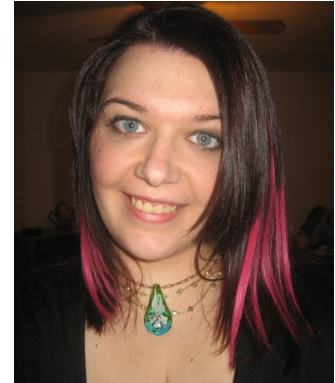


*The 12 Days of
Blogging*

*From BlogWorld Expo
and Allison Boyer*

I've enjoyed the BlogWorld Expo community since first joining the [BWE blog](#) team this spring. The event itself in October solidified it. I love you guys and gals. My roommate jokes that I've found "my people." And I have – you all are "my people" – creative, supportive, smart, friendly, dedicated, opinioned, crazy people.



Around the beginning of December, I decided I wanted to do something for this amazing group of people I've grown to love. Saying "Merry Christmas" on Twitter just didn't seem to be enough. So, I asked Nikki if I could do a massive series highlighting dozens of bloggers from around the world – and she let me to run with it.

The result? The 12 Days of Blogging, where each day new bloggers were featured as a way to bring you the best of the best from 2010.

The holidays are always super busy for everyone, so to make sure that you didn't miss a link, I've compiled the 12 Days of Blogging into this ebook. It's not so much a gift from me as it is a gift from the community to all of us. Remember, no matter how new you are at blogging, you have something to share, and no matter how long you've been blogging, you have something to learn.

Want to say thank you for compiling this series? Simply stop by either the BlogWorld Blog or my career advice site (AfterGraduation.net) and say hello! I'm also on Twitter [@allison_boyer](#) and would love you feedback on my kick-in-the-pants career advice newsletter [Career Oomph!](#), which is part of After Graduation. Freelancers can also consider picking up a copy of [Out of Thin Air](#), my ebook for writers who are struggling to pay their bills every month.

Thanks for your support in 2010 and have a happy 2011!

*~Allison Boyer, [BlogWorld.com](#)
and [AfterGraduation.net](#)*

12 Writers Writing

Original Post:

<http://www.blogworld.com/2010/12/14/12-writers-writing/>

Why I Choose This Topic:

This is a topic near to my heart, since I was a freelance writer before I even knew what blogging was! There are some awesome bloggers out there who talk about nothing but writing; there are also bloggers out there who talk about writing as part of the whole blogging profession.

Why Writers Should Blog and Bloggers Should Write by Ali Luke at Aliventures

"Some bloggers don't really *write*. They just *type*...

It's easy to fall into the trap of seeing posts as "content" – something to tap out fast in order to increase a bunch of statistics. More page hits. More comments. More readers.

But you know that bloggers who carry on like that won't succeed. **The blogs that *you* love aren't the ones which churn out half-arsed content – they're the ones where the words grab you and don't let you go. "**

My Comments:

It wouldn't be a post about writing without mentioning Ali Luke and her blog, Aliventures. Her entire blog is awesome if you're interested in learning to be a better writer, and I highly recommend check out her ebook, *The Blogger's Guide to Effective Writing*. Ali's full post talks about the two worlds of writing and blogging and how they should come together to create a more powerful platform for yourself in either world.



[How To Write A Blog Post \(or how I do it\)](#) **by Lisa Barone at Outspoken Media**

"As you can imagine, I spend a lot of my time writing blog posts. I write them for us, for outside industry sites and for clients. Luckily, blogging is something that I really enjoy and, because I do it so much, I've been able to create a pretty effective process for getting the words out and the posts up. When I was fishing for blog topics on Twitter last week, a few people suggested I perhaps write about how I go about writing posts and share any best practices I've found for making it easier."

My Comments:

I'm a fan of this post because it's pretty much everything you need to know to write on your blog successfully, step by step. Of course, we all have different methods for blog writing, but this is a good place to start if you're feeling stuck.



The Power of Confident Writing by Brian Clark at Copyblogger

"I'm not talking about arrogance. Arrogance is an indication of fear,
not assurance.

Too many people, however, approach copywriting from a defensive
mindset. You're already back on your heels from the start, instead of
proudly sharing your excellence with the people who can benefit
most from it."

My Comments:

Copywriter is perhaps the best-known source of information about blogging
and writing, and one of my favorite posts from founder Brian Clark was
about being confident as a writer. He also links to a great Copyblogger post
on [tips for confident writing](#) by Steve Errey from [The Confidence Guy](#). I love
the tale of the restaurant in this post, along with what we can learn from it
as writers.

[How to Slash your Writing Time in Half](#) **by Mary Jaksch at Write to Done**

"As a blogger, I need to write a lot of articles. Fast. Not only do I need a flow of good ideas, I also need time to turn the initial ideas into useful blog posts. It's sometimes a struggle.

Do you want to write faster – without losing quality?"

My Comments:

Write to Done is a blog that has tons of tips for writers, including an entire section for blogging. Really, though, many of the articles there can help bloggers as much as they can help article writers. Since most bloggers are super busy, I wanted to highlight "How to Slash your Writing Time in Half," to help you save time when penning posts.

The post goes on to give you 10 tips for writing posts quickly. In the upcoming weeks, Mary will also be posting her annual list of the Top 10 Blogs for Writers on [Write for Done](#), so that's definitely something you should check back to read.

How to Write Great Copy using Storytelling Techniques by James Chartrand at Men with Pens

"Because they're so powerful, stories are very useful for copywriters. Good stories can move people to action. They can encourage sympathy and instigate donations. They can cause an uprising or a revolution. They can provoke a response or influence readers. They can *sell*.

Storytelling *works*.

Except, of course, when it doesn't."

My Comments:

Storytelling is a technique I use often in my own blog writing, and while I've read tons of resources on this topic, James' article isn't about *why* you should include stories in your writing, but rather how to do it effectively. Not every blogger uses storytelling to its maximum potential; this post will get you back on track.



**5 Tips for Writing an About Page that Connects with
Your Reader**
by Judy Dunn at Cats Eye Writer

"For every expert opinion on how to write the 'perfect' about page, you'll find an equal and opposite one...

All of these people are wrong.

Because there are no about page rules—except for one."

My Comments:

Hands down, one of the biggest mistakes I see bloggers make is not having a clearly marked and well-written About page. Having this place to talk about yourself is important because when someone new comes to your site, they want to know who you are and why the heck they should ever come back. A poor About page could actually cause you to lose readers! Judy Dunn has tons of awesome blogging tip articles at Cats Eye Writer, but because About pages are so important, this is the one I wanted to highlight for you all.

[3 Things Probloggers Should Do Before Hitting The Publishing Button](#) **by Darnell Clayton at BloggingPro**

"In an age where everyone wants to be first, many bloggers are sacrificing elegance for speed in a vain attempt to break the news before their rivals get a chance to analyze the story. While bloggers should always attempt to break a story (as doing so can result in a massive [amount of traffic](#)), bloggers should also try to make sure their post is presentable to the world, lest they hear rebukes from their readers in the comment section."

My Comments:

Does this article have three simple tips? Yes. Do we do them every time we write a post? Nope. Darnell Clayton's post at BloggingPro is an excellent reminder of how we can ensure that every post is of a high quality. Your readers deserve it, after all!

[BloggingPro](#) is a site that I've really grown to enjoy over the past year. If you're looking for blogging work, they have a job board that I've personally found extremely useful.

[4 Types of Blog Posts That \(Almost\) Anyone Can Write](#) by Laura Spencer at Writing Thoughts

"Over the past few years, I've blogged professionally at five different blogs (not including the one you're reading, which I own). During that same period, I've literally written hundreds of blog posts.

As a professional blogger, I know that thinking of topics to write about can sometimes be a struggle. That's why today I've decided to list four types of blog posts that nearly anyone can write."

My Comments:

Laura Spencer has a wealth of information for writers at Writing Thoughts, and one that she posted recently for bloggers is "4 Types of Blog Posts That (Almost) Anyone Can Write." If you're feeling stuck or uninspired, this is a great post for finding some ideas for your next post.

8 Online tools to help improve your writing **at 10,000 Words at Media Bistro**

"The internet is full of writers, both good and bad. Thankfully, if you find yourself leaning toward the latter category or you just want to beef up your scribing skills, there are plenty of free online tools and resources for improving your writing."

My Comments:

I'm a sucker for cool shtuff that makes my job easier. If you're a writer in any capacity (blogger or otherwise), this post has some unique tools you can use to help you find the writer words, improve your typing skills, and more.



Developing Good Grammar Habits by Melissa Donovan at Writing Forward

"Good grammar is an essential component of good writing. Grammatically clean texts are easier to read, easier to get published, and in many cases, a firm understanding of grammar can make the writing process easier. But for many writers, grammar is secondary. They're in it for the creative journey – these writers are focused on telling a story, making a statement, or sharing ideas. Grammar is just a necessary nuisance."

My Comments:

While writing forward doesn't have tons of writing tips specifically for bloggers, this post by Melissa is one that most of us need – myself included. I'm admittedly the worst self-editor in the word, but even awesome editing skills won't save you if your grammar sucks from the start.

Her tips for grammar are ones that I'm going to attempt to apply in my own life, and I hope you will too. You don't have to be grammatically perfect to be a good blogger, but it certainly helps keep readers on your site.

Why You Must Write Your Boogie Man Post by Stanford Smith at Pushing Social

"My 3 year old swears a monster lives in his bottom dresser drawer. The monster is a smart son-of-a-gun, he only hides there when I leave the room. But...If I read "Llama Llama Mad at Mama" right before bed, he won't come out. (smart kid)

The dresser monster is my boy's boogie man.

The funny thing is that we never really outgrow the "boogie man" do we?"

My Comments:

I've been lurking on Stan's blog for a few months now, and I love his writing style. Pushing Social isn't just another boring new media blog. Those are a dime a dozen; Pushing Social is not.

In addition to awesome posts like "Why You Must Write Your Boogie Man Post," Stan recently announced his new Spectacular Posts Bootcamp, a video series where he'll share some of his top tips.

Developing Compelling & Engaging Content by Nicholas Cardot at Site Sketch 101

"We understand that websites are a combination of [design](#) elements, [usability](#), [navigation](#), load speed, interactivity and content. More importantly, we understand that content is the king that rises above all others.

With compelling content, a weak performance in these other areas of your website will be overlooked. With weak content, even the most beautiful and easy to use websites will ultimately fail to achieve any notable level of [success](#)."

My Comments:

Site Sketch 101 is a blog that combines advice about content, design, and influence into something...well...spectacular. At BlogWorld's keynote, Scott Stratten talked about how he'll pull over the car to read a new post by Jay Baer. This is my car-pulling-over blog. Nicholas' posts are never half-assed. Never. I can think of no better way to end this list.

Blog/Twitter Cheat Sheet

- Ali Luke, [Aliventures](#) - [@aliventures](#)
- Lisa Barone, [Outspoken Media](#) - [@lisabarone](#)
- Brian Clark, [Copyblogger](#) - [@copyblogger](#)
- Mary Jaksch, [Write for Done](#) - [@WritetoDone](#)
- James Chartrand, [Men with Pens](#) - [@MenwithPens](#)
- Judy Dunn, [Cats Eye Writer](#) - [@CatsEyeWriter](#)
- Darnell Clayton, [BloggingPro](#) - [@blpro](#)
- Laura Spencer, [Writing Thoughts](#) - [@TXWriter](#)
- 10,000 Words - [@10000Words](#)
- Melissa Donovan - [Writing Forward](#) -
[@MelissaDonovan](#)
- Stanford Smith - [Pushing Social](#) - [@pushingsocial](#)
- Nicholas Cardot - [Site Sketch 101](#) -
[@nicholas_cardot](#)

11 Tweeters Tweeting

Original Post:

<http://www.blogworld.com/2010/12/15/11-tweeters-tweeting/>

Why I Choose This Topic:

While I know others disagree, Twitter is hands down my favorite social media platform. This list features 11 bloggers who have shared some awesome tips to help you make the most of this network. Regardless of whether or not you love Twitter, it isn't going away – so take some time to learn about it!



Should You Be On Twitter? by Erika Napoletano at Redhead Writing

"Social media requires a strategy, whether you're Suzy Sunshine looking to find fellow knitting fans or Bob the Business Owner seeking new customers.

Ask yourself right now: **why are YOU on Twitter?**

I research, compile and present social media strategies to a wide range of businesses throughout the year and I always enter each research stage with one assumption: **this business should NOT be on Twitter.** That is, unless I find evidence to the contrary."

My Comments:

Of course you should be on Twitter. Right? What the hell could somebody spend an entire post talking about when it comes to that question? There's a reason this post, by the fabulous redhead Erika Napoletano, is first on this list. Not everyone needs to be on Twitter. In fact, some people are better staying away from the platform.



Mannequin Networking – Why Twitter Automation is Bad by Scott Stratten at UnMarketing

"Automating tweets is like sending a mannequin to a networking event. Stick a post-it note on it, and roll it in, to multiple events around the world! Think of all the Chamber of Commerce mixers you could cover! Different time zones! Let the relationships windfall begin!!! Booyaa!!!"

My Comments:

Whenever you talk about Twitter, you have to mention Scott. I'm pretty sure it's a law, at least in Canada. I'm also pretty sure that if you put "un-" before a word, you have to send Scott a dollar, so I'm going to refrain from calling this an un-link or un-recommendation. But I digress. This post on UnMarketing pretty much sums up Scott's core philosophy on Twitter – it's about engaging, not about a plastic sales pitch. You can't deny it – it's a good use of the term *booyaa*. I like the triple o action. Beyond the word choice, though, there's something else you can't deny – Scott is undoubtedly one of the best tweeters out there, and this post is just scratching the surface.



My Opinion on Ads on Twitter [or Sponsored Tweets]

by Darren Rowse at TwiTip

"A number of people have asked me recently what I think about running advertising in Twitter streams. Should it be done or avoided? What impact might it have on you as a Twitter user if you do run them? Are there times you should and shouldn't use ads to monetize your Twitter account?"

My opinion is pretty simple. I know no everyone will agree but it's probably somewhere in the middle of the spectrum of opinions on the topic."

My Comments:

You may know Darren best from Prologger, but he also runs TwiTip, which is completely dedicated to Twitter and features tons of guests posts every month. This specific post is great for those considering sponsored tweets.



Using Twitter Search to Help People by Marian Schembari

"Unless you really hone in on search terms, you get bombarded with a lot of spam, retweets, completely irrelevant tweets and messages in other languages. So you have to target people by language. Click on "Advanced Search" and choose "Written in" and then the language of your choice. You can also specify location, hashtag, specific users, dates, links, even 'attitude.' "

My Comments:

I absolutely love this Twitter tip from Marian Schembari. Love. We're talking chocolate cake level love here, people. If you're trying to build you blog, using Twitter's search function to find new readers is super smart – and Marian gives readers a really good rundown of how to do it successfully.



10 Steps to Creating a Successful Twitter Chat by Mack Collier

"It's definitely been a labor of love for me, and I am a HUGE proponent of Twitter chats. So I wanted to write down the ten steps I've taken to build #blogchat up into the success it has become. I would hope you can use this advice to start your OWN successful Twitter chat."

My Comments:

Mack Collier first came on my radar a few months ago when I finally caved in and decided to see what this whole #blogchat thing was about – people were clogging my Twitter stream with it, but in a good way, since they were helpful comments. My God. #Blogchat, which Mack runs every Sunday evening, has become a guilty pleasure of mine, and I even blog about the best tweets here on the BWE blog every week. There's no official counter, but #blogchat is one of the largest if not *the* largest chats on the platform. Mack's post on Twitter chats can help you learn how to run a successful chat of your own.



Hot Chicks Are Always Going To Have More Twitter Followers Than You

by Robb Sutton at Blogging Labs

"You see it all the time. Some hot chick avatar has 75,000+ followers but they are following 82,000+ and you say to yourself, "man...I wish I had that many followers. I am going to do whatever I can to get them." I am here to tell you that **you should much rather have your 1,000 or even 100 followers rather than their 75,000+** that they spam on a regular basis."

My Comments:

At first, the goofy title of this post just made me laugh...but when I took some time to read it, wow, Robb is right on the money with this one, in my opinion. It's all about quality, not quantity when it comes to Twitter (and social media in general).



Art of Retweets: Top 10 Ways To Improve Your ReTweetability **by Ana Hoffman at Traffic Generation Café**

"Retweeting is a great way to share information and ideas, as well as bring a nice flood of [social media targeted website traffic](#).

When you retweet someone, you show that you think enough of what they have written to share it with your followers and by doing that, increase their social media website traffic – one of the ultimate compliments on Twitter.

But how do you get tweeples to retweet your thoughts, pictures, videos?"

My Comments:

Why do some blog posts get retweeted a ton while others fall flat? It isn't just about getting someone with a lot of followers to retweet you (though that certainly helps). In this post, Ana talks about some of the easy ways you can improve your tweeted links so that they're more likely to be retweeted. I absolutely love the tips in this post – it's a lot of information that I didn't know about before.

How to get Targeted Twitter Followers Fast by Kristi Hines at Famous Bloggers

"When [starting out on Twitter](#), one of the first things that people want to know after they have setup their profile and sent out a few tweets is how to find followers. Not just any followers, but followers who would be interested in what they have to offer. As you may know, one of the ways to get followers is to start following people in hopes that they will follow you in return. So how do you up the odds that people you follow who are interested in your topic will follow you back?"

My Comments:

I know Kristi from her own site, Kikolani, where she recently published a [massive list of female bloggers](#), but she also posts at Famous Bloggers, a multi-author site where there's always an interesting discussion going on. Usually, I'm not a fan of anything that says social media is "fast" or "easy," but as always, Kristi delivers in this post with some awesome tips that really do make finding a targeted following quicker.



Protecting Your Private Parts On Facebook, LinkedIn And Twitter by Natalie Sisson at Womanz World

"Imagine your grandkids doing a search on you in 40 years time and finding those tacky updates about how drunk you were on Saturday and the tagged photos to boot! Amusement factor aside, privacy is an ongoing concern for all of us as social media sites attempt to access every last detail about us. How do you protect yourself? Well, when it comes to privacy, it all boils down to using your common sense.

Act as if you don't have any privacy settings."

My Comments:

Ok, this post isn't *just* about Twitter, but its an important one, so I wanted to make sure it didn't get lost in the shuffle. As bloggers, we tend to live online, so we often don't think twice about what we post to social networks. Unfortunately, that can have some bad results. Protect yourself! This post includes all you need to know about adjusting your privacy settings across some of the most popular social networks, Twitter included. It's an important reminder for all of us to consider how we use Twitter and if that's the best choice.

Is Twitter the Ultimate Creation Killer? by Jonathan Fields

"By all rights, I should be doing everything possible to eliminate distractions, to push back against everything that pulls my focus away from my mission, save the other "important" activities and people in my life. But at the same time, I don't want to abandon my tribes. Both, because I love them, I love engaging with them and I know that they'll also be important in helping whatever I bring to life succeed.

Seems like a hell of a balancing act.

But, here's the thing. That may be more illusion than reality."

My Comments:

Say it isn't so, Jonathan! Twitter could be bad?!?
Yes, it can be. I think we all get too caught up in social media sometimes. If it is chewing up time and not allowing you to create content, that's not a good thing! In this post, Jonathan talks about his own struggle and resolution with this balancing act.

The Arrogant Bastard's Guide to Twitter **by David Crandall at Heroic Destiny**

"I follow people I like, but lets face it, not all of those people are ones that I constantly want to see their every little thought. I just can't...neither can you. Don't feel guilty that you can't closely interact with hundreds of people at once. No one can. If blaming it on me and saying I'm an arrogant bastard but you like my rules helps, then go for it. I'll be your arrogant bastard hero for the day."

My Comments:

It seemed fitting to end with this list. Who can't get behind a complete guide to Twitter as told by a self-proclaimed arrogant bastard? This is a post that makes me feel warm and fuzzy inside, not just because of the funny title but because everything he says is *so* true.



Blog/Twitter Cheat Sheet

- Erika Napoletano, [Redhead Writing](#) - [@RedheadWriting](#)
- Scott Stratten, [UnMarketing](#) - [@unmarketing](#)
- Darren Rowse, [TwiTip](#) - [@probblogger](#)
- Marian Schembari, [MarianLibrarian.com](#) - [@MarianSchembari](#)
- Mack Collier, [MackCollier.com](#) - [@MackCollier](#)
- Robb Sutton, [Blogging Labs](#) - [@robbsutton](#)
- Ana Hoffman, [Traffic Generation Cafe](#) - [@webtrafficcafe](#)
- Kristi Hines, [Famous Bloggers](#) - [@kikolani](#)
- Natalie Sisson, [Womanz World](#) - [@womanzworld](#)
- Jonathan Fields, [JonathanFields.com](#) - [@jonathanfields](#)
- David Crandall, [Heroic Destiny](#) - [@DavidCrandall](#)



10 Guests A-Posting

Original Post:

<http://www.blogworld.com/2010/12/16/10-guests-a-posting/>

Why I Choose This Topic:

One of the tips that has been driven into my head over the past few months is the importance of guest posting. It's a great way to promote your blog while also building relationships with other bloggers. Guest posting is an art, though. I've seen some guest post attempts that are downright laughable! It isn't because the writer stinks (though that can be a problem) – it is just a matter of not understanding how to write a successful guest post.

[Guest Blogging: Tips, Advice, and Best Practices](#)

by Bill Hazelton at Sell It! on the Web

"All you have to do is write an original, compelling article on a subject that fits within your guest host's topic of interest. Easy enough, right? Well, there's a bit more to it than just that and in this article, I'm going to provide some of the most important tips and "best practices" on guest posting for both the beginner as well as the advanced internet marketer."

My Comments:

What I like about Bill's post on guest posting is that it is a complete resource for those who want to get started with this technique. He gives you tips for finding guest posting opportunities, advice on staying organized so you keep track of your guest post locations, and an example of how to introduce yourself to other bloggers.

Guest Posts: Are You Writing Them? Are You Accepting Them?

by Virginia DeBolt at BlogHer

"It makes perfect sense for big sites like ProBlogger and ReadWriteWeb to want guest posts. The more good content you have, the better off you are. But what about small niche blogs that are essentially a one-person operation? Can guest posts benefit the little guys, too?"

My Comments:

Virginia's post for BlogHer (where she's written over 400 posts!) is interesting in that it isn't some kind of expert kind – it is a discussion. Scroll down to read the comments, because there are some interesting perspectives there not just on how you can be a guest poster, but also on how to host guest posts on your own blog.

Successful Guest Posting Strategy in One, Two, Three by Ann Smarty at Blogussion

"Guest posting is probably one of the most unappreciated forms of marketing that I can think of. If you can use the proper strategies and have your mind set towards creating a quality guest post – you *will* be rewarded for it. Because really, only the passionate bloggers guest post. The benefits are plenty and lack of time is no excuse, however, it is something that many bloggers just can't get around to doing."

My Comments:

In a weird coincidence with this the title, there are three things I love about this post. One, it's actually written by a guest poster (how meta is that). Two, the advice is spot-on (kind of a given for me to be talking about it here, haha). Three – Blogussion was started by two high school kids and features writing largely by a young audience – some even as young as 13. Essentially, it's a community that I wish I would have had when I was that age – like minded, goal-orientated writers who want to share their experiences with one another so that everyone learns.

Bravo.

[Guest Posting Sucks! No Wait, It Rocks! Well Heres My Policy.](#)

by Gabriele Maidecchi at Esimple Studios Blog

"To guest post or not to guest post? This dilemma is following me since a while, and I really haven't wrapped my mind around it in a definitive way.

While some people think it's [a very awesome way to get your name out and gain more traffic](#) and readers, some others tried it and decided [it's not as good as they say it is](#).

In the end, I believe it's pretty much a matter of just trying and deciding whether it suits your needs or not."

My Comments:

I'm a fan of guest posting, but I know some bloggers who absolutely will not accept them and others who absolutely will not write them. I think there are valid argument for both of these arguments. In this post, Gabriele talks about her personal guest post policy, which I find really helpful in creating my own. Guest posting may not be for you (at least not all of the time).

Be Yourself When Writing Guest Posts **by Nasrul Hanis at Guest Posting Tips**

"Some writers might think their articles will be regarded as low-class articles if they maintain their own styles of writing. NO. Being somebody else is not the solution to expose yourself. And even your article had pulled a lot of comments and feedback, you can't be proud of it as it is not you in the article."

My Comments:

Guest Posting Tips is an entire blog devoted to the topic of guest post. The post I chose to highlight here isn't long or life-changing – but it is one that is super important to keep in mind. The whole reason you guest post is to make new connections, so make sure you're introducing yourself as *you*, not just writing free posts for the other blogger.

The Five Unwritten Rules of Guest Posting on Blogs

by Danny Brown

"If you're a blogger, you may have been asked to write a guest post by another blogger.

Or, you might have offered a guest post yourself to a blogger you admire.

Either way, writing a guest post opens you up to a whole new audience and can increase your own readership into the bargain.

Blog readers that may never have heard of you otherwise now have their eyes on you.

Add to that the credence that comes with someone else thinking enough of you to have you on their blog, and a guest post is a pretty big thing."

My Comments:

If you only read one post about guest-blogging, read this one. The advice he gives in this post is just...awesome. So awesome that I'm not going to dilute it with a ton of my own comments here.

[4 Ways to Increase the Chances Your Guest Post Submission Will Get Accepted](#)

by Bamboo Forest at Blogging Teacher

"This is another guest post about guest posts. I'm a total geek and love that! We've all been in this situation, too – facing rejection. In a guest posting situation, it often sucks because you've already written the post, which may not fit well with another site. Bamboo Forest's post helps decrease the chances of that happening."

My Comments:

This is another guest post about guest posts. I'm a total geek and love that! We've all been in this situation, too – facing rejection. In a guest posting situation, it often sucks because you've already written the post, which may not fit well with another site. Bamboo Forest's post helps decrease the chances of that happening.

[Top Blogs: Do They Accept Guest Posts?](#) **by Thursday Bram at Hyper Modern Writing**

"Here's a secret: **The grand majority of top blogs will accept a submission.** There's a secondary question that can be equally important if you're trying to earn a living online, though: **do those blogs pay for submissions?**"

My Comments:

I have a confession to make. I've had a blogger-crush on Thursday since...gee, probably since I wrote for b5media. That's a long time, yeesh. Thursday is one of those bloggers that pops up just about everywhere, with Hyper Modern Writing being her web content writing blog for freelancers. What I like about this post is that she not only writes about finding guest posting opportunities with some of the top bloggers out there, but she also covers the idea of getting paid to be a guest poster.

[Guest Posting on Top Blogs](#)

by Annabel Candy at Get in the Hot Spot

"I bet if I said I could get you a free advertising deal which put your brand or blog in front of your target audience you'd be more interested.

Well, with blogging giving away your best writing and getting free advertising are the same thing ~ it's called guest posting. You just need to change your mentality and **stop thinking of guest posting as giving away your best work and start thinking of it as free prime time advertising**. It's definitely worth giving away your best blog posts because one guest post on a top blog like Zen Habits or Problogger may send a few thousand new readers your way."

My Comments:

Like Thursday, Annabel is a blogger that I keep seeing pop up everywhere online. She's been a guest poster on Problogger, Dumb Little Man, Zen Habits, and more, so she's overly qualified to give advice on guest posting for top bloggers. In this post, Annabel talks about the advantages of guest posting, finding the right blog for your post, scoring the posting spot, and more.

How to Get A-List Bloggers to Accept Your Guest Posts from John Chow

"Getting your post onto an A-List blog is one of the best ways to boost your traffic and increase your credibility. It's also one of the best, if not the best, no cost promotion idea. Here's a few tips to improve your chances of having a big name blog accept your guest post."

My Comments:

Want advice straight from the horse's mouth? This is the post you need. Not that I'm calling John Chow a horse. He just has one of the most popular blogs out there, and one that gives tons of readers the chance to guest post every month. At the same time, he *gets* tons of guest posts every month, probably more than anyone could ever publish, so his tips can help you learn specifically how to get accepted on his blog, and on other really popular blogs.

Blog/Twitter Cheat Sheet

- Bill Hazelton, [Sell It!](#) - [@billhazelton](#)
- Virginia DeBolt, [BlogHer](#), [First 50 Words](#), [Web Teacher](#) - [@blogher](#)
- Ann Smarty, [SEO Smarty](#) - [@seosmarty](#)
- Gabriele Maidecchi, [Esimple Studios](#) - [@esimplestudios](#)
- Nasrul Hanis, [Guest Posting Tips](#) - [@bloggerdaily](#)
- Danny Brown, [DannyBrown.me](#) - [@dannybrown](#)
- Paul Cunningham, [Blogging Teacher](#) - [@paulcunningham](#)
- Bamboo Forest, [Tick Tock Timer](#), [Pun Intended](#) - [@bambooforest](#)
- Annabel Candy, [Get in the Hot Spot](#) - [@getinthehotspot](#)
- John Chow, [JohnChow.com](#) - [@JohnChow](#)

9 SEOers Optimizing

Original Post:

<http://www.blogworld.com/2010/12/17/12-days-of-blogging-2010-9-seoers-optimizing/>

Why I Choose This Topic:

SEO is not my strong suit. And by “not my strong suit,” I mean that I know the basics of it and am waaaaay not into it. Some bloggers hate adding tags. Some bloggers hate working with photos. I hate SEO. Yes, there. I *said it*. I **hate** SEO. Not to be confused with SEOers (or rather, the people who are super good at and love SEO). I love SEOers! They make my life easier and happier because they *figure crap out*. And then they tell the rest of us, in posts like the ones below.

[How to Explain SEO to a Client](#)

by **Brett Alan at [StartSEOCompany.com](#)**

"Explaining how search-engine optimization works to a complete newb (or client) can be one of the toughest and frustrating tasks for an SEO professional. This isn't a jab at client intelligence either. There's a lot to wrap your head around especially if you're new to marketing online. And with all the misinformation out there, I totally get how beginners would be confused."

My Comments:

I picked this post to highlight not because I think most of you need help explaining SEO to clients, but because I think that this will help you clarify what exactly SEO is and why it is important if you're new (or even just new-ish) to blogging. Brett's post simplifies the concept of SEO in a way that's easy to digest, so you can understand it even if you barely know anything about blogging.

Seriously, don't feel stupid if you need this post. My own knowledge of SEO extends about...that far. I'm making it a goal to learn more about SEO in 2010, but it's only one part of blogging – don't feel down on yourself if you don't quite get it yet!

[The Most Popular Organic SEO Columns Of 2010](#) **by Elisabeth Osmeloski at Search Engine Land**

"We're fortunate enough to have some of the most brilliant minds and SEO practitioners writing for us here at Search Engine Land, and as I've run through the data on our most read stories, I've been consistently reminded just how amazing our talent pool is in this industry. The quality of our contributors' advice, their keen insights and depth of experiences are so well respected across the industry and across the globe, that they deserve another look as we close out the year, and look forward to an even more productive 2011."

My Comments:

Ooo, it's a list within a list. How meta of me. Search Engine Land is a really great resource if you want to learn more about search engines, but upon going to the homepage, three words come to mind: Intimidating. As. Hell. If you're a blogger, not an SEOer, chances are that you might be overwhelmed a bit by the sheer volume of information at Search Engine Land. Elisabeth's post gives you a great places to state.

Back to Basics: Search Engine Marketing, SEO, and Paid Search **by Arturas Kvederis from SEO Capo**

"Too often I have seen small business owners tempted with the instant results that PPC advertising can deliver – you must be careful when putting together your SEM strategy and ideally there should be a fine balance between PPC and SEO. So if someone asks me what is the best Search Engine Strategy PPC or SEO? The answer is both."

My Comments:

Search engine optimization is actually just part of a bigger monster called search engine marketing. Arturas' post talks about how SEO fits into that machine and why it is relevant to you.

[Social Media vs. SEO: My Approach](#) **by Darren Rowse at Prologger**

"A number of readers asked for my own opinion: which camp do I stand in? I'm going to annoy some people with this but the reality is that I've got a foot in both camps. Let me throw a few random thoughts out there in the hope that it'll show why I'm a fan of both social media and SEO."

My Comments:

This post by Darren talks about the great debate between people who love social media and people who love search engine optimization, a debate which I've seen get rather heated at times.

Bad SEO Advice

by Vanessa Fox at [Nine By Blue](#)

"I come across bad SEO advice all the time. Much of it may seem obvious to those of us who have been involved in search for any length of time, but for people who haven't, it can be difficult to know what's concrete advice, what's speculation, and what's just plain terrible. For that matter, it can be difficult for those outside of SEO to know what's smart and what's considered search engine manipulation."

My Comments:

Once you've gotten a handle on exactly what SEO is all about, it's pretty easier to keep the advice from experts in mind as you write blog posts. Except sometimes, advice from well-meaning idiots is just that – advice from well-meaning **idiots**. If you're new to SEO, like I am, you might not be able to pick out the real tips from the crap.

[How to Get Your Website on Google](#)

by Daniel Scocco at [How to Make a Website](#)

"One common mistake webmasters make is to search on Google for the name of their website, expecting to find it there right away. When they don't, they freak out and start thinking that something is wrong.

For example, let's suppose that you just launched a website called *SuperCars.com*. You put some content there, get some backlinks, and then you use the 'site:' parameter to see if it is indexed. It is. You then search on Google for "super cars," hoping to find your site there, but it is nowhere to be found, even when you look on the second, third and fourth page of results. Is there something wrong here? No. This is a perfectly normal pattern, and people call it 'the sandbox effect.' "

My Comments:

I've actually been a fan of Daniel's for some time, since I'm a regular reader at Daily Blog Tips, and his How to Make a Website site is a great nuts-and-bolts guide for beginners. This gem is posted there – it talks about how to get a search engine to notice what you're doing.

Most Companies Still Don't Get SEO – Yet They Want To Go Social? **by Adam Singer at The Future Buzz**

"The search marketing industry is [far more mature](#) than the social media marketing industry – if this company doesn't bother grasping search, it makes little sense to skip to social. Search is a core function of the web, and [should come first](#).

The order matters, because [search and social programs](#) have an intersection, but to *really* activate this your core web presence and social content needs to be optimized. Otherwise, all that effort of directing a community for the outcome of growing search KPIs falls short. It's analogous to building a skyscraper but wanting to create the top first without having any sort of base."

My Comments:

I don't necessarily agree with everything in this post. That's part of the reason why I like it. As I mentioned previously when I linked you to Darren's post on Problogger, there's a great debate regarding SEO and social media. The discussion is an interesting one, and although this post talks specifically about businesses, but it can be applicable to bloggers as well.

[How My Phone Helped Me Land On The First Page of Google](#) by Pat Flynn at Smart Passive Income

"How did I find the content?

Naturally, the first thing I did was search through Google. I was finding some of the information I needed from several sources, but only bits and pieces. I wanted the whole thing.

Plus, the sources were not reliable. Many of them said conflicting things, so instead of wasting my time gathering information that was potentially flat out wrong, I did something I never thought I'd do to help my niche site: **I used my phone.**"

My Comments:

Pat Flynn is another one of those bloggers who is popping up everywhere. I wanted to include this post of his because it is a little different from the typical SEO post. It's not about keywords and links and such, but rather about how to build quality content no matter what keyword you're targeting so that all those SEO techniques you put into effect actually mean something. He talks about his initial idea to build a site around a topic that he knew nothing about.

[How to Spot Keyword Trends](#) **by Peter Da Vanzo at SEO Book**

"Given that search engine ranking has a long lead time, it pays to think about keyword trends well ahead of time.

The problem with the future is that it is difficult to predict. However, spotting trends is somewhat easier, and gives us an insight into how our niche is likely to develop. Trends typically follow a gradual, predictable pattern.

Let's take a look at a few tools you can use to help spot long term keyword trends."

My Comments:

For my final recommendation on this list, I chose this post by Peter Da Vanzo because it's so darn comprehensive and easy to understand. It makes me want to go out and become an SEOer. Almost. Nah, not really, BUT it is literally packed with keyword trend tips that I can use to boost what I'm already doing on my own sites.

Blog/Twitter Cheat Sheet

- Brett Alan, StartSEOCompany.com - [@brettalanseo](https://twitter.com/brettalanseo)
- Elisabeth Osmeloski, [Downhill Divas](http://DownhillDivas.com) - [@elisabethos](https://twitter.com/elisabethos)
- Arturas Kvederis, [SEO Capo](http://SEOCapo.com) - [@godzhesas](https://twitter.com/godzhesas)
- Darren Rowse, [ProBlogger](http://ProBlogger.com) - [@problogger](https://twitter.com/problogger)
- Daniel Scocco, [Daily Blog Tips](http://DailyBlogTips.com) - [@danielscocco](https://twitter.com/danielscocco)
- Adam Singer, [The Future Buzz](http://TheFutureBuzz.com) - [@AdamSinger](https://twitter.com/AdamSinger)
- Pat Flynn, [Smart Passive Income](http://SmartPassiveIncome.com) - [@PatFlynn](https://twitter.com/PatFlynn)
- Peter DaVanzo, [SEO Book](http://SEOBook.com) - [@peterdavanzo](https://twitter.com/peterdavanzo)

8 Affiliates Selling

Original Post:

<http://www.blogworld.com/2010/12/18/12-days-of-blogging-2010-8-affiliates-selling/>

Why I Choose This Topic:

Affiliate advice falls into two main categories: 1) advice for people who want to start or who run blogs specifically with the purpose of making money by promoting products and 2) advice for people who want to add affiliate links occasionally to add another stream of income.

The links I've chosen to highlight in this post cover both topics – hopefully you'll find some useful blogs no matter what your goals.

A Rare Guide to Affiliate Marketing in 2877 Words – Part 1 **by Jase at ZealingMoney.com**

"The beauty of affiliate marketing is the fact that you don't need even a penny to start making money. But, if you can invest some money, definitely your return will be multiplied several times.

Ok, just relax and take a deep breath. I promise you that I will give you the most important facts you need to know to be a successful affiliate. Even if you are already an affiliate marketer, this guide will be helpful to you also. Do you have the desire to see heavy checks coming to your bank account? Are you willing to make an effort to make it a reality? Then it is just a matter of time making it a reality."

My Comments:

As the title says, this is just part one. If you're brand new to affiliate marketing, I highly recommend the entire series, which starts with this post on what it is and goes on to talk about [getting started](#), [promoting your affiliate program](#), and [tracking your efforts](#). In other words, it's everything you need to get started.

Bras and Affiliate Marketing **by Brent Coppieters at DotComSecrets.com**

"More businesses now than ever rely on affiliate programs to help generate more sales/leads. What's great for them is that they can have hundreds or thousands of "online salespeople" referring others to their site or product. They only pay a commission when some type of action is taken. This action that triggers a commission might be a click of the link, a sale, or a lead. Business owners agree to pay a commission when someone takes action."

My Comments:

Brent Coppieters is the affiliate manager for DotComSecrets.com – so it makes sense that he would write some awesome posts on topic. This is another great post for beginners – and you should also check out the other posts on this site if you're interested in knowing more about affiliate marketing.

The Ultimate Guide to Affiliate Espionage
by Mark Thompson on JonathanVolk.com

"Being able to spy on your competitors and capitalize on opportunities that are backed up with research and data, can really help you to make lots of money online. There are a number of tactics and tools you can use to help you better understand opportunities, your competitors and how they are going about marketing products."

My Comments:

Ok, I've listed some beginner's guides to affiliate marketing...this one is a little more advanced. Ok, a lot more advanced. But, if you're *not* new to affiliate marketing, this is for you. It talks about how to promote your products, how to identify the most valuable keywords, how to rank organically when you want to sell a product, and more.

Top 10 Tips For Affiliate Promotions **by Michael Dunlop at Income Diary**

"If you're interested in using your email list to sell affiliate products (which can be highly effective if you've built a strong list), this is a post you should read. Michael Dunlop is on smart cookie, and he's broken down the process in easy-to-do steps."

My Comments:

If you're interested in using your email list to sell affiliate products (which can be highly effective if you've built a strong list), this is a post you should read. Michael Dunlop is on smart cookie, and he's broken down the process in easy-to-do steps.

How I Made Over \$2000 From One Blog Post **by Chris Guthrie at Make Money on the Internet**

"During late 2009 I published a story showing that a highly anticipated camera was finally available for purchase on Amazon.com. I knew from my own blog that it would be a hit with the readers and that I would get an uptick in orders and increased commissions. What I didn't expect is that several large blogs would end up linking to my story and in some cases – using my Amazon affiliate link to show their readers where they could find the product!"

My Comments:

Chris Guthrie first came onto my radar at BlogWorld when I momentarily met him while [doing a BlogWorld interview](#), and I was reminded to check him out when he did a [BlogcastFM](#) interview about how he makes money online using Amazon's affiliate program.

This is just one of the extremely useful posts on his website if you're a blogger who wants to use this type of program to make money with your website.

Lessons Learning in Using Video for Affiliates **by Shawn Collins at Affiliate Tip**

This post is actually a video presentation from Affiliate Summit East 2008, when [Jonathan Stefansky](#), EVP Sales and Marketing, Qoof, talked about using video for higher conversion rates. No excerpt, since it's a video, but I highly recommend watching it! Affiliate Summit East and Affiliate Summit West are two conferences I highly recommend if you're considering getting involved more with affiliate marketing.

Are You Practicing "Spray and Pray" Affiliate Marketing?

by David Risley

"Typically, a blogger will simply post something about an affiliate product and maybe email it to their list. If they have a good relationship with their audience and the product is truly relevant, then this can work (and often does). However, this could be called the "spray and pray" approach. In other words, you just spray the message out there and see who bites. It isn't really targeted beyond the fact that it is relevant. It doesn't take into account that a pretty huge portion of your audience isn't really in the mood to buy anything. Plus, it depends on you HAVING a decent-size audience already."

My Comments:

David Risley is one of the smartest bloggers out there when it comes to making money online, and this post is a good analysis of why some affiliate marketing programs aren't as successful as others. If you've been frustrated with your lack of affiliate sales, this article could give you some insight as to what you're doing wrong.

Should You Feel Guilty Pushing Slightly Shady Affiliate Offers?

by Zac Johnson

"One of the many decisions you will have to make as an affiliate is what type of offers you will run to make money. The good thing is you literally have a limitless supply of offers to choose from. Offers range from anything as simple as entering a sweepstakes, completing a free trial offer or even earning a commission on a purchase. On the flip side, you also have offers which bring little value to the user, but are still good money makers."

My Comments:

The final post I wanted to feature today is from Zac Johnson, and it's a discussion of shady affiliate programs. Should you promote something even if its a questionable product or service? What if you don't use it yourself? What if it might trick your reader (such as a trial offer that auto-renews at a much higher price every month)? What if...

Well, there are a lot of "what if" that you're going to have to consider if you want to be an affiliate. I think Zac does a good job at sparking the debate here, and whether or not you agree with him (I certainly don't agree with everything in this post), it'll give you some things to consider.

BONUS:

Because it's an important topic, I wanted to include a bonus post for you all to check out. This one is from Rosalind Gardner at Net Profits Today and is called "[WordPress.com Free Hosting is NOT for Affiliate Marketers](#)" – something that I think is true for anyone attempting to make money online.

Blog/Twitter Cheat Sheet

- Jase, ZealingMoney.com - [@zealingmoney](https://twitter.com/zealingmoney)
 - Brent Coppieters, DotComSecrets.com
- Mark Thompson, StayonSearch - [@m_thompson](https://twitter.com/m_thompson)
- Michael Dunlop, [Income Diary](http://IncomeDiary) - [@michaeldunlop](https://twitter.com/michaeldunlop)
- Chris Guthrie, [Make Money on the Internet](http://MakeMoneyontheInternet) - [@ChrisGuthrie](https://twitter.com/ChrisGuthrie)
 - Shawn Collins, [Affiliate Tip](http://AffiliateTip) - [@AffiliateTip](https://twitter.com/AffiliateTip)
 - David Risley, DavidRisley.com - [@DavidRisley](https://twitter.com/DavidRisley)
 - Zac Johnson, ZacJohnson.com - [@moneyreign](https://twitter.com/moneyreign)

7 Facebook Users Updating

Original Post:

<http://www.blogworld.com/2010/12/19/12-days-of-blogging-2010-7-facebook-users-updating/>

Why I Choose This Topic:

Facebook is even more popular than Twitter, and tons of bloggers have written about this topic. In addition to seven featured posts, if you go to the original post on BlogWorld, you can read dozens of other bloggers' posts about Facebook.

R.I.P. 3 Ways Facebook is Killing Your Website **by Jay Baer at Convince and Convert**

"Like print newspapers, basketball players under 6 feet tall, and the McRib sandwich, the website as we know it will soon be a thing of the past – a quaint reminder of the original Internet era.

Who killed the website? Facebook, of course."

My Comments:

Jay Baer's presentation at BlogWorld 2010 (with Amber Naslund) was easily one of my favorites, and I was happy to meet him briefly at the UnMarketing Tweet-Up the day before BlogWorld started. He always has something interesting to say on Convince and Converge, so I wanted to highlight his unique take on the topic of Facebook.

Facebook Advertising – Soup to Nuts Guide **by Jeremy Schoemaker at ShoeMoney**

There are two main approaches to Facebook, in my opinion – use it to make money or use it to build your fanbase. The best bloggers combine the two! In this post, Jeremy Schoemaker (you know, ShoeMoney) gives us the presentation he gave at Affiliate Summit East this year. He’s an Internet marketer more than a blogger, so he approaches Facebook from a business perspective – and those of us who are bloggers first and moneitization-ers second can really learn a lot from that. This is a video rather than a post, so head directly there to check it out.

How Myrtle Beach Double Their Facebook Fans in Just 5 Months

by Mike Stenger

"When it comes to Facebook pages, they weren't doing bad at all necessarily. The page wasn't being updated consistently and there wasn't a ton going on, but they were averaging anywhere from 1200-1500 fans per week organically.

However, they had a goal to build it up and get it growing. Now, being that they had around 110,000 fans when we got started, there was definitely a need to build up engagement and interaction with the existing community."

My Comments:

I had the pleasure of spending time with Mike at BlogWorld, and when I was compiling this series, I knew I wanted to highlight this post by him. He worked with Myrtle Beach (a popular vacation destination on the east coast of the United States) during 2010, and this post is a case study of sorts (and I love case studies), showing you who he got crazy results for their Facebook page in just a few months.

10 Top Facebook Pages and Why They're Successful **by Amy Porterfield at Social Media Examiner**

"Each of these pages has incorporated unique features that have attracted hundreds of thousands (sometimes millions!) of fans and attracted the notice of major media publications. That's a pretty big feat, considering there are thousands of new pages popping up on Facebook daily!

There is no need to reinvent the wheel. Instead, **check out what others are doing and tweak these strategies to make them your own!**"

My Comments:

Amy is the Facebook manager for Social Media Examiner, so what better person to write about this platform? Like I've said before, I love a good case study, and this post has ten mini ones!

Facebook Contests: Seven Tips for Flawless Execution **by Gini Dietrich at Spin Sucks**

"All-in-all, it was a great contest and lots of fun (my face on a body builder's body is really pretty funny!) and we had a TON of community engagement. But we also learned that if the contest isn't executed flawlessly, it won't matter what kind of prize you give away or how much fun people are having, you'll end up losing some of your fans."

My Comments:

Facebook contests can really help boost your traffic, but so many don't work very well. I've tried to participate in some of them; I know. In this post at Spin Sucks, Gini Dietrich talks about a recent Facebook contest their site held for fans, and what went wrong.

These tips can help you run a contest that works well on your page.

Google and the Rise of Facebook

by **Brian Solis**

"Facebook started out as a social network, but it is officially growing into a full-fledged [personal OS](#), where friends and experiences are interconnected inside and outside of Facebook. And, at the center of everything is you. Facebook is a platform where relationships create the construct for [the 3C's of information commerce](#). The acts of sharing and consuming content in social media represent the social dealings between people and set the stage for interaction and education. But, it is the platform that offers a sandbox for development and also a solid foundation for social architecture. It is the sites that feature Facebook interconnects that weave the fabrics of relationships and the ties and interests that [bind us](#)."

My Comments:

I used to joke that someday Google would own the Internet. Not dominate the Internet. *Own* it. Now, I'm not so sure because there's another force to be reckoned with – Facebook, of course. In this post, Brian Solis talks about how Facebook is slowly gaining momentum to crush Google – and why this is important to you as a blogger, business owner, or social media manager.

10 Ways to Rock Your Facebook Campaign

by Deb Ng at Kommein

"Now that your business is on [Facebook](#), what are you doing with it? Did you just set up a "like" page and hope people click your button? If that's all you're doing, you may as well not have a Facebook presence at all. When it comes to the [social networks](#), it's all about engagement, interaction and promotion. With the right combination, your Facebook campaign can become a major success."

My Comments:

This last post is by a name you all hopefully know and love, BlogWorld's conference director Deb Ng. Her post on Kommein is all about combining promotion with engagement to actually get results on this platform. It simply isn't enough to sign up for a page and wait for thousands of fans to run it for you! These are ten quick tips that can take your page to a whole other level.

Blog/Twitter Cheat Sheet

- Jay Baer, [Convince and Convert](#) - [@jaybaer](#)
- Jeremy Schoemaker, [ShoeMoney](#) - [@shoemoney](#)
- Mike Stenger, [MikeStenger.com](#) - [@mikestenger](#)
- Amy Porterfield, [AmyPorterfield.com](#) - [@amyporterfield](#)
- Michael Stelzner, [Social Media Examiner](#) - [@Mike_Stelzner](#)
- Gini Dietrich, [Spin Sucks](#) - [@spinsucks](#)
- Brian Solis, [BrianSolis.com](#) - [@briansolis](#)
- Deb Ng, [Kommein](#) - [@debng](#)

6 Launchers Launching

Original Post:

<http://www.blogworld.com/2010/12/20/12-days-of-blogging-2010-6-launchers-launching/>

Why I Choose This Topic:

Earlier in this series, I gave you 8 Affiliates Selling – and while it is awesome to make money promoting products that your readers can use, it's even better to promote your own products! Most bloggers start by launching some kind of informational product, like an ebook or video course, but you could also sell tangible products or even work with publisher to launch a print book.

7 Things You MUST Do To Make Your Product Launch Easier **by Dave Navarro at The Launch Coach**

"Sure, launching can lead to a pretty sweet spike in sales, but it isn't easy by any stretch of the imagination. Ask anyone who's run a successful launch, and they'll be sure to tell you "Damn, I'm glad that's over." Again, the money is good, but it's like running a marathon – you don't come out the other end without being drenched in sweat.

But, just like a marathon, it isn't impossible – as long as you put your "training time" in up front."

My Comments:

When it comes to launching Dave Navarro is pretty much a one-stop shop for all the information you need to know about launching a product. along with a ton of posts worth reading, he has four free workbooks available for download, as well as a paid ebook called *How to Launch the **** Out of Your Ebook*, which has gotten glowing reviews from Darren Rowse of Problogger, Michael Martine of Remarkablogger, and more. I chose this post to highlight because it's a good place to start.

How to Suck at Launching a Product **by Adam Baker at Man Vs. Debt**

"I've failed.

I set a big, perfectly attainable goal for my business. I worked hard, but not smart. And I failed. I fell short. I came up way short, actually."

My Comments:

I love this post because it makes me feel like my own failures are not so stupid. Launching a product is hard. *Hard*. Adam Baker's post teaches readers about the mistakes he made – as well as some of the things he did right. It's a post with a lot of meat, and totally worth reading if you intend to launch a product.

How to Launch When You're Not Really Here **by Elizabeth Potts Weinstein at Live Your Truth**

"Yesterday I finally got through 2 months of email. I've been contacting coaching clients to set up their calls. Delivering more content to [Build Your Tribe](#). Writing new blog posts and making videos. Finishing up an [ebook](#) & putting it on sale.

And finally, next week (Aug 31 – Sept 2) I'm launching something – [Live Your Truth on Video](#). (*Because dude, [this isn't a non-profit](#).)*)

But since I don't have the time or capacity to do the big huge launch, I'm having to be a bit more strategic about this one."

My Comments:

Earlier this year, Elizabeth's family went through a difficult time when her daughter had some serious medical problems. Since she didn't have time to do a huge launch, but still wanted to make some money, EPW did a smaller launch – and this post gives her best tips on making such a launch successful.

How I Write Sales Pages

by Catherine Caine at Be Awesome Online

"There are two layers to a sales page. Underneath is the structure, which is important – and dull.

On top is your voice, which is where things get awesome.

The structure matters in the sales page, and when you're getting that to flow your writing will likely be dull. You're ticking all the boxes."

My Comments:

During BlogWorld 2010, I had the pleasure of meeting Catherine Caine from Be Awesome Online and her relatively new site [Cash and Joy](#). In this post, she talks about something that super important to any product launch you do – writing the sales page. Everyone has their own special formula for sales pages, so after checking out Catherine's post, check out a few other sales letters out there and then mash it all together to come up with your own perfect version.

Etsy Success: Launching a Product Line

by Danielle on Etsy's The Storque

"I've seen many now very successful sellers launch a creative, cohesive product line and a full-time business all in the same go; it's a great place to start. Composing a balanced line of work can get you thinking about target markets, your brand aesthetic, packaging and making a plan to get the press you deserve. I asked Etsy sellers for their top tips on creating a product line; let's see what they came up with..."

My Comments:

Like I mentioned before, not every product launch is an informational product like an ebook. This post focuses more on physical items, and although it is specific to selling on Etsy, it has some good advice for anyone interested in launching a product line.

[7 Things You Should Know Before Starting a Business](#)

by Maren Kate at [Escaping the 9 to 5](#)

"**Today [Virtual Zeta](#) is live!** After months of hard work & determination my baby was finally born into the world wide web and I couldn't be more excited, or scared! So today's post is not just to announce *Virtual Zeta, a site that will connect you with the perfect virtual assistant to fit your needs (guaranteed!)*, but also to help anyone out who wants to start a business by outlining the 7 things you should know beforehand that will save you a lot of headache & hopefully make your business a lot more profitable!"

My Comments:

Maren was another person I got to meet at BlogWorld 2010, and my initial reaction upon checking out her site when I got home was, "Holy crap. How did I not know this existed?!?!" Maren writes about using virtual assistants, owning your own business, staying motivated to ditch the 9 to 5, and more – and I wanted to end today's list with this post because it's something every would-be blogger out there needs to read. If you're going to start a blog with the hope of making money from it, your blog *is* a business. And starting a business is hard.

Blog/Twitter Cheat Sheet

- Dave Navarro, [The Launch Coach](#) - [@RockYourDay](#)
- Adam Baker, [Man Vs. Debt](#) - [@ManVsDebt](#)
- Elizabeth Potts WeinStein, [Live Your Truth](#) - [@ElizabethPW](#)
- Catherine Caine, [Be Awesome Online](#) - [@CatherineCaine](#)
- [Etsy blog](#) - [@etsy](#)
- Maren Kate, [Escaping the 9 to 5](#) - [@MarenKate](#)

5 Golden Rules

Original Post:

<http://www.blogworld.com/2010/12/21/12-days-of-blogging-2010-5-golden-rules/>

Five Golden Rules. Like Five Golden rings from the song. Get it? Hah!

Only what sounds like a great choices for today's [12 Days of Blogging](#) post really isn't, simply because there aren't just five things that magically come together to make a blog successful. I could probably write about thirty different "Golden Rules" of blogging. Cue Allison pouting because "5 Golden Rules" is a clever play on the real fifth day of Christmas.

As I started to compile topics for this series, though, it became pretty clear to me that there *are* five golden rules after all. Pretty much everything you do as a blogger to be successful can be put under one of these categories. It's a Christmas miracle – I get to use my play on words!

Golden Rule #1: Time Management

Blogging is hard. Really hard. And it takes time. A lot of time. You need time every day to actually do the work, and you need to have patience that over time your blog will grow. You need time for social media. You need time for in-person events, like BlogWorld. You need time to read other blogs in your niche.

Ironically, many people start blogs that they intend to monetize because they want a 4-hour work week. Maybe that's possible for some, but to be honest, the super successful bloggers I know all put in a lot of time.

Five Posts about Time Management:

- [6 Bold Faced Time Management Lies We Tell Ourselves Every Day](#) by Sid Savara
- [How to Kill Time Wasting Activities Online](#) by Jimi Jones
- [The Complete Flake's Guide to Getting Things Done](#) by Sonia Simone at Remarkable Communication
- [How to Add 15 Days to Your Year](#) by Matt Chevront at Life Without Pants
- [The Slacker's Guide to Staying Motivated](#) by Nathan Hangen – guest post for Remarkablogger

Golden Rule #2: Passion

I've written before about the passion debate. Essentially, the debate is this: One side says that if you're a good writer and smart businessperson, you can blog about anything successfully. The other side says you need to be passionate about your topic to have a successful blog about said topic.

I've seen some non-passionate bloggers find success. Wonderful. In my opinion, though, it doesn't make sense to get into any industry if you're not passionate. All the money in the world isn't worth waking up every morning and hating what you do when there could be something amazing out there that would make you excited to jump out of bed.

Five Posts about Passion:

- [How to Get Paid for What you Love](#) by Chris Guillebeau at The Art of Non-Conformity
- [Take This Job and Shove It](#) by Tyler Tervooren at Advanced Riskology
- [Are You Thankful for Your Passions?](#) by Dave Murray at The Way of the Murr
- [What's Better: Passion or Experience?](#) by Collin Vine at The Trailblazing Life
- [Start with Dessert](#) by Matthew Kimberly at How To Get A Grip

Golden Rule #3: Networking

“If you build it, they will come,” doesn’t really work anymore. Even if you’re an SEO god, you can only get so far with that mindset. I don’t want a ceiling to my success! Networking gives you infinite possibilities. You can network online (think about all the new people you’ve met on Twitter, for example) or you can network in-person (BlogWorld, anyone?). You can network with the sole purpose of expanding your fanbase or you can network to find JV partners.

Five Posts about Networking:

- [The Unmissable Secret of Long Term Blogging Success](#) by Jade Craven – guest post for Prologger
- [Everybody Is Your Peer \(or How To Connect With People\)](#) by Karol Gajda at Remarkably Extraordinary
- [Do You Need New Friends?](#) by Amy Parmenter at The ParmFarm
- [The Importance of Face-to-Face Conversations](#) by Jill Felska at Pursuing Our Passion
- [Communicate with Humans not Statistics](#) by Raam Dev
- BONUS: [Webconsuls](#) and [Judy’s Op-Ed](#) by Judy Helfand

Golden Rule #4: Branding

Branding originally had nothing to do with blogging, but we're adaptive little creatures, so today, it's hard not to hear branding and blogging in the same breath, even from traditional marketers. Whenever you're using new media tools, you're branding yourself. Your blog design is part of your brand. You can help (or hurt) your brand at in-person events. Hell, branding is even about *how* you write your blog posts. A blogger who doesn't pay attention to branding is a blogger that will have a hard time succeeding.

Five Posts about Branding:

- [When YOU Are The Brand](#) by Chris Brogan
- [Killer Branding in 6 Steps](#) by Mars Dorian at The World Needs You
- [10 Simple Steps to 'Thought Leader' Status in your Niche!](#) by Chris Ducker at Virtual Business Lifestyle
- [The Secret to Self Promotion: Radiance and the Facts, Jack](#) by Danielle LaPorte at White Hot Truth
- [Your Personal Brand is Always with You](#) by Lara Solomon at Social Rabbit

Golden Rule #5: Failure and Doubt

Lastly, to be better, strong bloggers, we have to admit it when we've failed, analyze our shortcomings, understand how to overcome weaknesses, and give self-doubt a sucker punch. I think this is where a lot of bloggers go wrong – they never think they're wrong. They are successful by whatever standards they have, but they aren't willing (or maybe even able) to think about mistakes.

We all feel like a failure from time to time. The best bloggers out there face their problems head-on and, more importantly, share their stories so that we can all learn. It's about growth and forward motion, not about perfection.

Five Posts about Failure and Doubt:

- [The Failure Manifesto](#) by Erica Douglass
- [On Faces and Eyes, Specifically Mine](#) by Miss Britt
- [Bippity Boppity Bullshit: Lessons from Cinderella, Midnight & Moxie](#) by Marissa Bracke
- [Criticism: It Doesn't Have To Be a Little Shop of Horrors](#) by Kelly Diels at Cleavage
- [Why I Sucked at SXSW So You Don't Have to](#) by Chris Garrett

4 Podcast Hosts

<http://www.blogworld.com/2010/12/22/12-days-of-blogging-2010-4-podcast-hosts/>

3 Ebook Tips

<http://www.blogworld.com/2010/12/23/12-days-of-blogging-2010-3-ebook-tips/>

2 Ethics Debates

<http://www.blogworld.com/2010/12/24/12-days-of-blogging-2010-2-ethics-debates/>

Why I Choose These Topics:

Podcasting and ebooks are both "extras" that you can choose to add to your blog. They aren't right for every blogger, but they are perfect for some. Why should you consider creating an ebook or recording a podcast in conjunction with your blog?

Simply put, we cannot and should not try to control our readers. Some people like to receive information best through traditional blog posts, but many do not. Some like to listen to a podcast while driving to work. Others like to download an ebook instead of reading a bunch of shorter, sometimes disconnected, posts.

In short, podcasts and ebooks each help you reach new readers – and can also be sources of income.

The final topic, ethics, covers two topics that I think are important for any blogger to consider.

Brilliant Marketing Tactics: Podcasts and Interviews **by Srinivas Rao at The Skool of Life**

"People always ask me how I come up with so many ideas and I guess it would be appropriate to say "I don't. These are just combinations of hundreds of people's ideas that I'm putting together." I learn something from every single person I interview whether they are big, small, have 100 subscribers or 1000."

My Comments:

Srini, along with Sid Savara, runs [BlogcastFM](#), and it's no secret that I love this site. BlogcastFM posts multiple podcasts every week with awesome bloggers who have something to teach us about making more money, finding more traffic, and so on. Who better to speak on podcasting than someone who's done dozens of them with some of the most respected bloggers in the industry?

How To Conduct A Quality Podcast Interview **by Yaro Starak at Entrepreneurs-Journey.com**

"To this day I still listen to podcasts, and especially love interviews with experts (and music of course too), however I've noticed that many podcast interviews are just not well done. While I don't consider myself the best of the best when it comes to podcasts, [I've done over 60 of them](#) in the last five years and I thought it was about time I wrote something on how exactly to conduct a quality podcast interview."

My Comments:

Yaro's done countless interviews with industry professionals, and since he first started podcasting, he's learned a lot about what works and what does not – at least for him. In this post, he talks about how he does interviews with guests for his podcast and why these techniques work.

[The Selfish Art of Podcasting](#) by Mitch Joel at Six Pixels of Separation

"While it's humbling to know that people like (and listen) to the show, it really is a very selfish act. I use the platform of a Podcast as a gateway to meet people who are smarter than me and people who I want to learn from. I use the platform of a Podcast as a gateway to connect and learn from some of the brightest minds in Marketing and business. The bonus of all of this, is that I can publish these podcasts for anyone and everyone to listen to, but I don't do it for the listeners or the community. I do it because I can get people like [Seth Godin](#), [Don Tapscott](#), [David Weinberger](#), [Sally Hogshead](#), [Charlene Li](#), [Steve Wozniak](#) and many others all to myself for a brief moment in time."

My Comments:

Mitch has done over 200 podcast episodes over the past few years, and in this post he reflects on the reasons why he loves this medium for blogging. It's an interesting benefit to podcasting that you may not have considered in the past. I love that it opens up a discussion too – why do *you* podcast?

A Voice For Your Vision: How to Make Podcasting Work for Your Business

by Doug Heacock – guest post for Freelance Switch

"If you're passionate about what you do, you have already fulfilled one of the first prerequisites for podcasting: you have something to say. Like good blogging, good podcasting is all about the content. If you have quality content to share, and if you can learn how to produce, distribute and promote your podcast effectively, people who are interested in what you have to say will essentially give you permission to speak right into their ear(bud)s, and that's a privilege you should take seriously. If the content is lame, they might listen for a while, but sooner or later they'll move on."

My Comments:

What I like about this post on Freelance Switch is that it goes over both the advances *and* disadvantages of podcasting. While podcasting can be beneficial for many bloggers, it certainly isn't right for everyone.

How to Write Your First Outrageously Awesome Ebook by Henri Junttila at Wake Up Cloud

"Remember to keep it simple. What helps me get things done is that I don't get caught up in worrying about stuff that I'm not good at. This doesn't mean I don't worry about it, because I do, but I keep going.

For example, when writing my first ebook, I knew that it wasn't going to be perfect. I accepted it, and created it anyway. It turned out fine, and I've gotten a lot of positive feedback, which just goes to show you that what you think is perfect, may not be what other people even want, or need."

My Comments:

If you've never attempted ebook writing before, this is a nuts and bolts guide to doing it! I agree with every bit of Henri's advice, from the advice on how to choose a topic to the advice on how to design and convert the finished product.

101 Ways to Make Your e-Book Sexy by Logan Zanelli

"Well, now that the writing is done, you need to pull it all together in a nice layout and get it ready for distribution. But what's the best way to do that? Is there any "tricks of the trade" when it comes to eBook design? How do you create an eBook layout that's both appealing and easy to navigate all at the same time?

OK, first of all B-R-E-A-T-H-E. Repeat after me: "it's going to be OK."

There, feel better? Cool. Now on to the good stuff..."

My Comments:

Woah. I mean, *woah*. I think in compiling this 12 Days of Blogging series (with over 100 bloggers featured at this point), I've become slightly immune to awesome content. It's sad, but true; I've read *so much* awesome stuff over the past few days that awesome I'm on awesome overload. Yet here's a post that slaps me in the face with awesome. In fact, it's a level above awesome. Whatever that level it called. ONE HUNDRED AND ONE tips. And I've read through them all – they're all *good* tips, not crap that Logan used to boost the number. After you're done writing, this is a post you *need* to read to get you ebook out the door and looking its best.

It's Not The Products You Make, It's The Lives You Change by Jonathan Wondrusch at By Bloggers

"As you're creating your product, realize that it has a very different significance to you than it does for your audience. For you, your product is a gateway into a better future, where you have more cash, more attention or more readers in your life. For your readers, it might be a source of inspiration, truth and education, but they have no way of knowing that until they crack the pages; unless you give them one."

My Comments:

By Bloggers is pretty much a one-stop shop if you're looking for advice on ebook creation. Not only do they give great advice on that site, but they also promote awesome ebooks from other bloggers. This post isn't ebook exclusive – it is an important read for anyone, whether you're creating an ebook, compiling a course, or even just blogging without a product in mind yet. It's one of those posts that really has lit a fire under my digital tushie.

BONUS: Because I think you all need one more awesome post about ebooks, here's a final blog post to check out: "[How an eBook Becomes an eCourse](#)" from Kelly Kingman ([@stickybooks](#)) at Sticky eBooks. If you want to take your ebook to the next level, this post is a great place to start!

In blogging and new media, not everything is black or white. That's partially because the industry is still brand new so we don't have the kinks worked out yet...and partially because life is shades of gray, my friends. It always will be.

Do Hoaxes and Fear Tactics have a Place in Social Media?

by Dave Kramer at The Writer's Bloc

Is it ever ok to trick your readers? Could a little hoax breathe some new life into your blog, or is it just a good way to lose readers/customers?

My heart grew three sizes and now I have an enlarged heart.

WORTH IT

by Jenny Lawson at The Bloggess

What the Bloggess did is nothing short of amazing. Unfortunately, that's not always the case when bloggers ask for readers. But it's *your* blog, so shouldn't it be OK to ask for money? Or are you taking advantage of readers?

Blog/Twitter Cheat Sheet

- Srin Rao, [The Skool of Life](#) - [@skooloflife](#)
- Yaro Starak, [Entrepreneurs-Journey.com](#) - [@yarostarak](#)
 - Mitch Joel, [Six Pixels of Separation](#) - [@mitchjoel](#)
 - Doug Heacock, [Underpants Office](#)
 - Henri Junttila, [Wake Up Cloud](#) - [@henrijunttila](#)
 - Logan Zanelli, [Logan's blog](#) - [@LoganZanelli](#)
 - Jonathan Wondrusch, [By Bloggers](#) - [@bybloggers](#)
- Dave Kramer, [The Writer's Bloc](#) - [@TheWritersBloc](#)
 - Jenny Lawson, [The Bloggess](#) - [@TheBloggess](#)

Thanks again for being a part of this incredible blogging community! I hope you've enjoyed the 12 Days of Blogging and will pass on this ebook to others if you've found it helpful. Email it, post it on your website, tweet out the link – whatever you do to get it into the hands of people who can use it is fine by me!

If you've written about any of the topics included in this ebook, I hope you'll visit the original post on BlogWorld.com and leave a comment with your link so we can read your post too. Again, no matter how long you've been blogging, we all have something to learn and we all have something to teach.

I also hope to see you around the BlogWorld blog and also on my other blog, AfterGraduation.net, and feel free to catch me on Twitter @allison_boyer or email me personally with questions or comments at allison@abcontentonline.com. Make sure you sign up for [Career Oomph!](#) if you want information about upcoming ebooks, sales, freebies, projects, and other stuff I'm working on, and consider

becoming a larger part of the BlogWorld community by submitting a guest post or joining us on Facebook.

Most of all, I hope to meet you in person at BlogWorld Expo 2011! It's an experience that has changed my life in so many ways, and the awesome community keeps that going all year long.

~Allison