

Step by Step Action Plan

Create a Successful Blog in 2 Hours a Day

Brought to you by

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I'm Jackie Lee... owner and publisher of www.InternetMarketingforMommies.com, where I help make internet marketing simple enough for everyone to take action.

One of my favorite internet marketing strategies is blogging. When I say blogging I am talking about creating 1 big authority blog. This is a long term strategy, which means you will continue to work on this asset for years to come. This doesn't mean you can't make money relatively quickly though. :)

The key to this strategy is taking consistent action. Any old action won't do though. You need to take actions that will build your readership, your following, your brand and you!

This is pretty easy to do in this day and age of social media, but what most people who start out blogging have a hard time getting a grasp of is exactly WHAT they should be doing and when.

That's what we're going to cover in this report. :)

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There are 2 main keys to blogging. To be a successful blogger you must do both.

1. Content creation
2. Promotion

You can't skip either of these areas and be a successful blogger. With that said, these steps don't have to take 18 hours a day to get done. In fact, the rest of this report will show you how you can cover both of the keys to blogging in 2 hours a day. (If you have 3 hours even better, but the plan is based on 2 hours of action).

Making the most of your two hours a day.

The things outlined in this report are not difficult or hard.

They can be time consuming if you let them. This is where you are going to need a couple tools to help you get it all done in 2 hours.

1. A timer.

A good old fashion egg timer works. There are also plenty of timers online.

When you set out to complete each of the 4 daily time blocks go ahead and set your timer for the time designated. This will help you stay very focused on the task at hand. It always helps me not to get tempted to chase rabbits off the trail that I'm supposed to be on too.

2. Organization

To be able to get your tasks done in a timely manner you're going to need to know exactly where you need to go, what you need to do and how much time you have to do it in. Being organized can only help you in this process.

3. A plan.

Having a plan is the most important thing you can have when you decide to start blogging. Without a plan you'll end up spending a lot of time with little results. The more refined your plan is the less time you'll need to spend for more results. This report will give you just such a plan!

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4 Activities of Successful Blogging.

As we've already discussed there are two keys to a successful blog. Content and promotion. You will be spending over half your time on promotion. There will be 4 time blocks each day.

45 minutes

30 minutes

30 minutes

15 minutes

Let's start from the bottom and work our way up.

15 minute time block: Link building

* This is an activity you will do every work day.

This is a short segment. Link building is important but you will be doing it in one way or fashion for all your promotional activities. So we're going to spend a short time block for real basic linking.

This time block will be spent adding your site to rss directories or blog directories. You might start with a goal of getting your site submitted to 3 directories during this 15 minute time block. There are literally thousands of blog directories out there, so just submit to a few a day and use this time in a focused way to do that.

Here's one list of directories both blog and RSS (google for more)

<http://www.toprankblog.com/rss-blog-directories/>

30 minute time block: Twitter

* This is an activity you will do every work day.

Yes, twitter. You will only be spending 30 minutes of your work day on it, and it's included because it is an easy and fast way to get targeted traffic to your site.

You'll spend 3 10 minute segments dealing with twitter.

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1. follow people in your niche
2. Interact ~ get into conversation with people, use the @ and RT
3. Post content ~ you'll want to use something that allows you to schedule your tweets through the day so you can do this in 15 minutes and still show up during different times.

Here's more information about creating a twitter action plan.

<http://internetmarketingformommies.com/twitter-action-plan/>

30 Minute Time Block ~ Daily Promo Activities

Daily Promo Activity ~ These are activities you will choose from to do every day.

This time block is made up of a few different activities. It's best to try each of them and decide which you like best. The more fun you have, the more you enjoy the activity the more likely you are to complete the time block. So try them out, and then choose the one or two you like best and pencil them in for this time block.

Daily Promo Options:

Blog Commenting:

Identify and follow 10 to 20 blogs in your niche. To make this most beneficial find blogs that use the commentluv or keywordluv plugins. Daily read the blogs and then comment on the blog. This does 2 things ~ it creates relationships with other bloggers (and their communities) it also creates backlinks to your site.

Set your timer for 30 minutes and read and comment in a focused and deliberate manner.

(This is my favorite daily promo activity, and many times I will do this in the evening while I'm watching TV ~ I enjoy reading the blogs because I enjoy my niche so it doesn't really seem like work at all, more like catching up with friends)

Forum Participation:

This is another option for your daily promo time block. Simply find an active forum in your niche, become a member and begin to participate. Participate, not promote your site. This method will work best if you just interact and be helpful, converse and get to know other forum members.

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When you become a member make sure you to create a good profile, add a real picture of yourself and add a signature. This is a small line of text that will show up below each of your posts. Read the forum rules about signatures and follow them. Make your signature catchy and have it link back to your blog. The more you post the more your signature shows up. The more helpful you are and quality content you provide the more people will click on your signature.

Community Participation:

There are now communities popping up all over the place, you can find them on any topic you can think of. One of the best places to look is Ning.com. You can also google your topic + community to see what you can find. The best thing about ning and communities is you get your own profile page ~ on this profile page you can talk about yourself, your blog, and you can generally pull in the RSS feed from your blog. You can also upload any videos you create and other content you create for your site as well. It's an awesome way to promote your site without being really promotional. Many times you'll find your content featured on the front page of a ning community ~ which can get a lot of traffic to your site/post/video. Again, be yourself, not salesy. Get involved in the discussions, conversations in the community. This is all about building relationships (so you can have a place to start for some of the bigger promo activities).

I suggest you try all three of these options for a while and decide which one suits you best. This is only a 30 minute time block, so make sure you set your timer ~ go in with a plan and participate. It doesn't count if you don't participate because no one will see you, your link, your signature, your profile page if you don't.

45 minute time block ~ Content and Promotion

Posting/Bigger Promo Activities ~ These activities will alternate days.

In this time block you will be publishing new content to your blog 3 times a week. I suggest those days be Monday, Wednesday and Friday ~ but you can work them to fit your schedule.

On posting days you will spend 45 minutes writing and publishing a post to your blog.

On Tuesdays and Thursdays you will do one of the “bigger promo activities” which I will explain shortly. This means on those days you will take the 45 minute time block

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and exclusively spend time working on one of these promotional activities.

What's involved in posting?

1. Write your post. If you've created an editorial calendar (and I suggest you do) coming up with a topic will be out of the way as you can just look and see what you've scheduled to write about that day.
2. Identify keywords with good search volume that relate to the post topic to use in your title.
3. Add tags to your post
4. Preview to check formatting and make sure links are working.
5. Publish

What are bigger promo activities?

While our daily promo activities will be the bulk of our time blocks spent on promotion the “bigger promo activities” can open up larger channels for you, get you more readers, build your list faster and in general be a great way to move your blog forward.

Bigger Promo Activities Options:

High Profile Article Marketing

This is a little different than article marketing itself. This is when you look for a high profile site that accepts articles. There are many of them around. These will be sites that are specific to your niche/topic. Here's some examples:

If you have a blog about sports, you could submit your articles to <http://www.bleacherreport.com> , one of the most popular sports websites online.

If you have a website about parenting, you could submit articles to <http://www.momsnetwork.com/submit-articles.shtml>

If you have a website about finance, you could submit articles to <http://www.istockanalyst.com/article/submitarticle.html>

If you have a blog about Internet Marketing, then you can submit your articles to sites like <http://www.Site-Reference.com>, <http://www.BetterNetworker.com>, <http://www.Startup.biz>, and <http://www.Mashable.com>.

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No matter what your topic there are very popular websites that you could be submitting articles to. This will help get your name out there, build traffic, build your expert status in your topic, build your list etc. All good stuff.

If you choose this as a bigger promo task you would identify a site that fits your niche, write your article and then submit it. That may take you 1 of your 45 minute time blocks, or it may take you 5 of them. It doesn't matter how many of your time blocks you use, simply keep taking focused action during those Tues and Thurs time blocks until you finish that task. When it's done you may choose to do that task again for your bigger promo task, or you could tackle another for your next open time block.

Free reports:

Free reports are another great way to use your bigger promo time blocks. There are a couple ways you can leverage these reports, but first let's talk about what a free report is and how you can get your first one done.

Free reports can be relatively short ~ 10 to 15 pages is perfect. Once you've been blogging for a bit you can pull a blog series you've done and put them together to form a report.

You may have an idea on how to help people in your niche ~ that would make a great report, top 10 questions answered, how to do something. All of these are great ideas for short reports. (This report itself is a short report!)

Don't get intimidated about doing this, just outline the things you want to talk about, and then go into some detail about each piece of the report. Write like you're talking to a friend and you'll be fine.

Once you've got your free report written you can [turn it into a pdf](#) and use it a few ways. You can use it to build your list. You can submit it to some free report sites, submit it to document sharing sites like scribd.com. These can be promotional channels that really introduce a whole new group of people to your blog.

You may take your first 45 minute time block to come up with your ideas and create an outline. The next 45 minute block may be used to write your report. It doesn't matter how many 45 minute bigger promo time blocks you use to get this done, it just matters that you are spending your whole 45 minutes focused on this task and this task alone. So don't forget to set your timer!!

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Once you've finished your free report you may want to start over again, or you may want to try out another of the bigger promo techniques. Either way is fine. It doesn't matter which you choose to do, it does matter that you choose to do something.

Guest blogging

This can be one of the best ways open your blog up to a quick influx of traffic and subscribers.

Guest blogging is simply posting your content on someone else's blog. You will have to find bloggers who will accept guest posters and are willing to let you post on their site. (This can be initiated through some of the daily promo activities you've been doing)

Once you've found a blogger who is willing to let you guest post you will need to give them your BEST content. Write a completely unique post, the best you've got. It may seem counter-intuitive to use your best content on someone else's site but it is the best way to take full advantage of your guest blogging opportunity.

If you choose to use guest blogging as your bigger promo time block (and I suggest you do at least once) you may need to spend one of your time blocks sending out emails or requests to guest blog. You may then use another for writing and sending the post itself. When you guest blog make sure you sign up to receive comments from your guest post so you can go over and interact when others comment on your post. This is really important.

If you'd like to learn more about guest blogging this is one of the best guides available and it's super affordable.

www.guestpostingworkbook.internetmarketingformommies.com

So those are the three main bigger promo activities I recommend. I suggest you try them all at least once. Then figure out which you like best and do it regularly. You don't have to do them all, all the time. Find the one you feel most comfortable with and do it consistently. I do suggest you try to do some guest posting regularly ~ whether it's once a month or once a quarter ~ it really is a great way to build your traffic and subscribers quickly.

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As you can see there are 4 main time blocks you'll do each day. Whether you do them all at the same time or break them up during the day doesn't matter. You can do it however fits your schedule/life best. It is important that you do them all though. They fit together to build your blog and without some of them you'll find the results may not be all you want.

To help you stay on task I've created a spreadsheet for you. It includes the days of the week as well as each of the 4 time blocks for each day. There's a space to mark off each time block as you go.

You can download it and save it to your computer here:

<http://www.internetmarketingformommies.com/blog2hours/blog2hoursworksheet>

I hope this helps you create a plan and get started. It can seem like there's so much to learn, and sometimes it feels like you can't even get started until you learn it all. This is not the case. You can begin taking action and keep learning along the way. Blogging is a really simple internet marketing strategy ~ you don't have to do anything complicated to make it work ~ you just have to put yourself out there. Start creating relationships and the rest will happen naturally.

If you'd like more information about any of the time block activities I encourage you to stop by my blog. I have created many step by step tutorials on each of these steps as well as many other topics related to blogging.

The best place to start is the articles page. It will give you links to all the posts you might find helpful for any specific topic.

www.internetmarketingformommies.com/articles

Good luck and keep taking action!

A handwritten signature in cursive script that reads "Jackie Lee".

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