



START HERE
...BLOGGING

Lesson # 1

Excerpt:
**How Do I Make Money
From A Blog?**

www.StartHereProgram.com/blogging

By

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Foreword

Welcome to your first [Start Here Blogging](#) lesson!

I'm excited to have you as a valued member of our 6 month training program and am looking forward to seeing your own blog come to life over the next few days and weeks.

Before we begin with the training, there are three important things that I need to mention to you...

1. SURPRISE! You can expect a few bonuses!

You are all set up to automatically receive a FREE bonus as an active Start Here Blogging subscriber every few weeks. This will appear in your inbox approximately once a month and will include accessories and training material to further streamline your blog and **help create extra profit for you.**

2. What's In Store For The Next Few Weeks.

I want to give you a quick look at what we'll be covering during the first 12 lessons in your training... These first 12 lessons will be covered in a 2 week period so we can get your blog up and running as soon as possible.

Lesson #01: How Do I Make Money From A Blog?
Lesson #02: Getting The Technical Stuff Out Of The Way: Tools
Lesson #03: Define Your Niche
Lesson #04: Research Your Niche
Lesson #05: Is There Money In Your Niche?
Lesson #06: What Do You Call Your Blog?
Lesson #07: Why WordPress? – Installing WordPress
Lesson #08: All About WordPress Settings
Lesson #09: Choosing a Look and Feel For Your Blog
Lesson #10: Uploading Your Theme and Getting It Set Up
Lesson #11: Managing Your Blog With Plugins
Lesson #12: Your First Post!

These first 3 weeks will be going through the basic steps involved in getting your blog up and running. (If you already have your blog set up – pay attention – you will probably find some nice gold nuggets in these

preliminary lessons!) During this time, the lessons will come about every 48 hours. The goal is to get a kick start to your blog – let's get it up and running quickly so we can focus on the more advanced strategies of USING it to GROW your eBay or online business! After we get the technical stuff taken care of, we will focus on more advanced marketing strategies for your blog.

URGENT: Your Email Address... Potential Delivery Problems

Just in case your internet server provider filters the emails from this course, here are a few tips to make sure these emails are delivered in the future.

Oftentimes, putting jenni@huntedtreasure.com on your 'whitelist' will take care of this; however, in some cases it is necessary to use a different email address.

Please check your email and if you do not receive the welcome email within 24 hours then I recommend you get a free Gmail email account to use for these lessons. Yahoo, Hotmail and aol tend to be quick to mark emails as spam.

You can get a free Gmail email address in just a few short steps here: <http://mail.google.com/mail/signup>. Once you have done so, please email me back and I'll manually set up the new email address to your account so you'll be able to receive all of the lessons.

Now that we have taken care of some of the housekeeping... let's get onto the lesson!

Excerpt For Lesson #1

...I was thinking about this concept today though... and the following question came to mind:

"What is the difference between marketing and sales as it relates to your eBay business?"

The marketing piece is partly about getting an item to market... the selling is what happens once you are at the market and buyers are wondering around making decisions about what to buy.

Let's break this down some more:

The selling piece is easy to understand – this is what you are already doing as an eBay seller. You list products you are hoping to sell... people bid... and you collect payment and ship the item.

The marketing piece is a little different. The marketing is about HOW you get the item to 'market' (ie., eBay)... it is about the strategies you use in how you package your items (ie., which items are included in a lot vs. sold solo, etc.)

The marketing piece is not just about getting to market though... ***it is also about the strategy you use to get people to buy your items.*** This includes a whole slew of things:

1. cross-selling within your auctions
2. participating in forums (inside and outside of eBay)
3. participating on blogs with comments
4. driving traffic to your listings through advertising
5. email marketing to previous customers and/or potential bidders
6. creating eBay classified ads
7. article marketing – submitting articles to ezine directories or as a guest blogger about a topic that is related to the theme of your listings
8. creating your own website/blog outside of eBay to drive traffic to your listings
9. and more...

Okay, let's take a step back...

This isn't a 'if you build it – they will come' sort of thing. You need to have a purpose... and plan... and **the purpose of this course is to help you develop your own plan for creating, communicating and delivering valuable information so that, in exchange, your blog will generate a nice revenue stream for you (from your eBay auctions and more).**

I am going to make an assumption here and assume that you get that blogging is something that could be very valuable to your business. I don't think you would be here unless you were, even in the slightest sense, thinking that adding a blog to your business plan would be beneficial.

I'm also going to assume that you are here expecting to learn **how** to get your blog up and running... but, even more than that, you are expecting to gain an understanding for **how to use blogging to grow your business**. That's what the Start Here Blogging Course is all about... to provide you with **a step-by-step guide** for getting your blog up and running for results!

The Master Plan for this course...

It is important to remember that **your blog is just a tool**. It is a marketing tool... it is a communication tool. *This tool allows you to build relationship* with your audience... and when you have a relationship with your audience (or potential customers), you are **leaps and bounds ahead of your competition** for getting them to respond to you.

In other words – **building a trustworthy relationship with your readers will move them from 'visitor' to 'client'**.

Building a relationship with your audience will create trust. You will generate a following.... You will build a community... You will, likely, be viewed as an expert in your 'niche'... and your audience will respond to that.

Alright – here is the outline for the Master Plan...

Step 1: Get The Technical Stuff Out Of The Way

First things first – we are going to get your blog up and running! This won't take long (you should have it up and running within 3 weeks following this Start Here: Blogging Program)... but, obviously, it is an important step :-)

Step 2: Build a Relationship With Your Audience

We are going to walk through all sorts of ways to use your blog to build a relationship and community with your audience. This will include learning how to use the traffic that your blog is getting to grow your eBay business.

Step 3: Position Yourself As An Expert

If you are building a relationship with your readership – then they will likely already view you as an expert in your field or niche. We dig into this more with techniques for building this trust with your audience.

Step 4: Build a Deeper Relationship With Your Audience.

Step 2 was all about you giving and giving to build up trust. Step 4 is more about getting a response from your readers. And, although we will talk about using your blog traffic to grow your eBay business in Step 2 – we get into more advanced strategies towards the end of the course.

This Week's Assignment

Your assignment for this week is to take the time to **browse blogs and get a feel for how other people USE them.** In fact, visit some blogs that cover 'How To Blog' and rather than look at WHAT they are saying in their blog posts... **notice HOW they are posting.**

Look at how they have their blog set up...

Do they advertise?

HOW do they engage their audience?

Do they have lots of comments and interaction?

Where are they generating revenue from?

Do they have an option to join a mailing list?

As you start to make observations about HOW bloggers blog, you'll begin to develop ideas for HOW you want your blog to be. Be sure to take notes so you can apply all the wonderful observations you make.

Here are a few blogs to visit and note HOW they post. Remember, you are looking at how these bloggers use their blogs – not paying much attention to the content. Even if these blogs aren't in a market of interest for you – there is much to learn!

<http://zenhabits.net/>
<http://mashable.com/>
<http://www.slashfood.com/>
<http://thepioneerwoman.com/>
<http://nestingplacenc.blogspot.com/>
<http://www.johnisfit.com/>

[Note: These blogs do not necessarily represent my personal views or opinions... I share them as a learning tool.]

Enjoy,

Jenni Hunt
Publisher, [***Start Here: Blogging***](#)

Coming Up Next ...

The next lesson is going to jump right in with getting the technical stuff out of the way. Even if you already have a blog of some sort up – I encourage you to take a glance through each lesson... you might just learn something new!

**I hope you enjoyed this excerpt from the first lesson
of the [***Start Here Blogging Course!***](#)**

***Do you want to keep going in the course
and get continued **step-by-step instructions**
for setting up your blog and getting it
ready to **generate new income?*****

**The Charter Memberships are going FAST
...only a handful left...
Once they are gone – they are GONE!**

[Www.StartHereProgram.com/blogging](http://www.StartHereProgram.com/blogging)

