

Varun Pratap's Report

A WHITE PAPER

on

Blogging

**How to use the power of Blogging
To Instantly generate Traffic, Customers
And income source for you.**

By

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Online Business is Just a Scam, she said.

Online Business is just a scam, she said to me. She's my good friend from last 5 years and she knows that I work from home wasting my time on "online business".

According to her I might be even involved with porn industry. Like always I rolled my eyes and sighed about her perceptions of this business.

To make the story short, she challenged me to show her how to do it for real. This was her first introduction to the world of blogging.

I explained everything I knew about blogging. She learnt that day she asked more than she could ever handle. Well after our conversation I thought she lost interest in this.

But after 22 days she called me up and said, "Varun, It's working, I am making money with blogging". Then she explained how she was making \$5 or above a day. I was pleasantly surprised to know she followed through my plan and ideas.

There's a never better feeling like this. All of this happened 2 years ago. Right now she blogs 1 hr a day and makes more than an experienced engineer's monthly income.

The best part is she doesn't need to have any qualification or work tirelessly to achieve this. If you are going into blogging it might be confusing and complex for you. In this small report I'll show you how to blog and enjoy your time blogging.

This report will discuss...

- # What is blogging? Why you should do it?
- # Why thinking big might be your undoing?
- # How to Enjoy and make money same time?
- # How to get started in less than 20 minutes?
- # 3 ways You'll absolutely kill your chances to succeed with blogging?

I hope you find this report informative and instructive to your needs.

Varun Pratap Singh

<http://www.powerupblogging.com>

What is Blogging? Why You Should do it?

In simple words, blogging is just like your Online personal diary. The only difference is you let other people read your thoughts and comment on it. Normally you don't let other people read your journals but blogging is exactly opposite of that.

It's also called weblog, as it's online version of journal. You can also treat it as personal journalism.

Why You should do it?

There are many reasons to do it...

- # It's a great stress buster. You can write your thoughts and let your stress out.
- # You can use blog to communicate and keep in touch with your friends and family.
- # You can have fun while making money on side.
- # You can even become mini-celebrity and enjoy the status ride.

See, there are great reasons to start with. If you want to know how to improve your blogging results, I highly recommend you to read some of the most important text I have written.

Why Thinking Big might be your undoing?

You see, when you are going into any business, doesn't matter if its online or offline brick and mortar business. Unless you are thinking differently from "Da Crowd" you'll not make money.

I am not harping on this cuz I read this somewhere. I started 2 business (software & fitness) in offline world that bombed. There's no fault in dreaming big. But don't start your business like that.

What I am saying is, Don't go too broad for your topics. I think Michel Fortin said it best, "Nichefy and Specify". This is true for your business, your websites, your time and your pocket.

The biggest reason is You can sell easier when you know your target market.

Second thing is Customer can easily identify with you. That is very important. This is going to be very very important for your blog.

Chose a market which suits you or complements you and then find a balance between going too niche or too general.

How to enjoy & Make money at same time?

When you are going to chose your niche. You'll have to chose between your hobby or your favorite topic or chose a niche that can become profitable.

If you end up with this scenario, I'll highly suggest you to go with your hobby or topics you love to talk about. As it'll be easy to update and write about the topic you love.

If you chose any of your hobby and create a blog around it, updating it'll be fun past time. As long as you create relationships with your readers, you'll be able to make money.

Yes, that's true. To be Successful blogger, you need to remember 3 key points.

3 Key points That can Make or Break your Blogging Plans

1. Blogging is personal : This mistake happens when you are creating a blog for your product or service. If it happens then make sure your blog has a voice. If its just a series of articles, it'll be nothing better than a regularly updated site. In fact this is one advice which I give more option. No copy paste job here folks.

2. Update regularly : Updating your blog regularly takes effort (which even I confess I don't do it sometimes). You should update your blog on daily basis if its new. After 30 - 40 posts, you should at least update 3-5 times per week. Depending on how much your market changes.

For example : A blog on stock trading (which I know nothing about) might need to be updated on 1-2 times a day. And a blog on weight loss can do away with 3-4 times a week.

3. Value Your Opinion : On a quick note it looks like point no 1. (Personality), but it isn't. Let's say a guy with a personality might not value his own darn opinion.

How to get Started in less than 30 minutes?

Well if I had said, you could get started in less than 10 minutes. It won't be lie at all. Here's how to get started.

Buy a hosting with Cpanel and Fantastico(a Linux hosting, it doesn't matter if its linux or windows). You can chose hostgator as I use them and love their services.

Open your Cpanel and Fantastico and just go to Wordpress installation.

Follow the simple process and You'll be done under 10 minutes. That's it. If you still have a problem, Drop me a line and I'll give you video on it.

Now, There are couple of important things you need to remember.

1. Themes : These are like template designs and You can get it for free at <http://themes.wordpress.net/> Note: You can use their test run feature to check how your theme looks like

2. Plugins : Wordpress.net also provides lots of plugins that you can use.

You need at least spam karma plugin. It'll help you dealing with Spam comments and trust me it's really helpful.

That's it you are done with your installation.

Choosing Between Blogger.com or Wordpress?

First of all, they are both platform which you can use to build your blogs on. There is no Right or Wrong choice about them. I have used both of them to create successful blogs.

Some people find Wordpress to be too advanced and technical. If you are one of those then you might find blogger quite a relief.

I prefer Wordpress over blogger because I can control everything I do with my blog. Blogger.com doesn't provide you with this facility.

You can even say I am a control freak. I don't like going to sleep and worrying "what will I do if blogger deletes my blog". I just don't like that kind of situation.

If I can I'll control things that I can control.

Promoting your Blog

Promoting your blogs can be done using all the basic promotion techniques. You will be promoting using the same methodology as you'll use to promote any website.

1. You can submit your blog to all blog search engine sites
2. You can submit articles to articles directory like ezinearticles.com
3. You can get back links to your sites.
4. You can promote your blog in forums and other blogs (Notice I said, Promote, Not SPAM)

The idea is, do everything that you can do to promote. If it takes you 15 minutes to write one post. I'll ask you to spend rest of 45 minutes of your allotted hour to promoting your blog (oh Btw did you allot yourself an hour a day for next 30 days, If not then do it now)

Anyways, I am of believer If I spend '1X' time creating a product I'll be spending '3X' times promoting that product or website.

This is the mantra for success.

1 X Creation + 3 X Promotion = Success

Too often, people believe, build it and they'll come. It ain't gonna happen buddy, I know that first hand.

I hope you got the taste of blogging.

You can always turn your habit of blogging into serious money making business. For more information on How to build Business with blogs, I recommend you visit my site at [Power Up Blogging](#)

If you are in need to 30 day step by step plan to follow you can try out my other site [Internet Marketing Basics](#)

Best Regards and Success

Varun Pratap

PS: Remember, All of this knowledge is useless, if you don't take any action now.