

Become a Blogger from Start to Publish

Publish



By Becca Phengvath
with
Robin Writers LLC



Robin Writers

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Table of Contents

A note from Becca.....	4
My story.....	5
The basics of blogging.....	7
Choosing a niche.....	10
Choosing a post topic.....	13
Topic ideas by niche.....	16
The anatomy of a blog post.....	21
Word count.....	33
Voice, tone, and style.....	35
Blog post writing process.....	37
Setting up your blog.....	45
The blog post checklist.....	54
Conclusion.....	56

A note from Becca



Blogging has been my ultimate writer's playground for about a decade now, and I'm excited for it to be yours, too. The best part about blogging is that you can create a blog for free and it's completely YOURS. All that you'll read in this ebook is what I've learned through the years after practicing and experimenting as much as I could.

Blogging is vulnerable. It's strategic. It's creative. It's rewarding.

Just remember to have fun with it, keep learning, stay patient with it, and always remind yourself of your "why".

Happy blogging!

My story



To offer some perspective, I wanted to share a little bit about myself and my experience with blogging.

I started blogging as a poor college student. I knew I wanted to write for my career and when I discovered that you can start a blog for FREE...I was in.

I created my first blog on Google+ (RIP) without really knowing what I was doing, but I was ready to learn.

Were my first blog posts just talking to a void? Yes.

Did I have a clearly defined audience? No.

Did I write about random stuff few people cared about besides maybe one friend and my uncle? Yes.

But this is where all of my learning began. Little by little, I figured out how to write to one specific audience, how to build a following, and how to write stuff people actually cared about and enjoyed reading.

Eventually, I made a blog for health and fitness content, one for creative writing, one for floral DIY content, and now I have [my Robin Writers blog](#). Sometimes you just have to try a ton of stuff before finding what works best for you. Don't be afraid of doing this!

The thing about content writing is that you don't necessarily need to go to school to learn about it or get any formal training. I learned from blogging and using social media as well as getting full-time jobs that taught me even more.

There's so much you can learn just by doing it and learning from other writers. I know I wouldn't be the writer I am now if it wasn't for all of the blogging that I've done.

The opportunity to be the blogger and content writer you wish to be is right in front of you now!

The basics of blogging



What even is a blog?

There are a few ways I've seen blogs used:

1. A blog is a dedicated page of a website where an individual or a company will post articles to show their expertise in a subject beyond their normal offerings (this is the type of blog I had in mind for this ebook).
2. A blog can also stand on its own with the offerings integrated within the blog (like if someone is doing affiliate marketing).
3. A blogger might choose to publish content for their own enjoyment and have no greater professional or monetary goal for their work.

What is the purpose of a blog?

Let's think of this in terms of what a blog's purpose is for a professional or a business. There are many! If your blog aims for one or more of these purposes, it should be headed in the right direction.

1. Teach people about a particular subject

For example, a gym will offer workout classes, gym equipment, personal training, a pool, and a sauna. They may have a blog on their website to teach their members and prospects about proper form, what food to eat for certain athletic goals, and different types of workouts.

This would be a great way for a gym to show their expertise and draw people into their business with free, valuable content.

2. Show expertise

Kind of like the gym example above, by helping people or educating your audience on a particular subject, you also show your expertise and position yourself as a trusted and reliable source.

3. Drive traffic to a website

In addition to having your blog posts displayed on your website for your visitors to view, you'll want to spread the word about your blog posts as you publish them by sharing links to your posts on social media! This is a great way to drive traffic over to your blog since you're not relying on people to just randomly find your website and hope that they visit your blog page.

4. Serve as a content marketing tool

Content marketing is when you use content to drive your marketing strategy rather than just ads or other means of marketing. Content can come in many forms: blogs, podcasts, YouTube videos, social media content, and much more.

This strategy is usually very engaging for your audience and can really improve the performance of your website and the growth of your brand over time—and that’s the key. Content marketing is the long game. It’s not meant to make sales right away—it’s more about relationship building, building rapport with your audience, and giving more than you’re asking for in return in the long term.

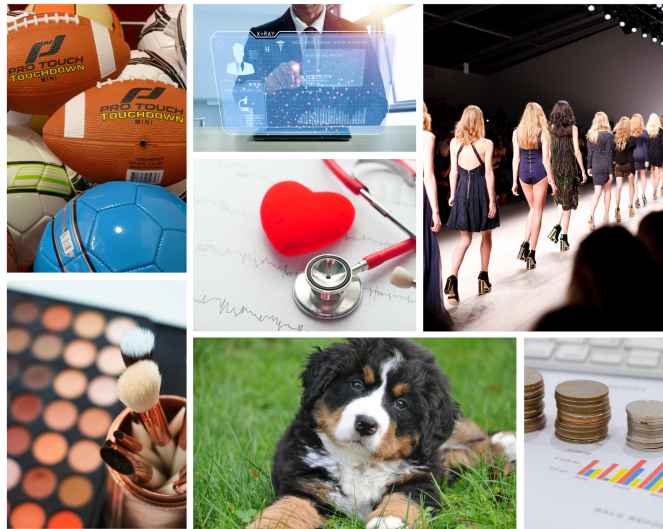
5. Entertain the audience

I’ve seen this a lot with the community related to [my author blog](#) where I follow other writers who share their poetry, short fiction, and other creative pieces to their blog. Some people may want to publish short skits or comedy content or some other type of entertaining content. This is a great way for creators to show a glimpse of what their novels are like or live shows (like comedians, singers, actors, etc.). Some may choose not to have extra offerings and simply enjoy sharing their work to their blog only.

You may also entertain your audience by sharing stories that relate to your overall message or write in a way that’s funny or entertaining in general. There are many ways you could entertain your readers!

Your blog’s purpose can always change over time, but it’s a good idea to have one overall goal in mind so you have a direction to focus on to begin.

Choosing a niche



This is a tricky one.

You'll see all kinds of advice swirling around the internet about this one. Truthfully, there are many ways to go about choosing your niche for your blog, but I will share with you what worked for me in hopes that it may work for you, too!

What I like to advise is to start to write about everything and anything you're passionate about. And if you don't have anything you'd consider a passion, pick something you like. Maybe you have a favorite sports team, maybe you like cooking, going to the beach, knitting...literally anything. Now write about it.

I think the pressure of having to choose something to stick with forever holds some writers back from starting in the first place. To be honest, that's just not reality. You're allowed to change direction. You're allowed to discover something else that you're more interested in writing about.

You're allowed to change your mind.

I went from writing about whatever randomly popped in my head from fiction, poetry, fitness, yoga, animals, and flowers—and I now write about marketing and content writing for [my blog with Robin Writers](#). I always followed my gut in what I wanted to explore and allowed myself the time and space to do that.

Especially when you're just starting out, it's going to be really hard to try and write in a niche that you don't enjoy. I'm not even talking about writing for money yet, I'm talking about writing just to *learn*. I mean, we never stop learning as writers, but when you're delving into blogging for the first time, it's going to be really tough honing your craft as a blogger if you force yourself to write about something you don't at least like.

Once you feel like you're in a position to try to make money from your blogging (if that's what you decide to do), then you can be more strategic about what niche you'd like to write in if that works for you. Heck, your niche may just be "blogging". Some writers choose a specific "genre", if you will, as their niche instead of a broad category like fashion or sports.

Now, your blog's niche doesn't necessarily mean anything about what niche you have to choose for your freelance clients. I've had beauty, restaurant, brand coaching, finance, and consulting clients and leads, and my blog is in neither of those niches. I truly feel like you're never backing yourself into a corner no matter what niche you choose to blog about or what niche you choose to freelance in. There's more freedom here than you think!

Don't judge

Another thing to keep in mind as you're starting out and really exploring blogging is to not judge yourself. I think this is partly why some writers may be hesitant to change niches or what may

even prevent them from publishing in the first place. But as soon as you aren't crippled by others' opinions, you will feel such a sense of freedom.

This isn't easy—definitely easier said than done—but so incredibly worth it to work at. Writing is vulnerable. Publishing your work on the internet for the world to see is scary. But if you love it enough and have the desire and determination to improve and work hard, you will reap the rewards.

Don't get me wrong, it's good to receive constructive criticism and consider others' perspectives, but you don't have to listen to everyone and take everything to heart.

Enjoy the process and remind yourself of your "why", especially in times where it feels most challenging.