences. Making those connections will make sure at some point at least they will check out your blog. But, also you are providing value and that's the best way to get value back.

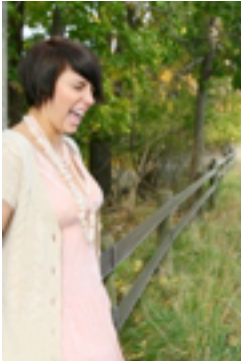
Colin Wright, [Exile Lifestlye](#)
[@colinismyname](#)



I PURPOSELY TRIED TO AVOID THE ECHO CHAMBER IN THE BLOGOSPHERE

I really do have to say if I could get accredit one thing to the growth that I have experienced, it's just simply saying whatever I want to say. I purposely tried to avoid the echo chamber in the blogosphere. I haven't done alot of reading of other blogs which some people might recommend. I did that on purpose because I wanted to make sure my ideas are fresh and my ideas are my own and that my ideas reflect what is I'm trying to do with *The Middle Finger Project*.

Ash Ambirge [The Middle Finger Project](#)
[@tmfproject](#)



AT THE FOUNDATION OF EVERYTHING IS A GOOD MARKET

At the foundation of everything is picking a good market to begin with. That's something that all bloggers should think about if monetization is their ultimate goal. It's something they need to think about before they even start writing. Some markets don't have any real goals associated with them or any emotional drivers that drive them. One of the things that I tell people is that with your blog you need to have some sort of underlying emotional motivation to the audience and that all you're really doing is catalyzing and pointing them.

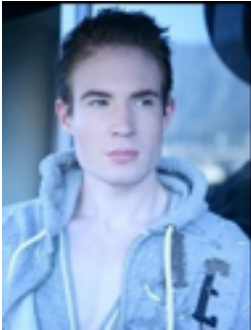
David Risley, DavidRisley.COM
[@davidrisley](https://twitter.com/davidrisley)



IF I HAD ONE RECOMMENDATION, IT WOULD BE STUDY ALL THE BIG BLOGGERS

One of the things I'd recommend to anybody starting out now is to go out and study what all the big bloggers are doing, like Dumb Little Man, Zen Habits. One of the things I would do is also study is also the copy blogger articles. It's such a useful exercise to go through when you start writing. There's so much involved in crafting a blog post.

Diggy [Upgrade Reality](#)
[@upgradereality](#)



REACH TO THE SIDE OR DOWN AND YOU CAN BUILD A POWERFUL TEAM

You go into any social group, and social media is no different, the main behavior in the culture is always reaching up, looking up. This is just primate behavior. It turns out if you reach out to the side or you reach down you can assemble a pretty powerful team.

Dave Doolin, [Website In A Weekend](#)
[@websiteweekend](#)



TO START A TREND FIND 150 PEOPLE TO SHARE YOUR IDEA AND PROMOTE IT

In my experience talking about specific numbers, I was completely stunned to know that Malcom Gladwell, in his book *The Tipping Point* was perfectly right. In his book at some point, he says that if you want to start a trend or start something really important, you should find 150 people to share your idea and promote it. I have to admit, if you get close to this limit around 100 people, which means you talk constantly, you help them, and you bring value to them, and they bring value to you, that's something workable. It sounds difficult, but if you take time to write down the number of people you are talking to daily, then it's probably 50 or 60, so the effort of trying to talk to 100 a day isn't that big.

Dragos Roua, DragosRoua.com
[@dragosroua](https://twitter.com/dragosroua)



YOU NEED TO PLAN FOR INCOME FROM THE BEGINNING

If your primary goal is to ultimately create an income from blogging, then you really need to think of that from the beginning and plan things around that. If you start on a topic that doesn't have commercial appeal and then try to weave in the commercial appeal later, it can be a challenging process.

Corbett Barr, [Free Pursuits](#) and [Think Traffic](#)
[@corbettbarr](#)



ALL YOU NEED TO CARE ABOUT IS MAKING YOUR FIRST \$100 ONLINE

I tell this to people all the time. I just released some products about creating your income stream. All you need to care about is making your first 100 bucks. Once you make your first hundred bucks you figure out how you did that and make it 200, and then 300. Right now, I've got a really good income stream going on. For a long time I was making 500 to 1000 dollars a month. It takes a lot of effort and a certain amount of time to build that up. If you just focus on trying to make this month better than last month, then you are on the right track.

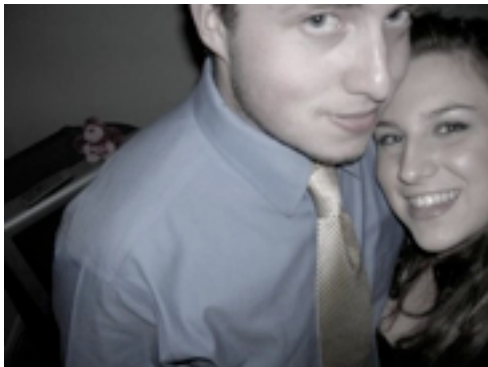
Dave Navarro. [The Launch Coach](#)
[@rockyourday](#)



CONSISTENCY IS CRITICALLY IMPORTANT

Consistency is critically important, especially from a business perspective. It's very easy for that to feel like it's a chore. You do develop a stride. I think it feels like a chore for everyone when you start out. Maybe it's fun at first and then you start feeling like you need to do this more often, you need to do it every Monday, Wednesday, Friday you need to check, reply comments, and comment on other blogs. Then it turns into this full time job. It gets very intense, but then eventually you just hit the ground running and you sort of just go from there.

Matt Chevront, [Life Without Pants](#)
[@mattchevy](#)



THE MOST IMPORTANT THING IS TO FIGURE OUT WHAT YOU ARE BLOGGING ABOUT

The important thing I think is to figure out what you are blogging about. What is your purpose? What is your goal? Build a tree. What is the trunk of your tree? Is it cats? Great! What are the main branches? Cat health, Cat Behavior, Cat Medicine, Kittens, Cat Breeds. Those are your branches. Now, go from there. What branches go off those main branches? Build that tree and build out your content, but make sure that everything comes back to the trunk of your tree. We know how search engines crawl and they like things to be built that way, so build them that way.

Julie Roads, [Writing Roads](#)
[@writingroads](#)



THERE ARE 4 ASPECTS TO HIRING A VIRTUAL ASSISTANT

There are 4 aspects to getting to the point of hiring a VA. You can outsource anything you don't have time to do, anything you don't want to do, anything you feel you should not be doing as a business owner, and lastly tasks that you find tough to do in a timely fashion. Those are really the 4 main aspects of exploring whether you should hire a VA.

Chris Ducker, [Virtual Business Lifestyle](#)
[@chriscducker](#)



FOCUS ON THE CONTENT

Focus on the content. And that's really what you should focus on. It's not all the different widgets on your site, all the different ads, or how many different ways you can have sharing buttons or all of that stuff. Really focus on creating great content - the readers will follow if the content is good."

Leo Babauta, <http://zenhabits.net>
[@zen_habits](#)



AFFILIATE MARKETING IS MORE OF A MARATHON THAN A SPRINT

One of the things I see people doing wrong when they start affiliate programs is they think that it's kind of automatic. They think they'll put the product in an affiliate network and the thing will take off by itself. They think it will take off overnight. In general affiliate marketing is more of a marathon kind of marketing channel than a sprint. It takes a lot of work."

Wade Tonkin, [GTO Management](#).

[@affile8warrior](#)



THE ONLY THING YOU HAVE IS YOUR CREDIBILITY

When you're a writer of any kind, particularly now, with the social web, and people able to spread so much information about you through their comments, Facebook or wherever - the only thing you have is your credibility - and you lose that it's very difficult to recover. And it's better to err on the side of caution and disclosure to protect your credibility, your trustworthiness.

Joe Wilcox, [*Oddly Together*](#).
[@joewilcox](#)



JUST SIT DOWN AND WRITE

Just sit down and write. You won't get anywhere if you don't get to work!

Thursday Bram, ThursdayBram.com and Constructively Productive.
[@thursdayb](https://twitter.com/thursdayb)

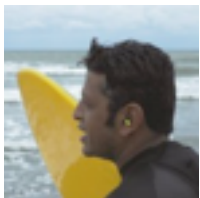


THANK YOU

I just wanted to take one last opportunity to say thanks. For the people who've been on the show, you're the ones who make all of this possible. Without our guests we'd really be nowhere, so I encourage you to subscribe to all of their blogs. Each of the people in this ebook is at the top of their game in one way or another and they are phenomenal role models for blogging success.

To the Listeners: You guys are truly awesome. Your feedback has really been instrumental in driving the success of this site. Our aim is to give you as much value as possible through [BlogcastFM](#). If you are new, I encourage you to check out our [archives](#). We've done over 60 interviews with some of the most famous bloggers around. In each one they'll tell you exactly how they have gotten to where they are at.

Srinivas Rao, [The Skool of Life](#)
[@skooloflife](#)



Sid Savara, [Analysis Driven Personal Development](#)
[@sidsavara](#)

