

YOUR

# BLOGGING BLUEPRINT



Welcome to the world of blogging! No matter which subject you plan on blogging about, you'll love having this handy resource as you get started! Good luck!



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[Weed 'em & Reap](#)

## Step 1: Choosing your Brand & Name

A good way to find out what you're passionate about is to ask yourself questions like, "What do I love to read about?" or "If money was no option, what hobby would I choose?" or "What is something I could talk about for hours?" Write down 50+ keywords of what you'd be blogging about. Choose a more broad name (even if it's clever, keep it broad) Visit [www.bluehost.com](http://www.bluehost.com) to search for available names.

## Step 2: Choosing your Colors & Logo

Having a good design is EVERYTHING! Most of the people who visit your site will be there for the first time. What do you want to convey to these new people? Visit [www.design-seeds.com](http://www.design-seeds.com) for color choices, visit [www.pinterest.com](http://www.pinterest.com) for font pairings, visit [www.depositphotos.com](http://www.depositphotos.com) and search 'logos' for logo options, then choose a top-rated designer on [www.fiverr.com](http://www.fiverr.com) and send them your choices. They'll take care of the rest!

## Step 3: Start with the right Platform & Hosting.

Starting with the right platform & hosting will save you SO MUCH MONEY in the long run. I see too many people who end up having to hire somebody to fix their mistakes. I highly recommend starting with [www.bluehost.com](http://www.bluehost.com) or [www.flywheel.com](http://www.flywheel.com) as your hosting company. [Bluehost](#) is much more affordable for the beginner!

After you purchase your domain through them, you'll install the [www.wordpress.org](http://www.wordpress.org) (NOT [wordpress.com](http://wordpress.com)) platform and you'll be set to start blogging!

## Step 4: Learn from the experts, join Food Blogger Pro!

Even if you're not planning on blogging about food, I HIGHLY recommend joining [www.foodbloggerpro.com](http://www.foodbloggerpro.com) They have SO MANY short videos to take you through the ENTIRE PROCESS of how to start blogging and publishing articles! You will be SO HAPPY you have them as a resource!

## Step 5: Start making an income...NOW!

Creating an e-book to sell online is one of the quickest ways to start generating passive income. Imagine people coming to your website, purchasing the book, and all it takes is an automated email to send it to them?! Download [THIS FREE E-BOOK CHEAT SHEET](#) to get started!

### My favorite resources:

- Best Email Gathering/Newsletter System [Mailchimp](#) or (my favorite) [ConvertKit](#)
- Designing Photos [PicMonkey](#)
- Join as an [Amazon Affiliate](#) (get paid to link to them!)

### My favorite articles:

- [How to write so you get good SEO](#) (search engine optimization). Basically how to get lots of clicks from google.
- [Never run out of blog post ideas!](#)
- [How I make money blogging!](#)