



What Can a Blog Do For Me?

Presented By: Darius Bashar
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3 Questions

1 What is a BLOG?

2 Can I really make \$\$\$ by blogging?

3 Where do I start?



Why You Should Pay Attention To My Presentation

- I am a professional blogger!
- I am a professional web strategist and SEO consultant.
- I am the President and co-founder of Apollo Media.
- I have worked on over 100 web properties in the last 4 years.
- I have worked with both private & public organizations.
- I have helped generate over \$2.7 for Canadian companies online in the past 4 years.
- I am the founder of the Local Toronto Bloggers Forum.



How Do We Know Blogging is NOT a Fade?



Who's Blogging Anyways?



The Next President of the United States???



What Does Barak Obama Think About Blogs?

- Senator Barak Obama:
 - *“Chief Technology Officer”*:
 - Leverage [Blogs and Blogging](#) Technologies
 - Broadcast live webcasts
 - Manage and develop Wikis



Blog...or Your Fired!



What does “The Donald” say about Blogging?

- Donald Trump:
 - “Some of the hottest real estate in the planet”



TrumpU Books

The TRUMP BLOG

IDEAS & OPINIONS FROM DONALD TRUMP AND THE TRUMP U FACULTY

**How to Profit
from Foreclosures
in Any Market.**

- 3 Audio CDs & CD-ROM with Workbook
- Special Bonus Reports & Trump Cards
- 7 Steps to Boost Your Learning

Learn from the Pros!



Mr. Blog Himself



Who's Blogging Anyways

- **Perez Hilton:**
 - **Gossip Blogger**
 - **Spend 2-3 hours on his blog a day**
 - **Earns over \$50 000 per month**



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SO WHAT THE HECK IS A BLOG?

Wikipedia Definition:

“A website where entries are written in chronological order and commonly displayed in reverse chronological order. “

1. Website that requires very little technical knowledge to manage.
2. Website that allows users to participate in content development.



Successful Blog =

1) Must provide “Valuable Info”.

2) Must be relevant and cutting edge.

3) Must give readers a reason to come back everyday.



Examples of Successful Blogs

- 1) JohnChow.com – Shows you how to monetize your blog
- 2) PerezHilton.com – Celebrity gossip blog
- 3) Autoblog.com – Automotive tips and advise
- 4) SEOMoz.com – News and Tips on SEO & Internet Marketing



Can I Make "Real Money"
From a Blog?



What is *Real Money*???



3 Examples of Blogs making Money

1) JohnChow.com = **\$12K - \$15K**

2) PerezHilton.com = **\$40K – \$80K**

3) Autoblog.com = **Sold To AOL for \$25 million**



12 Ways to Make Money From a Blog

- 1) Sell advertising
- 2) Sell your services/products
- 3) Affiliate Programs
- 4) Sponsorship
- 5) Digital Assets
- 6) Blog Consulting
- 07) Blog Guest Writing
- 08) Non-Blog Writing
- 09) Donations
- 10) Merchandising
- 11) Speaking engagements
- 12) Flip your blog



Ok So How Do I Get Started?



Strategy 1 – Wing-it

1) Find an interest.

- Create 2 Lists

Things I know AND other people want to know.

Things I Want to Know AND other people want to know

2) Go to Google and find successful blogs

3) Engage in the blogs (i.e. read and make comments regularly)

4) Start blogging.



Strategy 2 – Hire a Professional Firm

- Hire a firm with a track record.
- Hire a firm that will *“partner”* with you.
- Hire a firm that has the infrastructure to handle your project in-house.
- Hire a firm that understand internet marketing as a whole.
- Hire a sticky firm.



Strategy 3 –Find a Blog Coach

“30 Day Blog Experiment”

- Opportunity for FREE Social Media Coaching
- Will include Coaching on...



Free Social Media Coaching

- 1) How to choose a blog
- 2) How to setup your blog
- 3) How to design your blog
- 4) Lessons on Blog SEO
- 5) Blog brainstorming
- 6) How to write captivating content
- 7) How to create and maintain a blog community
- 8) How to find your mastermind blog group
- 9) The art of blog syndication
- 10) Lessons on Podcasting
- 11) How to monetize your blog



Websites To Visit

- WebsitesThatMakeMoney.org
- ApolloMediaBlog.com
- ApolloMedia.ca





Thank You!

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