



BEGINNER'S GUIDE TO BLOGGING

17 STEPS TO STARTING
YOUR FIRST BLOG

BY
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Beginner's Guide to Blogging:
17 Steps to Starting Your First Blog

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CHAPTER 2

DISCOVERING YOUR NICHE

In this chapter, I'm going to give it to you straight, and be completely honest, because this is where most people get stuck and stay stuck.

Before we start, I want to mention that I use the word niche in its broadest sense in this chapter and in this book.

For me, niche means your target audience, which could be as narrow as people interested in growing tomatoes or as wide as productivity tips for the digital age.

This isn't about finding the perfect niche, because odds are that you won't find it right away. This is about getting started and figuring things out as you go.

You can try to plan, analyze, and think your way to the perfect niche, but it won't work.

You have to take action.

I know it's scary, but when you take action, you gain real world experience, and that's when you have breakthroughs and insights.

When I started my first "serious" online website over half a decade ago, I had no clue what I was doing. I thought I had the perfect niche, but I didn't. What most people won't tell you is that you have to be okay with imperfection. I

could show you a system of how to come up with the perfect niche, but you probably wouldn't anyway.

I know this because I've worked and talked with people who have gone through those "fool-proof" systems.

You have to be okay with just starting and seeing what happens. You have to develop an attitude of determination. It is not what you do or have that will guarantee your success, it is your attitude.

With that out of the way, let's get down to some detail, shall we?

What is a Niche?

To me, a niche is simply the topics you cover. Yes, I said topics, as in plural.

It's fine to cover multiple topics as long as they relate in some way, such as parenting and fitness, because you can combine them.

Someone who has done this really well is Steve Kamb from [Nerd Fitness](#). He has taken his interests in weight lifting, fitness, and health, and mixed them with his affinity for Star Wars, Nintendo, and Superheroes.

A niche can be what you want it to be. There are no real rules.

When people think there are, someone always comes along and breaks them. Most people get confused because they try to figure out what's right or wrong instead of listening to what they feel inside.

I found my niche through my interests. However, I didn't find what I *really* enjoyed until a few years of earning a living online.

I was willing to take that step into the unknown, even though I wasn't sure if I was building an online business around a topic I loved.

I knew that if I didn't start, I was going to stay stuck, and not get anywhere.

I knew that even if I failed with my first few websites (which I did), I was learning, and eventually I would succeed (which I did).

While I cannot know what your journey will look like, I do know that there will be no journey unless you go for it.

Why You Must Have a Niche

Put yourself in your reader's shoes for a moment. Imagine you land on a website that is about fitness for geeks and nerds.

You discover that it's almost as if the articles were written for you. You're in heaven, because you've finally found someone that understands you, and talks to you in your own language.

You start reading the articles fervently. You can't stop yourself. You buy their products, and you join their courses. You love the site, because it's made for you.

This is what happens when you have a niche and a focus.

It will feel like you're abandoning your other interests when you pick one.

But remember this: if you don't pick one main focus, you will be giving up on all of your interests, because you cannot ride two bicycles at once.

5 Tips on Finding Your Niche (And Passion)

You've probably already started thinking about what your focus could be.

And while you may be confused, know that it's normal, and a part of the process. I know I sure didn't know what I was doing when I started Wake Up Cloud.

So, take it easy and relax. It won't be perfect, and you may not feel 100% clear, but that's okay.

Just keep going.

Here are a few questions that will get you finding your niche:

1. Brainstorm

Grab a pen and a clean sheet of paper. Write down whatever comes to mind when you ask yourself the question: What is my niche?

If you need a synonym for niche, simply use passion or interest.

Dump your mind on the paper without censoring yourself. Keep doing this for 20-30 minutes.

Yes, I know that's a long time, but truly great ideas come when you have nothing left to say, because that's when your conscious mind is out of the way.

Use the questions below to spur more inspiration.

2. What Do You Want?

What is it that you really want from life?

I'm not talking about security, money, and sitting on the beach. I'm talking about what you REALLY want.

Do you want to help people? Do you want to paint? What do *YOU* want?

If you don't know how to paint, you can still start a blog on painting. People love to see someone learn the ropes from scratch.

Everything you think is stopping you from going after what you truly want is only an excuse.

I had many excuses when I started.

I looked at popular personal development and online business bloggers, and I believed I had nothing to say. Eventually I got sick of my excuses and took action.

And you know what?

I discovered that I do have something to say.

There's a reason you are reading this right now, and there will be a reason for your readers to read your writing, but only if you start.

3. What Do You Like?

What do you like to do?

In my life it was obvious. I loved personal growth. I'm addicted to learning how to expand the amount of peace and freedom in my life.

I knew this all along, but I stopped myself from going ahead with it, because I didn't believe in myself.

Most people do stop themselves until they are ready to move along.

I could show you a step-by-step process for determining the profitability of your niche and finding your niche, but all that doesn't matter.

What matters is what will keep you going for years to come.

All the money in the world won't keep you motivated, only your passion and your determination will.

4. What Would You Do If ...?

What would you do if you couldn't fail?

What would you do if you had ten million dollars in the bank and you were set for life?

Suspend your disbelief for a moment and pretend that you could succeed at anything that you put your heart to.

What would you do? When you dig deep, you will find an energy source that never runs out.

And if you don't, that's okay, too, because when you start, you will eventually bump into it.

5. Take Action Now

I could give you more tips, but what it really comes down to is fear. We're afraid that we aren't good enough, we'll mess up, no one will listen, and our dreams will be crushed.

From that, most people conclude that it's better not to even try than to try and fail.

But what they forget is that they have already failed if they never begin in the first place.

You don't have to be an expert.

You don't have to be perfect.

You don't have to be anything other than who you are to succeed.

Most of the things that you've think have been stopping you can be thrown to the wayside.

What About Competition?

You have your own story to tell. The reason most blogs fade into oblivion is because the authors are too scared to share who they are, and what they feel inside.

I was told that the personal development and online business space was overcrowded when I began blogging, but my blog is still growing every single day.

Don't let anyone tell you that you can't do something, not even yourself.

Competition just means that your topic is profitable.

So what if you think you aren't good enough in the beginning?

So what if you don't know what to do right away?

You might not think you have the best idea in the world. Hell, you might not even have an idea, and that's fine.

Competition doesn't matter, what matters is how much you want to write about the topic.

How hungry are you?

You could choose a topic with less competition that you could dominate, but if you're not hungry, eventually that blog will die, no matter how successful it becomes.

Stop Second-Guessing Yourself

Second-guessing yourself is a part of this journey.

The secret is to stay focused on the next smallest step, instead of trying to plan way ahead in the future and overwhelming yourself.

You control your brain.

You make yourself second-guess yourself.

Finding your niche (and passion) is about self-honesty and courage. You have to dig deep, and you have to be willing to move forward even when you are uncertain.

The goal is not to get it perfect, the goal is to start.

Remember that, and please, relax about the whole process. This isn't life or death. I used to think it was, and it stressed me out.

Have fun with the process. If you aren't sure what your niche is, then pick something you think it is and start.

Sooner or later you will figure it out, but not if you sit still.



CHAPTER 4

YOUR BLOG NAME

I know from first-hand experience that coming up with a name isn't easy. In fact, when I just had the idea to start a blog and no name, I was terrified.

In this chapter I'll show you how you can come up with a great name for your blog, but I also want to stress the fact that it's not about having a perfect name, it's about having a name that is good enough to get started with.

Are you noticing a common pattern in this book? It's all about taking action and focusing on constant improvement instead of instant perfection (which doesn't exist anyway).

You can always change your name down the road, because when you first begin, you probably won't catapult into popularity.

I say this not to discourage you, but to relieve the pressure. When I started thinking about my name, I was scared, but I was focused.

I was so determined that I was going to proceed with the worst blog name in the world if it came to that. A few days after that, I started seeing cloud-themed websites, clouds painted on the sides of cars, and just clouds everywhere.

I took this to mean that I should go with something cloud-based, so I did. I liked what clouds represented and the colors associated with them.

In the end, was the choice easy? No.

I could've sat and analyzed for months, but the name was good enough, and I was itching to get started. You know that feeling when you're just feeling so restless you want to take action right away?

That's what I felt.

The best name in the world won't guarantee your success, but your determination will.

What's in a Blog Name?

When you're naming your blog, think far into the future.

When I chose Wake Up Cloud, I did it because it sounded good, it was memorable, and it gave me leeway to write about whatever I wanted.

Branding experts have written books about this subject, but I like to keep it simple, because I know that it's not the name that matters, it's what's behind it.

Now, if you choose a horrible name, you may not be as successful as you want to be, but when you use a bit of common sense, you won't have that problem.

What do I mean by a horrible name?

Well, if you're into gardening, you probably don't want to name it something like, SoilYourself.com.

But then again, who knows?

Here's a quick list on what to think about when coming up with a name:

- Short
- Simple
- Memorable
- Unique
- Easy to Spell

Now, let's look at a few ways that you can start putting a name together, even if you have no idea where to start.

The 3 Step Process for Uncovering Your Blog Name

Most people make coming up with a name harder than it has to be. I realize that if you're naming a product in a multi-billion dollar corporation that it's a bit more important.

But you're naming your blog, and you don't even know if this will be your one and only blog. Life is a process, not something where you do everything once.

If we only did everything once, most of us wouldn't be walking, we'd be crawling. Learning to walk took persistence over a period of time, and blogging might, just might, be the same way.

Give yourself some space to have fun, because this is way too important to take seriously.

Here's a simple 3-step process that will help you come up with a great name:

1. Examples

I don't like to re-invent the wheel, so I always look at what's already out there. I'm not talking about ripping people off, but simply letting the names of other blogs inspire you.

This is especially effective if you look at blogs outside your area of interest. If you're into blogging about blogging, you may want to look at gardening, fitness, or even baby blogs.

As you surf around, and even wander around in the real world during the day, take notes on the inspiration you get, because what use is inspiration if you don't capture it?

2. Piece Together

A method you will see often is people piecing together two words to form a domain name. Great examples of this are [Think Traffic](#), [Zen Habits](#), and [Tiny Buddha](#).

A good way to come up with ideas is to write down everything you can come up with on your topic. Write down any words that come to you.

Let your mind run loose and free associate as much as possible. Don't just stay with what's "proper." In fact, the more improper you can get, the better your results. When you've got a nice list of words, start putting them together and see what you come up with.

3. Freewrite

Freewriting is a process I use to solve problems and come up with ideas. A great book on the subject that I consider the bible of freewriting is [Accidental Genius](#) by Mark Levy.

What you do is you grab a blank sheet of paper, or open up your word processor, and dump everything in your mind on paper. Remember this exercise from the chapter on discovering your niche?

When you run out of thoughts, write down that you don't have anything to say, because sooner or later more thoughts will come.

This is also a great way to come up with blog post ideas, products, and all kinds of solutions to your life. It works everywhere.

How to Let Your Blog Name Come to You

Instead of looking at a blog name like something you have to come up with, I suggest imagining that it already exists out there. It's floating around, you just have to relax enough to catch it.

The best way to catch your blog name is to give yourself time to refine and work on it. Give yourself a few weeks.

Brainstorm today, sleep on it, brainstorm some more, sleep some more, and then go out and collect examples. Then sleep on it some more, brainstorm, sleep, examples, freewrite, and sleep. Do you see where I am going with this?

There's no rush.



CHAPTER 12

WRITING GREAT CONTENT

Writing content that touches the hearts of your readers is what will ultimately create a loyal following.

When I started Wake Up Cloud, I had no idea how to write. I read dozens of blogs and they all had conflicting information, which I'm sure you're well aware of.

Some said I had to stand out and be remarkable, while others told me to focus on sharing my story.

None of them went into detail on how to do this, and I suspect it was because they weren't aware of why they succeeded. They just knew that what they did worked.

The questions running around in my head were:

- How specifically do I stand out with my content?
- How can I create a loyal following of readers that love my content?
- How can I inspire, and help people change their life for the better?
- What if I run out of blog post ideas?

I'm sure some of the above questions ring true for you as well. What I had to do was experiment, and figure out what worked and what didn't. Now a few years later, I know what works for me, but I'm still learning. It's a myth that successful bloggers have constant clarity.

They've just learned how to deal with the uncertainty and fear. They know that taking action is essential, and that they can only do their best at any time.

In this chapter I'll go through exactly how I do things, and what works and what doesn't.

What is Great Blog Content?

Great blog content connects with your ideal reader. It makes people go "Hey, this feels like it was written just for me."

It makes people want to share your content, because it touches them so deeply. This won't happen with every post you write.

It may not even happen with the first dozen posts you write. I know it certainly didn't for me.

But so what? You *keep going* until you succeed.

Producing great blog content isn't about writing a home-run every time you write. If you try to do that, you'll end up with writer's block.

It is not up to you to judge your writing, because you never know how many lives it will touch.

With that said, how do you actually write great blog content?

How to Write Great Content

Many people will tell you to write from your heart, but somehow they always fail to give you specific steps on how it's done.

In this section I'll tell you how I write from my heart and what it means to me.

Obviously, you'll get different explanations from different writers, so in the end you will have to create your own process.

1. Write to Your Ideal Reader

When I say write to your ideal reader, I am talking about imagining that you're sitting and chatting with a friend over a cup of coffee.

It's important that you write to just one person, because if you try to write for a group, you'll feel conflicted, because everyone in the group has different needs and desires.

You can't please everyone.

If you know who your ideal reader is, then write to that person and that person alone.

Your ideal reader can change from article to article, but it should be a reader that you enjoy communicating with.

When you write to your ideal reader, you'll naturally exclude a part of your audience, but you'll attract more people that are like your ideal reader.

This is how you build a rabid following of people that love what you do, but it only happens when you aren't afraid to exclude.

If you don't know what to say, you're not focused enough. If you don't have an ideal reader, create him or her, just like fiction writers create characters.

If that doesn't work, come up with something that does.

There are no rules.

2. Share Your Story

Don't be afraid to *share your story*, because it is through your story that people connect with you.

That means sharing your successes, failures, and everything in between. Many new bloggers try to paint a perfect picture of themselves, but it creates a disconnect, because no one is perfect, and deep down we all know that.

When you share your highs and your lows, your readers will thank you for your honesty and authenticity.

Imagine your favorite reader; share your story, your mistakes and your successes, just like you would with a close friend.

If you censor yourself, you probably won't be criticized as much, but your writing will also be bland.

When you truly reveal who you are, some won't like you, and some will love you.

This doesn't mean that you start sharing any random story, because it has to be relevant to you topic, and it has to help your reader.

3. Be Yourself

People often worry if they really have something unique to say.

If you're one of those people, the answer is simple: we all have something unique to share. The only problem is that sometimes it takes a while to discover what that is.

The fact that you are afraid of not having something unique to say means that you care, and that is ultimately what will help you become the blogger you want to be.

I didn't believe I had anything unique to say when I started, but I couldn't turn my back on my dreams.

I was going to find out whether or not I was cut out to do this. In the beginning, I had no idea, but I kept writing, and I kept improving.

You see, people have this whole thing backwards. It's not that you are unique, special, or talented, and then you start blogging.

It's often the other way around. You start blogging, and from there you discover who you are, and what you want to write about.

Every human being is unique, and that includes you. It is through sharing the deepest parts of your soul that will let like-minded people connect with you.

If you're afraid of doing that, then do your best, and start with where you are.

But always remember to push your boundaries. It is through becoming comfortable with being uncomfortable that you grow your blog and grow as a human being.

How to Never Run Out of Blog Post Ideas

If you worry about coming up with high-quality blog posts day after day, I'd like to tell you something that will both take the pressure off and give you the confidence to write whatever is on your heart.

You see, it's not about producing home-run posts every single time you sit down and write. It's about doing your best and getting your posts published.

I know I'm repeating myself, but it never hurts to hear it again, because once you realize that it's not about perfection, you can *take action*.

You cannot predict the future, so you cannot know which one of your posts will have an impact. The post you think is the worst may end up changing someone's life.

You just never know how far your writing will go, which is why you have to do your best and put it out there.

1. Absorb

The first step that I like to use to spark ideas for new blog posts is to look at other great blogs on the web, such as [Zen Habits](#) and [Steve Pavlina](#).

I read their posts, and the ones that resonate with me always get me thinking in new ways.

Some of them inspire me to write an article from my perspective, or expand on what they didn't cover.

Another great way is to read books both inside and outside your niche. Sometimes the best ideas come from way outside your topic area.

One of the biggest reasons people run out of ideas is because they try to write perfect posts, at least that was the case for me.

When I relax and just write, without worrying about what other people might think, I do better, and my ideas have room to grow.

Again, you can't know what other people think until you publish it, so you might as well stop punishing yourself.

Once you start blogging, you'll quickly discover that life takes you in a direction you hadn't anticipated.

That's why I keep telling you to just start and see where it leads you.

2. Freewrite

Remember freewriting from Chapter 4 on coming up with a blog name? Like I said there, freewriting works everywhere, and it definitely works when coming up with blog posts and writing them.

To recap, freewriting means dumping what's in your mind on paper. If you've run out of ideas, open a new document on your computer, and write whatever is on your mind.

That includes writing down that you don't know what to write, your grocery store list, and your worries.

If you do this for 20-30 minutes, you will run out of things to say many times, but eventually you will come up with new ideas.

Putting your thinking on paper is something most people never do. It'll give you a new perspective, and it'll spark new insight and thought.

3. Survey

The best way to not only get blog post ideas, but ideas for products and services is to survey your audience.

That's right, just ask them what frustrates them and give them the solution. What could be simpler than that?

You can do it for free by using [Google Docs](#) or [Survey Monkey](#). I use Google Docs, because it's easy and fast. Survey Monkey is free up to 10 questions and 100 responses per survey.

What kind of questions can you ask in your survey? Here are a few suggestions:

- What's stopping you?
- What's your biggest frustration right now?
- What do you wish someone would teach you?
- Why haven't you already succeeded?

All of those questions will give you ideas on what to do next. Never be afraid to ask your audience what they want.

4. Capture Ideas

When I began writing, I made the mistake of assuming that inspiration would just flow out of my fingers on demand.

I noticed that I was inspired a lot, but never at the time that I needed it (i.e. when sitting down at the computer).

I started using a notepad to capture my inspiration while I was out and about. When I got home, I wrote down my ideas in a spreadsheet.

I now have more ideas for products, blog posts, and other projects than I can handle.

It's not that you don't have inspiration for new blog posts. It's that you aren't capturing what's already there.

5. Observe

Learn to look at your everyday life and the small realizations as you go through your life.

Where do you feel stuck right now? How do you think you could solve it?

Where did you used to feel stuck but no longer do?

Most people are stuck because they don't look at the details of their life. They believe they have nothing to share, but we all do.

The creative pathways of your brain are like muscles. The more you use them, the better you get. The same holds true for writing. If you want to get good at it, you have to start, and you have to exchange perfection for action.

The sooner you do that, the more progress you'll make, and the more fun you'll have.

How to Write Popular Blog Posts

A goldmine of information can be found on popular blogs, because most of them have something called popular posts in their sidebar.

This is a WordPress plugin that shows which posts are the most read, most commented, and most spread on that particular blog.

This will give you a solid idea of what people enjoy reading and where to start writing content if you don't already know.

Look at the screenshot to the right. This is a picture from StevePavlina.com.

If you're into personal development, you should already be getting ideas of what you can write just by looking at this picture.

For example, I could write a series on life purpose, why being an early riser is overrated, and even how to remove limiting beliefs.

The inspiration is waiting for you. If you're making an excuse about not knowing what to write, you haven't tried hard enough.

Best of StevePavlina.com

- » [10 Reasons You Should Never Get a Job](#)
- » [How to Discover Your Life Purpose in About 20 Minutes](#)
- » [Self-Discipline](#)
- » [How to Decide When to End a Long-term Relationship](#)
- » [How to Make Money From Your Blog](#)
- » [How to Become an Early Riser](#)
- » [10 Tips for College Students](#)
- » [How to Cook Brown Rice](#)
- » [How to Get Up Right Away When Your Alarm Goes Off](#)
- » [The Law of Attraction](#)
- » [Remove a Limiting Belief in About 20 Minutes](#)
- » [Living Paycheck to Paycheck](#)
- » [10 Reasons You Should Never Have a Religion](#)
- » [How to Be a Man](#)



CHAPTER 16

MAINTAINING MOTIVATION

I almost gave up blogging in my first year, because I wasn't earning the amount of money that I wanted to.

The reason I wasn't seeing my income go up was because I wasn't asking people for money, and I wasn't creating products that they wanted.

Looking back now, I can see how crazy my thinking was, but when you're frustrated and feeling down, your thinking is far from logical.

This is something you have to remember and deal with, because you will run into obstacles, and you will feel like you will never succeed.

However, if you want to get through it, just realize that those thoughts are lies. You can succeed, even though it won't always feel like you will.

I have been afraid and ready to give up plenty of times. I can see I'm making progress, but sometimes I feel like it isn't happening fast enough.

We're only human, and we have to take that into account.

I'm glad I didn't quit blogging, because it would've been one of the biggest mistakes of my life.

How many things have you quit that you regret today? Don't let this be one of them just because it's a challenge.

If it wasn't a challenge, it wouldn't be fun, and you wouldn't grow.

How to Stay Motivated

The beginning is the toughest part of your journey, especially if you want to create a successful and profitable blog, because you will be doing a lot of work while nothing seems to be happening.

To get over this, you have to focus on the positive aspects of your blog. For example:

- Is your traffic going up?
- Are people commenting more?
- Are you getting better at writing?
- Do you feel more confident than when you started?

We tend to compare ourselves to people that are already successful, which makes us feel bad. The secret then is to compare yourself to a past version of, like I mentioned in Chapter 12.

Are you better than you were a month ago? If so, then you're making progress, and that means you will reach your goal if you keep going.

Also, keep in mind that it's not a successful blog that will make you happy in the end. It's not the stuff out there, but the stuff inside of you that will give you joy, happiness, and peace.

This is something I teach my coaching clients, and it makes a big difference when you do things just because you enjoy them, instead of because you want to get something.

We've been led to believe that if only we can get X, we'll be happy. Unfortunately, it doesn't work like that.

When you realize that happiness comes from within, you will have discovered the keys to the life you want to live.

I'm not saying that your life will turn around the instant you discover this, but it makes a big difference when you're moving forward feeling peaceful, instead of being in agony because you haven't reached your goal yet.

How to Write Consistently

You write consistently by being consistent. Were you expecting a magic bullet?

When I was reading [On Writing](#), by Stephen King, he mentioned that he has a goal of writing 2,000 words every single day.

The way you write consistently is by setting a goal for yourself. If that means sitting down and writing from 9AM to 10AM, or writing 2,000 words, like King, it really doesn't matter.

What matters is that you write regularly, because when you do, it becomes a habit, and after it becomes a habit, it becomes automatic—a part of your life.

When I was writing this book, I aimed for 2,000 words a day. Some days I fell short, and some days I wrote significantly more.

Find a schedule that works for you. If you're not writing consistently, you're not taking it seriously enough.

Are you watching TV, reading magazines, and doing other "stuff"? Then you need to check your priorities.

Do you want to write, or do you want to do something else?

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This is the end of the sample copy. You can [grab a complete copy by clicking here](#).

If that link doesn't work, go to the address below:

<http://www.wakeupcloud.com/bgtb/>

I hope you enjoyed the sample, and I hope you will take action and purchase the full copy.

All the best!

Henri Junttila