



**FEARLESS AFFILIATE'S**

**10 THINGS**

**You Need To Know  
To Be Successful  
At Blogging!**





## **10 THINGS YOU NEED TO KNOW TO BE SUCCESSFUL AT BLOGGING**

I KNOW THAT WHEN I DECIDED TO START MY BLOG, I HAD ALREADY DONE A LOT OF RESEARCH INTO PROGRAMS TO TEACH ME HOW TO GET STARTED (THERE IS A LOT TO LEARN!). I WILL ASSUME THAT YOU HAVE AS WELL. I HAVE RECOMMENDATIONS ON MY BLOG ABOUT THAT RESEARCH, BUT THIS IS NOT ABOUT THAT.

WHAT NONE OF THESE PROGRAMS TOLD ME WAS HOW GOOD I WOULD FEEL DOING IT!

I AM HERE TO SERVE THE WORLD IN SOME WAY, AND I HAVE CHOSEN TO HELP OTHERS WHO WANT TO START BLOGGING, BECAUSE THERE IS A LOT OF MISINFORMATION OUT THERE ON HOW HARD IT IS, OR HOW EASY IT IS, OR HOW MUCH MONEY YOU CAN MAKE IN YOUR FIRST YEAR.

SO, WITHOUT FURTHER ADO, HERE ARE SOME THINGS YOU MAY WANT TO THINK ABOUT BEFORE FIRING UP WORDPRESS AND JUMPING INTO THE WORLD OF BLOGGING.



## **10 THINGS YOU NEED TO KNOW TO BE SUCCESSFUL AT BLOGGING**

### **1. WHETHER YOU THINK YOU CAN OR WHETHER YOU THINK YOU CAN'T...YOU ARE RIGHT!**

THIS MARVELOUS QUOTE FROM HENRY FORD SUMS UP HOW SUCCESS HAPPENS FOR PEOPLE. IF YOU BELIEVE IN WHAT YOU ARE DOING, AND YOU ARE DOING IT FOR THE RIGHT REASONS, YOU WILL BE SUCCESSFUL. AND YOU NEED TO MAINTAIN THIS LINE OF THINKING, BECAUSE THERE ARE NAYSAYERS. AND THERE IS THAT WHOLE 3 MONTH WALL THING, WHICH I WILL TALK ABOUT IN A BIT.

YOUR SUCCESS IS ENTIRELY UP TO YOU. YOU CAN GET UP EACH DAY AND TELL YOURSELF “TODAY I AM GOING TO WRITE SOME KILLER CONTENT!” AND MEAN IT. YOU CAN EVEN TELL YOURSELF THIS EVEN IF YOU ARE NOT FEELING IT, AND IT CAN STILL HAPPEN! YOUR BIGGEST FAN IS YOURSELF. YOU JUST NEED TO FOCUS ON THE RESULTS THAT YOU WANT.

**2. WHAT DOES SUCCESS MEAN TO YOU?** FOR SOME IT IS LOTS OF MONEY, AND FOR OTHERS IT MAY BE ABOUT BECOMING FAMOUS. I WOULD HAVE TO SAY THAT TRUE SUCCESS IS HAVING THE HEART OF A SERVANT. I BELIEVE THAT I AM SUCCESSFUL WHEN SOMEONE TELLS ME THAT SOMETHING I SAID OR DID HELPED THEM. THERE IS NO BETTER FEELING! WHAT DEFINES SUCCESS FOR YOU?



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3. AND WHILE WE ARE AT IT, IT IS IMPORTANT TO **FEEL GOOD** ABOUT WHAT YOU ARE DOING. IF YOU ARE CONFUSED, OR ANGRY, OR UNSURE, THAT WILL ALL COME OUT IN YOUR BLOG. IF YOUR MAIN PURPOSE IS TO SERVE PEOPLE, THEY WILL FEEL THAT, AND THEY WILL COME BACK FOR MORE OF THOSE GOOD FEELINGS.

4. **WHAT ARE YOU GOOD AT** THAT YOU CAN HELP OTHER PEOPLE WITH? DOG GROOMING? WEDDING PLANNING? MATH HOMEWORK? WE ALL HAVE A SKILL SET, AND WHILE IT MAY BE BURIED SOMEWHERE UNDER YOUR CURRENT LIFE, IT IS THERE. YOU KNOW IT. PEOPLE HAVE TOLD YOU YOUR WHOLE LIFE THAT YOU ARE GOOD AT...SOMETHING. A GREAT COOK, VERY HANDY, OR YOU KNOW A LOT ABOUT SOMETHING. YOU CAN HAVE SUCCESS WITH BLOGGING IN THIS NICHE.

FOR ME, WRITING WAS ALWAYS THERE. I TALK A LOT, AND WE HAVE ALL HEARD THAT IF YOU CAN TALK, YOU CAN WRITE. I WAS, AND TO AN EXTENTS STILL AM, OBSESSED WITH BUYING SCHOOL SUPPLIES IN LATE SUMMER. I OWN TONS OF BOOKS ON WRITING. I WAS NEVER ABLE TO SATISFY THAT ITCH UNTIL I STARTED MY BLOG. WHAT IS ITCHING AT THE BACK OF YOUR MIND??



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**5. HOW IS YOUR PERSEVERANCE?** THERE IS THIS THING WITH WRITERS CALLED “WRITER’S BLOCK”. IN THE BLOGGING COMMUNITY, THERE ARE A FEW TIME PERIODS WHERE EVERYONE SEEMS TO HIT A WALL OF SOME KIND AND CANNOT COME UP WITH IDEAS TO WRITE ABOUT OR THE MOTIVATION, EVEN IF THEY HAVE LIST OF TOPICS.

FOR ME, THAT WALL WAS AT 3 MONTHS AND AGAIN AT 6 MONTHS. I JUST LOST INTEREST. TO BE HONEST, I HAD A LOT OF OTHER STUFF GOING ON WITH HEALTH AND FAMILY, SO I SHOVED WRITING TO THE BACK BURNER AND PRESSED ON.

HOWEVER, I KNEW, IN MY HEART OF HEARTS, THAT I WOULD COME BACK TO IT WHEN THE TIME WAS RIGHT. I DID NOT WRITE A BUNCH OF CRAPPY 200 WORD POSTS JUST TO STAY ON SCHEDULE. I DECIDED THAT WHEN THESE THINGS HAPPEN, I WILL JUST ROLL WITH IT AND RIDE IT OUT.

WHILE I AGREE THAT HAVING A POSTING SCHEDULE IS KEY TO GAINING AN AUDIENCE, YOU HAVE TO KNOW WHAT YOUR LIMITATIONS ARE. THERE WILL BE TIME IN THE FUTURE TO GET ON AND STAY ON A SCHEDULE. DO NOT LET ANYONE TELL YOU THAT YOU MUST DO ANYTHING WITH WHAT YOU ARE CREATING. IT IS YOURS AND IF YOU NEED A BREAK, TAKE IT.



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6. **CAN YOU WRITE LIKE YOU TALK?** IT CAN TAKE SOME TIME IN THE BEGINNING TO FIND THE VOICE THAT YOU WANT TO USE FOR YOUR AUDIENCE. IT IS BEST TO WRITE LIKE YOU ARE TALKING TO AN OLD AND DEAR FRIEND.

SHARE WITH YOUR DEAR FRIENDS ALL OF YOUR WISDOM AND INSIGHTS, IN YOUR NORMAL CONVERSATIONAL VOICE, AND THEN LEAVE THEM TO IT. THIS IS A VERY IMPORTANT ASPECT OF BLOGGING. YOU DO NOT WANT YOUR READER TO HEAR YOUR VOICE AS SOMEONE READING INSTRUCTIONS FOR BUILDING A FURNITURE KIT...KNOW WHAT I MEAN?

7. **PEOPLE WHO TELL YOU THAT YOU CAN MAKE 6 OR 7 FIGURES THE FIRST YEAR ARE LYING.**

YUP, I SAID IT.

IT IS THEORETICALLY POSSIBLE TO DO THIS, BUT THE AVERAGE BLOGGER IS NOT DOING ANYWHERE NEAR THAT WELL IN THE FIRST 12 MONTHS. YOU NEED TO DEVELOP A RELATIONSHIP WITH YOUR AUDIENCE, GIVING THEM QUALITY CONTENT AND LOTS OF IT. **FOR FREE.** (CONTINUED BELOW)



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THAT BEING SAID, YOU MIGHT GET LUCKY AND FIND A COOL NEW AFFILIATE PRODUCT AND BE ONE OF THE FIRST TO PROMOTE IT, AND THEN MAKE TONS OF CASH, BUT THOSE STORIES ARE RARE. AND USUALLY THE PERSON WHO DID THAT HAS STARTED (AND POSSIBLY FAILED) A FEW ONLINE BUSINESSES PRIOR TO THAT BIG WIN.

DO NOT MISUNDERSTAND ME... **THERE IS A LOT OF MONEY TO BE MADE DOING AFFILIATE MARKETING ON YOUR BLOG.** HOWEVER, YOU PROBABLY WON'T BE EARNING IT RIGHT OFF THE BAT.

AS WELL, PLEASE WATCH OUT FOR THE VIDEO ADS THAT YOU SEE ON YOUTUBE TELLING YOU THAT YOU CAN MAKE TONS OF MONEY IN 3 OR 6 MONTHS. WHAT THEY ARE SELLING YOU IS *THEIR* PROGRAM, AND IT COSTS TONS OF MONEY, AND THEN YOUR JOB IS TO SELL IT TO OTHER PEOPLE SO YOU CAN MAKE YOUR MONEY BACK (WHICH IS HOW YOU MAKE BIG MONEY IN 3 MONTHS- YOUR EARN BACK WHAT YOU SPENT!)- WHICH IS WHAT THEY DO NOT TELL YOU IN THE WEBINARS. THE BOTTOM LINE THERE IS THAT YOU ARE DOING THEIR WORK FOR THEM. THINK ABOUT IT.

YES, AFFILIATE MARKETING IS ABOUT SELLING SOMEONE ELSE'S PRODUCTS, BUT SHOULD YOU PAY A LOT OF MONEY TO LEARN HOW TO SELL ONLY THAT PRODUCT? OR WOULD YOU RATHER BE ABLE TO LEARN SO THAT YOU CAN PROMOTE WHATEVER YOU REALLY WANT TO PROMOTE? THERE ARE SOME FREE PROGRAMS THAT WILL TEACH YOU THE BASICS OF STARTING A BLOG. I RECOMMEND GOING THAT WAY.



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8. THERE IS A LEARNING CURVE TO THIS WHOLE BLOGGING THING, SO **BE PREPARED FOR SETBACKS**. THEY HAPPEN TO EVERYONE, AND THEY HAPPEN AT DIFFERENT TIMES. NO ONE VISITING YOUR BLOG? NO ONE SIGNING UP FOR THE EMAIL? NOT TO WORRY!

THESE ARE JUST MISSING PUZZLE PIECES. THAT MEANS THAT YOU NEED TO FOCUS ON THIS ONE AREA, AND LEARN SOME MORE ABOUT IT. THERE ARE LOTS OF PEOPLE WRITING BLOG POSTS ON MISTAKES AND FAILURE AND PICKING YOURSELF UP AND MOVING ON, WHICH GOES BACK TO THE PERSEVERANCE. IF YOU EXPECT SOME SETBACKS, YOU WON'T BE AS SURPRISED WHEN THEY SHOW UP. THEY ARE NOT A REASON TO GIVE UP!

9. **DON'T GET AHEAD OF YOURSELF**. THERE ARE STEPS THAT NEED TO BE LEARNED SO THAT YOU DO NOT HAVE TO GO BACK LATER AND FIX STUFF. FIRST YOU FIND A NICHE. THEN YOU GET A DOMAIN AND SOME WEBSITE HOSTING. THEN YOU PICK A THEME, AND SO ON. YOU DO NOT NEED TO START EMAIL MARKETING WHEN YOU HAVE NO CONTENT ON YOUR SITE. YOU DO NOT NEED TO POST AWESOME VIDEOS OF YOU SHARING YOUR EXPERTISE WHEN YOU HAVE NO CONTENT (THOSE TWO THINGS SHOULD BE COMBINED).



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BUILD UP AND OUT. ASK YOUR READERS TO MESSAGE YOU WITH THEIR QUESTIONS ABOUT THE SUBJECT. READ UP ON ALL ASPECTS OF YOUR NICHE AND FIND INTERESTING THINGS TO WRITE ABOUT. USE GOOGLE ANALYTICS AND GOOGLE SEARCH CONSOLE TO FIGURE OUT WHO IS VISITING YOUR WEBSITE AND TARGET YOUR POSTS TO THEM.

THERE ARE **3 BILLION** PEOPLE ONLINE EVERYDAY LOOKING FOR SOMEONE OR SOMETHING TO HELP THEM. YOU CAN BE THE PERSON WHO IS AN EXPERT IN YOUR NICHE, BUT YOU NEED TO KNOW WHO YOU ARE SPEAKING TO. AS YOU CONTINUE WORKING ON YOUR BLOG, THE INFORMATION ON WHO IS VISITING WILL CHANGE AND SO YOU CAN ADAPT TO THAT.

**10. YOU DO NOT HAVE TO SPEND A LOT OF MONEY TO GET STARTED.** ANYONE WHO SAYS OTHERWISE IS JUST TRYING TO SELL YOU SOMETHING.

YES, YOU WILL HAVE TO PAY FOR A DOMAIN. I DO NOT RECOMMEND SUB-DOMAINS SUCH AS THE ONES YOU GET WHEN YOU GO TO FREE BLOG WEBSITES, UNLESS YOU ARE DOING BLOGGING FOR FUN AND NOT AS A POTENTIAL INCOME SOURCE. (CONTINUED BELOW)



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SUB-DOMAIN WEBSITES ARE OWNED BY THE COMPANY THAT IS OFFERING THEM TO YOU FOR FREE. IF THAT COMPANY SHUTS DOWN, SO DOES YOUR WEBSITE!

AND YOU NEED TO PAY FOR WEBSITE HOSTING IF YOU ARE USING YOUR OWN DOMAIN. LOOK AROUND FOR GOOD DEALS AND COMPARE APPLES TO APPLES AS BEST YOU CAN.

BUT AFTER THAT, IF YOU GO WITH WORDPRESS.ORG (NOT .COM, WHICH IS A FREE SUB-DOMAIN), THERE ARE LOTS OF FREE THEMES AND FREE ESSENTIAL PLUGINS TO KEEP THINGS RUNNING SMOOTHLY.

YOU CAN DO EMAIL MARKETING FOR FREE. YOU CAN WATCH VIDEOS TO LEARN HOW OTHER PEOPLE ARE DOING THINGS. THERE IS VERY LITTLE EXPENSE THE FIRST YEAR IF YOU PAY ATTENTION AND LOOK FOR FREE HELP ON THE INTERNET.

ONCE YOUR BLOG IS MAKING SOME MONEY, THEN LOOK AT GOING WITH A PRO THEME, OR A BETTER THIS OR THAT. OR NOT. IT IS UP TO YOU.

I HAVE A LOT OF INFORMATION ON VARIOUS STEPS TO SETTING UP YOUR BLOG ON MY WEBSITE [WWW.FEARLESSAFFILIATE.COM](http://WWW.FEARLESSAFFILIATE.COM)

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I HOPE THAT THIS INFORMATION IS GIVING YOU REASONS TO START A BLOG! IT IS A REWARDING EXPERIENCE BEING ABLE TO HELP OTHERS :)

THERE ARE MILLIONS OF PEOPLE ONLINE EVERYDAY WORKING ON THEIR BLOGS. EVERY PRIVATE RECIPE SITE, ALMOST EVERY SELF HELP SITE, AND MANY OTHERS ARE ALL RUN BY EVERYDAY PEOPLE LIKE YOU AND ME, WHO WENT LOOKING FOR A WAY TO AVOID THE 9 TO 5 EMPLOYMENT TRAP AND CHOSE BLOGGING.

I RECOMMEND STARTING A BLOG WHILE YOU ARE STILL EMPLOYED, AND HAVE SOME INCOME, AND THEN IMPLEMENTING THE STRATEGIES FOR MONETIZING YOUR BLOG A BIT LATER AFTER YOU HAVE SOME CONTENT ON YOUR SITE.

IF YOU START OUT GIVING TO OTHERS THEN THEY WILL BE MORE LIKELY TO PURCHASE FROM YOU LATER ON. THIS IS THE TRIED AND TRUE WAY TO MONETIZE, AND THE STRATEGY OF SUCCESSFUL BLOGGERS.

I WISH YOU THE BEST AND I HOPE TO SEE YOU AND YOUR WEBSITE ONLINE SOON!!!

-IRMA :)