

# Blogging Made Easy

## **Basics To Brilliance**

### **Posts To Profits**



**Blogging Brilliance**  
**Bonus Bundle**

**Terry Loving**



# 10 Great Blogs for Small Businesses

## **Buffer Blog**

<https://blog.bufferapp.com/>

Tips for creating, sharing and converting content for social media

## **Blogtrepreneur**

<http://www.blogtrepreneur.com/>

Information and tips for the entrepreneur

## **Copyblogger**

<http://www.copyblogger.com/>

Advice and information about content marketing

## **Neil Patel/ Kissmetrics Blog**

<https://blog.kissmetrics.com/>

All about analytics and testing

## **Duct Tape Marketing**

<https://www.ducttapemarketing.com/blog/>

Information on marketing for small businesses

## **QuickSprout**

<https://www.quicksprout.com/blog/>

Tips and strategies for marketing

## **Fizzle**

<https://fizzle.co/blog/>

Creativity for entrepreneurs

## **The Future Buzz**

<http://thefuturebuzz.com/>

Insights into elements such as marketing and SEO

## **A Better Lemonade Stand**

<http://www.abetterlemonadestand.com>

Guides, advice and a community for online business start-ups

## **NAMS - Novice to Advanced Marketing System**

<https://lovingmarketing.com/NAMSblog>

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## Expand Your Reach And Build Your Expertise Through Guest Blogging

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As the name suggests, “guest blogging” means writing a blog post for publication on someone else’s blog rather than your own. It’s a strategy to get new readers to your site that’s slightly more arduous than other methods such as posting on social media or getting backlinks, but it’s well worth the effort.

There are three key advantages to guest blogging:

- You position yourself as an authority. While running your own blog can help you establish your expertise, appearing as a guest author on a well-known blog garners you much more credibility. It’s easy to start and run a blog, but with guest posts, you appear as a real published author.
- Guest posts draw traffic to your website. When a guest post is published, you’ll usually see a spike of traffic to your site that will die down in a matter of days. A regular routine of publishing guest blogs ensures that you’ll drive a great deal of traffic to your site regularly.
- Most importantly, guest blogging gains you new readers. Rather than casual web surfers or Google searchers, these are targeted readers who are likely to have an interest in your blog if you write guest posts for blogs relevant to yours.

As we said at the very beginning, guest posting requires some effort and for best results, it should be an ongoing part of your blogging routine. In this report, you’ll learn how to choose the right blogs, approach the owner, write for them, and expand your audience even further by accepting guest posts on your own blog.

### Researching – Where to Find the Best Blogs for Posting

Since guest blogging takes some time and effort, you need to choose the blogs you'll publish on carefully. The time you spend researching blogs and owners beforehand will save you time later.

You should look for blogs that

1. are relevant to your audience (in other words, your potential audience members are spending time there already)
2. have a high amount of engagement. This second point is less important than relevance, but if you can find a blog that has a large, active readership sharing its content, commenting, and otherwise highly engaged, this is a huge bonus.

Obviously, more readers amounts to more potential readers for you.

**Here are some ways to find good blogs to write for:**

**Bloggers You Know Personally.** Reach out to any bloggers you know or have already interacted with. They are the most likely to offer you a guest spot and since you already know them, the pitch will be much easier.

**Blogs You Subscribe to.** Are there any that you already subscribe to? The advantage here is that you already know what kind of content they like and who their readers are. See whether or not these blogs you read accept guest posts and find out what you have to do to write for them.

**Look for Other Guest Bloggers.** If you know some bloggers in your niche, Google search “guest blog post by (name).” This will show you blogs in your niche that accept writers like you.

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**Google Search.** Choose keywords appropriate for your niche or topic and enter search terms into Google such as “(keyword) guest post,” “(keyword) submit a guest post,” “(keyword) guest post guidelines,” “(keyword) contributing writer,” and so on.

**Social Media Search.** In the same way as you did with Google, search for guest posts on social media. Many bloggers post links to their guest posts on social media. Start with Twitter and search using “(keyword) guest post.” Try each social media platform you currently use.

**Social Media Groups.** Post a question in groups you are a member of to see if anyone would like to do a guest post exchange.

**Check out Related Forums.** Many forums have special categories for guest blogging opportunities. Look at forums in your niche and see if they do. You can also Google search “(keyword) blogging community.”

### How to Approach the Blogs You’ve Found

Before you approach the owner of the blog, you should spend a little time researching their niche and business. First, look at what kind of audience they are writing for. Is this your potential audience? Look at the content they write and ask yourself whether you could write something like it or something that appeals to the same audience.

Look at the posts on the site that are its most popular. Many blogs will feature their most popular posts. You can also look for those that get the most comments and engagement. This will give you insights into the audience, and also help you think of ideas for what you can contribute.

Have they featured a guest blogger before? What was the impact of other guest bloggers?.

Which of their content has sparked the most engagement?

### **Making Your Pitch**

Some blogs have guidelines for guest posts. They will tell you where to submit your ideas or posts, or how to go about the application process. However, on some blogs you'll see guest posts with no guidelines, which means you'll have to contact the owner directly. This is especially the case with smaller or newer blogs.

Start building rapport with the blogger by commenting on their posts, sharing their content, and tagging them wherever appropriate. You can mention them in your own blog content and add them to your networks. Try wherever possible to interact with them in a genuine way. Then, when it comes time to make your pitch, you won't be a stranger.

If you are willing to take the time to prepare, you can lay the groundwork for your pitch by becoming an active and engaged reader of the blog, and thus getting yourself on its owner's radar before you make the pitch. This will make it much easier.

Also before your pitch, make sure you review the guidelines carefully if there are any. You need to make sure your pitch is appropriate and follows the rules.

Make your pitch by emailing the blogger and including in your email:

- A short bio that explains who you are and what you do, along with a link to your blog and any other relevant information.
- A short explanation about why you think you would be a good guest blogger for their site. Use this to demonstrate that you understand their audience and style.
- Some samples of your work that show how you write.

## Create a Guest Blogging System

Since guest blogging works best when done on a regular basis, get into a routine. Decide how many guest posts you can publish per month. Turn your pitch into a template where you change it for each new blog you contact (hopefully you'll establish a relationship with some blogs where they'll accept regular submissions as well). Also, keep your eyes open for new blogs to write for.

## Accepting Guest Blogs

It's a good idea to also accept guest posts on your blog. This will deepen relationships with other blogs and create an "I write for you, you write for me" type of relationship. Their posts will bring their readers to your blog as well.

The best way to do this is to reach out to other bloggers directly. Contact the bloggers you find through the methods mentioned earlier in the report and ask if they'd like to submit something. You can ask them to come up with their own ideas, suggest a topic, or mention a piece by them that you particularly liked. Give them any editorial guidelines you have such as word count, formatting, and so on.

In order to guest blog successfully, you need to take a bit of time to research and build relationships. But the benefits of getting your work in front of new readers are well worth it. Your first step now is to start researching blogs where you can post and start thinking of ideas for your first.

**Use the blogging Facebook Group to share your desire to Guest Blog and see if anyone takes you up on the offer. <https://www.facebook.com/groups/30dayblogging>**



## Blogging Brilliance Trello Templates to copy and save.

### 1. Blogging Planner Trello Template -

*<https://trello.com/b/A03RrMlm> Planner*

Organize, plan, track, and delegate to an assistant using a system.

### 2. Blogging Calendar -

*<https://trello.com/b/BTWGPPX6> Calendar*

Schedule and plan your posts ahead of time.

### **Important:**

View the How to Copy a Trello board document included in the bundle.

Save your copy and begin using it.

Do not make changes to the original template please. Everyone will see the edits.

## How to Copy the Trello Board

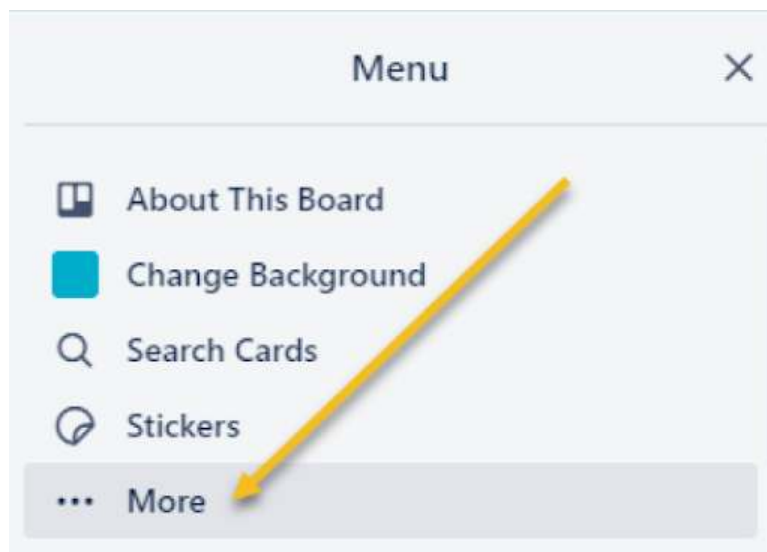
**Login** to Trello. If you don't have an account, you can set up a free account.

Once you are logged in you will see the board.

Click the **...Show Menu** button in the top right-hand corner



The menu will now open, and you can click the “more” option:

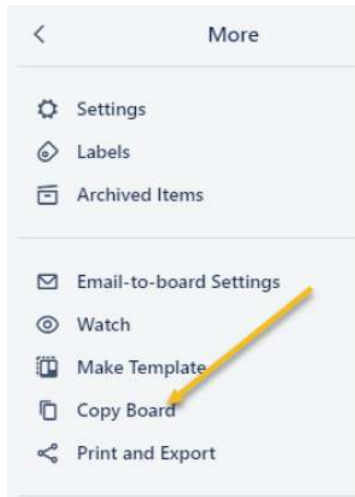


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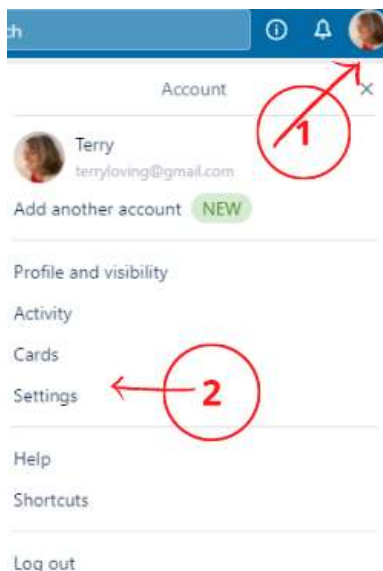
## Blogging Brilliance

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Then click copy board.



The board will now copy over to your Trello account. If this is your first-time using Trello, you may not have the option to copy the board. If this is the case, click your profile image and open the settings:



When you click the setting option for the first time, you will be asked if you want to activate the full Trello (or words to that effect). Say yes, and the copy board function will now appear! Once you have copied your board you can customize it to fit your brand.



## Never be stuck for ideas for your blog or social media again!

12 months' worth of ideas and inspiration for your content. Each item on the list corresponds to the day of the month. Brainstorm an angle and tell a personal story to weave it into your post. Use the ideas as an engagement hook that your reader can identify with. Not every prompt will appeal to you. Grab the ones that do and add them to the blog planner. Do a bit of research diving deeper into a meaningful relevant story that your readers will relate to.

Terry Loving

## January

- 1.New Year's Day  
Copyright Law Day
- 2.New Year's Day (in Scotland)
- 3.Drinking Straw Day
- 4.Pop Music Chart Day
- 5.Bird Day
- 6.Apple Tree Day
- 7.I'm Not Going to Take It Anymore Day
- 8.Show & Tell at Work Day
- 9.Static Electricity Day
- 10.Peculiar People Day
- 11.Human Trafficking Awareness Day
- 12.Pharmacist Day
- 13.Skeptics Day
- 14.Dress Up Your Pet Day
- 15.Hat Day
- 16.Martin Luther King, Jr. Day
- 17.Ditch New Year's Resolutions Day
- 18.Weedless Wednesday
- 19.Popcorn Day
- 20.Cheese Lovers Day
- 21.Hugging Day
- 22.Celebration of Life Day
- 23.Handwriting Day
- 24.Belly Laugh Day
- 25.Opposite Day
- 26.Australia Day (Australia)
- 27.Family Literacy Day
- 28.Data Privacy Day
- 29.Curmudgeons Day
- 30.Inane Answering Message Day
- 31.Inspire Your Heart with Art Day

## February

- 32.Decorating with Candy Day
- 33.Groundhog Day (United States, Canada)
- 34.National Wear Red Day
- 35.Thank A Letter Carrier Day
- 36.World Nutella Day
- 37.Waitangi Day (New Zealand)
- 38.Send A Card to A Friend Day
- 39.Kite Flying Day
- 40.Read in The Bathtub Day
- 41.Umbrella Day
- 42.Don't Cry Over Spilled Milk Day
- 43.Lincoln's Birthday
  - Darwin Day
- 44.Black Love Day
- 45.Valentine's Day
- 46.Singles Awareness Day
- 47.Innovation Day
- 48.Random Acts of Kindness Day
- 49.Drink Wine Day
- 50.Chocolate Mint Day
- 51.Presidents' Day
- 52.Family Day (Canada – some provinces)
- 53.Be Humble Day
- 54.Curling Is Cool Day
- 55.Tortilla Chip Day
- 56.Chocolate Covered Peanuts Day
- 57.Tell A Fairy Tale Day
- 58.Strawberry Day
- 59.National Science Day

## March

- 60.Ash Wednesday St.  
David's Day
- 61.Read Across America Day
- 62.Employee Appreciation Day
- 63.Grammar Day
- 64.Cheese Doodle Day
- 65.World Glaucoma Day
- 66.Be Heard Day
- 67.International Women's Day
- 68.Get Over It Day
- 69.Pack Your Lunch Day
- 70.Submarine Day
- 71.Girl Scout Day
- 72.Open an Umbrella Indoors Day
- 73.Pi Day
- 74.True Confessions Day
- 75.Freedom of Information Day
- 76.St. Patrick's Day
- 77.Awkward Moments Day
- 78.Client's Day
- 79.Proposal Day
- 80.Common Courtesy Day
- 81.World Water Day
- 82.Near Miss Day
- 83.Tuberculosis Day
- 84.Waffle Day
- 85.Make Up Your Own Holiday Day
- 86.Quirky Country Music Song Titles Day
- 87.Something On a Stick Day
- 88.Smoke and Mirrors Day
- 89.National Doctors Day
- 90.World Backup Day

### April

- 91. April Fool's Day
- 92. Children's Book Day
- 93. Find A Rainbow Day
- 94. International Day for Mine Awareness
- 95. Read A Road Map Day
- 96. National Tartan Day
- 97. World Health Day
- 98. Zoo Lovers Day
- 99. Palm Sunday
- 100. Sibling Day / Good Friday
- 101. Passover (first day)
- 102. Easter
- 103. Thomas Jefferson's Birthday
- 104. National Ex-Spouse Day
- 105. National Laundry Day
- 106. Wear Pajamas to Work Day
- 107. Patriots Day
- 108. Tax Day
- 109. Garlic Day
- 110. Volunteer Recognition Day
- 111. Kindergarten Day
- 112. Earth Day
- 113. World Book Night
- 114. Pig in A Blanket Day
- 115. ANZAC Day (Australia, New Zealand)
- 116. Administrative Professionals Day
- 117. Take our Daughters and Sons to Work Day
- 118. Arbor Day
- 119. International Dance Day
- 120. International Jazz Day



### May

- 121.May Bank Holiday (United Kingdom)
- 122.Baby Day
- 123.Paranormal Day
- 124.Star Wars Day
- 125.National Day of Prayer
  - Cinco de Mayo
- 126.International No Diet Day
  - National Nurses Day
- 127.Roast Leg of Lamb Day
- 128.World Red Cross Day
- 129.Lost Sock Memorial Day
- 130.World Lupus Day
- 131.Eat What You Want Day
- 132.Limerick Day
- 133.Leprechaun Day
- 134.Mother's Day
- 135.International Day of the Family
- 136.Biographers Day & Mimosa (the drink) Day
- 137.International Day Against Homophobia Day
- 138.Visit Your Relatives Day
- 139.International Virtual Assistants Day
- 140.Armed Forces Day
- 141.I Need a Patch for That Day
- 142.Victoria Day (Canada)
- 143.Lucky Penny Day
- 144.Emergency Medical Services for Children Day
- 145.National Missing Children's Day
- 146.National Paper Airplane day
- 147.National Sunscreen Day
- 148.Amnesty International Day
- 149.Memorial Day
- 150.Water A Flower Day
- 151.World No Tobacco Day

### June

- 152.Global Day of Parents
- 153.National Olive Day
- 154.Fish and Chip Day
- 155.Clean Air Day
- 156.Queen's Official Birthday (New Zealand)
- 157.Yo-Yo Day
- 158.VCR Day
- 159.World Ocean Day
- 160.Donald Duck Day
- 161.Ball Point Pen Day
- 162.Corn On the Cob Day
- 163.Queen's Official Birthday (Australia)
- 164.Sewing Machine Day
- 165.Flag Day
  - World Blood Donor Day
- 166.Nature Photography Day
- 167.Fresh Veggies' Day
- 168.Apple Strudel Day
- 169.Father's Day
- 170.Garfield The Cat Day
- 171.American Eagle Day
- 172.Make Music Day
- 173.Onion Rings Day
- 174.Let It Go Day
- 175.Fête national du Québec (Quebec – Canada)
- 176.Strawberry Parfait Day
- 177.Chocolate Pudding Day
- 178.Please Take My Children to Work Day
- 179.Tapioca Day
- 180.Paper Clip Day
- 181.Social Media Day

### July

- 182.Canada Day
- 183.World UFO Day
- 184.International Plastic Bag Free Day
- 185.Independence Day
- 186.Bikini Day
- 187.Take Your Webmaster to Lunch Day
- 188.Global Forgiveness Day
- 189.Cow Appreciation Day
- 190.Sugar Cookie Day
- 191.Piña Colada Day
- 192.World Population Day
- 193.Etch A Sketch Day
- 194.French Fries Day
- 195.Shark Awareness Day
- 196.Gummi Worm Day
- 197.Word Funny Day
- 198.Yellow Pig Day
- 199.Get Us of the Doghouse Day
- 200.Daiquiri Day
- 201.World Jump Day
- 202.Junk Food Day
- 203.Hammock Day
- 204.Gorgeous Grandma Day
- 205.Parents' Day
- 206.Thread The Needle Day
- 207.All or Nothing Day
- 208.Walk On Stilts Day
- 209.Milk Chocolate Day
- 210.Talk in an Elevator Day
- 211.Paperback Book Day
- 212.World Ranger Day

### August

- 213.National Girlfriends Day
- 214.Ice Cream Sandwich Day
- 215.Watermelon Day
- 216.U.S. Coast Guard Birthday
- 217.Work Like a Dog Day
- 218.Wiggle Your Toes Day
- 219.Provincial holiday in Canada, excluding Quebec
- 220.Bowling Day
- 221.International Day of the World's Indigenous People
- 222.Lazy Day
- 223.Play in The Sand Day
- 224.International Youth Day
- 225.International Lefthanders Day
- 226.Creamsicle Day
- 227.Relaxation Day
- 228.Tell A Joke Day
- 229.Thrift Shop Day
- 230.Bad Poetry Day
- 231.National Aviation Day
- 232.International Homeless Animals Day
- 233.Senior Citizens Day
- 234.Be an Angel Day
- 235.Valentino Day
- 236.International Strange Music Day
- 237.Kiss and Make Up Day
- 238.Women's Equality Day
- 239.Franchise Appreciation Day
- 240.Race Your Mouse Around the Icons Day
- 241.More Herbs, Less Salt Day
- 242.Slinky Day
- 243.Trail Mix Day

## September

- 244. Letter Writing Day
- 245. Lazy Mom's Day
- 246. Father's Day (Australia, New Zealand)
- 247. Labor Day
- 248. Be Late for Something Day
- 249. Fight Procrastination Day
- 250. Buy A Book Day
- 251. Literacy Day
- 252. Wonderful Weirdos Day
- 253. Grandparent's Day
- 254. Patriot Day
- 255. Programmer's Day
- 256. Fortune Cookie Day
- 257. Eat A Hoagie Day
- 258. Green Peace Day
- 259. Step Family Day
- 260. Constitution Day
- 261. Wife Appreciation Day
- 262. Talk Like a Pirate Day
- 263. Punch Day
- 264. World Gratitude Day
- 265. Ice Cream Cone Day
- 266. Hug A Vegetarian Day
- 267. Punctuation Day
- 268. Comic Book Day
- 269. Batman Day
- 270. Ancestor Appreciation Day
- 271. Ask A Stupid Question Day
- 272. World Heart Day
- 273. International Translation Day

## October

- 274.International Coffee Day
- 275.Mahatma Gandhi's Birthday
- 276.Child Health Day
- 277.Improve Your Office Day
- 278.World Teachers Day
- 279.Physician Assistant Day
- 280.World Smile Day
- 281.Universal Music Day
- 282.Leif Erikson Day
- 283.Columbus Day Thanksgiving (Canada)
- 284.Face Your Fears Day
- 285.Take Your Parents to Lunch Day
- 286.U.S. Navy Birthday
- 287.Be Bald and Free Day
- 288.White Cane Safety Day
- 289.Boss's Day
- 290.Mulligan Day
- 291.Chocolate Cupcake Day
- 292.Evaluate Your Life Day
- 293.Conflict Resolution Day
- 294.Apple Day
- 295.Make A Difference Day
- 296.Mother-In-Law Day
- 297.Labor Day (New Zealand)
- 298.International Artists Day
- 299.Howl at The Moon Day
- 300.Navy Day
- 301.International Bandana Day
- 302.Cat Day
- 303.Checklist Day
- 304.Halloween

## November

- 305.All Saint's Day
  - Day of the Dead
- 306.All Souls' Day
- 307.Cliché Day
- 308.Use Your Common Sense Day
- 309.Daylight Savings Time Ends
- 310.Nachos Day
- 311.Hug A Bear Day
- 312.Cook Something Bold and Pungent Day
- 313.World Freedom Day
- 314.Marine Corps Birthday
- 315.Veterans Day
  - (Remembrance Day)
- 316.World Quality Day
- 317.World Kindness Day
- 318.Loosen Up, Lighten Up Day
- 319.I Love to Write Day
- 320.Button Day
- 321.Take A Hike Day
- 322.Mickey Mouse Day
- 323.International Men's Day
- 324.Universal Children's Day
- 325.World Hello Day
- 326.Go for A Ride Day
- 327.National Espresso Day
- 328.International Day for The Elimination of Violence Against Women
- 329.Family Health Day
- 330.Thanksgiving USA
- 331.Black Friday
- 332.French Toast Day
- 334.Electronic Greetings Day
- 335.Cyber Monday

## December

- 336. World AIDS Day
- 337. Fritters Day
- 338. Disability Day
- 339. World Wildlife Conservation Day
- 340. Bathtub Party Day
- 341. Miner's Day
- 342. Pearl Harbor Remembrance Day
- 343. Brownie Day
- 344. Techno Day
- 345. Human Rights Day
- 346. International Mountain Day
- 347. Poinsettia Day
- 348. U.S. National Guard Birthday
- 349. Monkey Day
- 350. Underdog Day
- 351. Day of Reconciliation
- 352. Wright Brothers Day
- 353. Bake Cookies Day
- 354. Look for an Evergreen Day
- 355. Go Caroling Day
- 356. Short Story Day
- 357. Date Nut Bread Day
- 358. Festivus
- 359. Christmas Eve
- 360. Christmas Day
- 361. Boxing Day (Canada, United Kingdom, Australia, New Zealand)
- 362. Make Cut-out Snowflakes Day
- 363. Card Playing Day
- 364. Tick Tock Day
- 365. Bacon Day



**Start Blogging Your  
Brilliance. Learn Key Tips,  
Strategies, & SEO Gems in  
easy to implement lessons.  
Build a valuable foundation of  
evergreen content that  
delivers what your readers  
want & gets you noticed.**

**~Terry Loving~**

