



GRASPED AI Search

Blogging

GRASPED Digital Marketing Topics

BLOGGING - Build a Reputation as a Can't Miss Marketer

Choose a More Rewarding Blogging Career

...You don't even need to be an expert in it – it's all about sharing information and as you learn, you can share! One thing that's important is that you make sure that you love whatever topic you're blogging about. You should want to wake up every day, eager to get to your computer. If you dread it because it bores you or it's depressing, then you won't help your readers and the blog won't become profitable for you. Aside from the overall slant, you get to choose what each individual entry on your...

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BLOGGING - Blog Challenge Ideas

Adopting a Blogging Ritual

...If you're an Internet marketer who teaches Internet marketing to others, it's important to help the readers of your blog learn how to adapt to a blogging ritual seamlessly. Blogging is one of those tasks that many newbie marketers jump into without understanding how it works. They know they need to blog (because all of the top successful marketers do), and maybe for a few days – or even weeks – they stick to it religiously. They...

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BLOGGING - Build a Reputation as a Can't Miss Marketer

Supporting Yourself Financially with Blogging

...depth – or in a more comprehensive manner? Offer services from your blog. Freelancing like writing, graphics, or other services can be offered right from your blog. Coaching is something you can offer. Many people pay top dollar for one-on-one coaching sessions via Skype or even email! Blogging can be a very fun and very profitable venture if you approach it correctly. Don't make the mistake of flying by the seat of your pants. If you do this, your blog will be scattered with topics, have no set monetization plan, and you'll end up...

GRASPED Blogging Strategies

Module 01 The Guide To Topic Selection

...Visit Competitors' Blogs Your next stop is to see what your competitors are blogging about. Ask these questions: What topics get a lot of comments, social media shares and other interaction? What topics are all, or nearly all, of your competitors blogging about? What topics keep popping up repeatedly over time? You'll also want to be sure to check out the comments section, especially on topics that are really popular. Taking a look at what others in your niche are saying about the topic, or related topics, may give you fresh ideas of what...

GRASPED Blogging Strategies

Module 08 The Guide To Polished Content

...if they run into words that they don't know or understand. Next... 9: Bring in the Reader's Senses Elsewhere in the Blogging Strategy guides, we've talked about how telling stories helps engage readers. As you're telling these stories, or if you're describing something, be sure to bring the reader's senses into your story - sight, touch, sound, smelling, taste. For example: The kitchen smelled like freshly baked chocolate chip cookies. The sunbaked rocks burned the bottom of my bare feet. The autumn leaves rustled every time the wind blew. You get the idea. If...

GRASPED Blogging Strategies

Module 09 The Guide To Growing Your Blog Faster

...your needs, search Google for "speech to text" software. 6: Repurpose Existing Content Once you've been blogging for some time, you're going to have a lot of content at your disposal. This includes content you've created for lead magnets, paid products, your blog, guest blogging,

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and social media. You can take any of this content and repurpose it to save time. For example: Break a 15-page report down into 10-15 blog articles. Expand on an existing blog article. For example, if the article shares five tips, then turn each of those tips into its...

GRASPED Blogging Strategies

Module 10 The Guide To Automation

...for creating your blog publishing calendar. calendar.google.com Conclusion As you just discovered, there are a whole lot of plugins, platforms, apps and tools you can use to automate and make easier many of your most common blogging tasks. Now, one word of warning... Once you start looking at all the WordPress plugins available, you might be tempted to start adding a whole bunch of them to your blog. Be careful doing this, however. Sometimes various plugins don't work well together, or they "break" when WordPress unrolls a major update. The more plugins you have,...

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BLOGGING - Blog Challenge Ideas

What Blogging Challenges Do Your Readers Suffer From?

...what they're talking about. The key is to help them learn how to find topics – how to dig up new slants and fresh ideas and give commentary on them. Understanding how to review products is another basic issue for marketers who are inexperienced with blogging. They don't know how to review products so that they will be interesting to blog readers. Making an engaging connection is a big deal – and so many marketers falter with this. Everyone wants to see blog comments or get emails about how amazing their blog post was!...

GRASPED Blogging Strategies

Module 06 The Guide To Viral Content

...title which showcases the benefits of the content and arouses curiosity if possible. for example, "15 Things You'll Never Believe Go On Backstage at a Dog Show." For more information on this topic, check Blogging Strategies Guide #4 The Guide to Titling. 4: Present it Professionally If your content looks like a grade-schooler created it, you're not going to get a whole lot of people reading it or watching it, much less sharing it. That's why you need to make sure it looks professional. Here's how: Proof your text content. Ideally, have someone else...

GRASPED Blogging Strategies

Module 02 The Guide To Monetization

...you blog about weight loss, you might offer personal consultations to help people with special dietary needs or preferences to adjust a diet to fit their needs. If you blog about dog training, you might offer personal consulting to help readers with their dogs' problem behaviors. Blogging helps you establish your authority and expertise, which makes selling consulting or coaching on the backend a natural fit. 10: Promote a Pay-Per-Action Offer The idea here is to put specific ads from third parties on your site, where these third parties pay you if your visitors...

GRASPED Blogging Strategies

Module 11 The Guide To Traffic

...new and returning visitors have a reason to stick around and do some reading. But the question is, where are you going to get these visitors? Table of Contents 17 Surefire Ways to Get Targeted Visitors to Your Blog.1: Create an Effective Traffic Strategy2: Seek Out Guest Blogging Opportunities3: Build a Mailing List4: Start and Run Your List5: Participate in Joint Ventures6: Find Potential JV Partners7: Purchase Advertising8: Setup Your Pay-Per-Click Campaign9: Use Existing Ad Templates10: Consider Which Social Media Platform Fits11: Be Sure to Use the Largest Social Media Channel12: Start a Contest13:...

GRASPED Blogging Strategies

Module 07 The Guide To Engagement

...attention. For example, "How to Lose Weight" shares a benefit. It's descriptive, but it's also a little boring. In order to catch attention, you need to add a little razzle dazzle. For example, "The Weird Weight Loss Trick That Shook Hollywood, Psst, It Will Work for You Too!" See the Blogging Strategies Titling Guide for more information about how to create awesome titles. 4: Open with a Bang You need to capture attention right away, which is why your opener should work hard to get and keep your audience's attention. You can do this...

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BLOGGING - Build a Reputation as a Can't Miss Marketer

Developing a Relationship with Your Readers

...form on your blog where people can engage with you that way. Whenever someone emails you with a question, you can assume there are more people out there who are wondering the same thing. Use those questions as fodder for your blog topics. When you start blogging about all of these things, it makes the audience feel like you've really got your finger on the pulse of the marketplace – like you have great instincts. Next, write in a highly conversational style and end each blog with an invitation to connect. People need to...

GRASPED Affiliate Strategies

Module 7 – G is for Guest Blogging

...Step 1: Discover Guest-Blogging Opportunities Step 2: Do Your Due Diligence Review the Blog Content Research the Owner Read the Guidelines Step 3: Develop Your Content 1) Define Your Goal 2) Create a Compelling Byline Your Turn So, with all these benefits in mind, let's talk about how to do it... Step 1: Discover Guest-Blogging Opportunities Your first step is to find potential guest-blogging opportunities. The easiest way to do this is to search for blogs in your niche that openly solicit guest content. To do this, you'll search for your niche keywords, such...

GRASPED Blogging Strategies

Module 05 The Guide To Preselling

...17 Guidelines for Getting Your Readers To Buy What You're Selling. There's a good chance that your monetization strategy includes selling your own products, affiliate products, or drop-shipped offers. And that means you need to learn how to create content that presells your audience and gets them to the sales page "warmed up" and ready to buy. Table of Contents 17 Guidelines for Getting Your Readers To Buy What You're Selling.1: Get People to Know, Like and Trust You2: List the Benefits3: Think "Useful Yet Incomplete"4: Choose A Proven "Useful,...

GRASPED Blogging Strategies

Module 12 The Guide To Optimization

...17 Must-Dos for Getting More Clicks, Reads and Sales. There are a few different things you can do to start getting better responses on your blog. While testing and tracking is a big part of improving conversions, that's not the only thing that boosts response. Check out these 17 ideas... 1: Get a Professional Design Your visitors are going to get their first impression of your blog just based on the overall design. That's why you need to make sure your design is modern, professional, and uncluttered. The good news...

GRASPED Affiliate Strategies

Module 2 – B is for Blogging

...talking about building your mailing list. For this module, we're going to focus on setting up and running a popular blog from which, you promote your affiliate offers. Check out these tips, tricks, and ideas... 1: Select a Proven Platform If you start looking for content management systems and blogging platforms, you'll see you have quite a few options. However, WordPress stands head and shoulders above the rest. It's secure, updated regularly, well-supported and relatively easy to use. It's also free. However, don't just use WordPress directly out of the box. Instead, customize the...

GRASPED Free Traffic Guide

Bonus 1. GRASPED Blogging Strategies

...you're looking to find that sort of success with your blog, then I highly recommend you putting these 17 keys for crafting engaging content to work for you. Grasped to Your Advantage, learn from the experts and find more ways to increase your traffic at <https://grasped.digital>...

GRASPED Outsourcing Online

Module 38. GRASPED Find and Submit to Guest Blogging Opportunities.

...Outsourcing Template 38: Find and Submit to Guest Blogging Opportunities. Introduction. Outsourcing sounds great in theory, but sometimes the results aren't always what you envision. Often this happens because a project or brief uploaded to a freelancing site such as upwork.com simply isn't detailed enough to attract the right bidders and get great results. That's...

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BLOGGING - Blog Challenge Ideas

Preparing Your Blog Challenge Ahead of Time

...it so stringent that people feel like labeling themselves failures. You want to inspire them and encourage them to keep going even if they miss a blog post. Map out your helpful blog posts that you're going to create along the way. You will be blogging daily to give tips and ideas, share your own entry to the challenge, and create a space for them to discuss it and encourage each other. Some people might want you to create a forum for the discussions. Keep it on your blog. As the host of the...