

the question is...

WHY BLOG?

to market.

to gain credibility.

to be heard.

to make money.

Many small businesses (and individuals) contact us and ask why they should be blogging. It seems a lot of people have heard of the term but don't really know what it is or why they should be doing it.

So we decided to put this quick guide together to give you an overview of blogging and why it's important.

What is a blog?

Basically, a blog is a website that contains entries that are updated on an ongoing basis.

The word blog was actually created from weblog, an old school term that formed by putting web and log together (obviously).

The entries are commonly referred to as blog posts. Normally these posts are displayed in reverse chronological order starting with the most recent one first.

That way, the newest information will be displayed first. This makes it very easy for readers to see what is new on a blog, especially if it is updated frequently.

What does a blog post contain?

Pretty much anything can be added to a blog post. Pictures, videos, text, you name it.

The majority of blogs contain a combination of things such as text and embedded photos. Think of a blog post as magazine article, which can feature stories, guides, and photos. The only difference is a blog post can also contain videos and audio, something a magazine cannot.

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Another great thing about a blog is the comment feature. Readers can leave feedback on blog posts for everyone to see. This essentially creates a community around a blog. Many popular blogs receive over 100 comments day from their new posts.

A new era of blogs

Over the last few years, blogs have changed in many ways. What started as an online journal has since evolved into a much bigger and powerful web platform. Many of the

most popular websites in the world are now blogs. Here are a few examples:

- TechCrunch
- Huffington Post
- ProBlogger

Blogs are no longer restricted to a single author journal. Like the blogs mentioned above, many of them now have an army of writers creating content for them. They have basically become online news portals where information can be updated instantly.

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Why would I want a blog?

So now you are probably wondering why you would want a blog. You are wondering how a blog can benefit you. And the answer is simple...

IN MANY WAYS!

Having a blog can literally change your life depending on how you use it. My blog completely changed the way I work, where I work, when I work, and just about every other

aspect of my life. It allowed me to quit my day job (which I hated with a passion) and start working for myself.

Since quitting, I have helped tons of people create their own blogs. I have even helped large companies looking to expand their business online.

A place to talk

Out of all the benefits of having a blog, my favorite is the ability to voice your opinion. It

gives you a place to talk out loud and let the world hear it. Blogs are read by millions of people all over the world. Since starting Life of Justin, I have managed to get readers from over 200 countries!

Whether you like ranting about the things you hate, reviewing products you purchase, or sharing your stories with family and friends, blogs are the best medium to be heard.

Gain credibility

Besides voicing your opinion, blogs also make a great way to gain credibility in your chosen niche. I used my blog to gain credibility as a digital nomad, someone that makes money from anywhere in the world.

So how do you gain credibility from a blog? You must first decide what your niche (area of expertise) is. Once you make that crucial decision, you can then create a blog and focus around your niche. The more specific

the niche is, the easier time you will have to make your blog successful. So take your time choosing your niche.

Here is an example:

Let's say your dream is to become the best drawer in the world (sorry it's the best idea I could think of). In order to do this, you would not only have to get people to look at your work, but to also believe that you are the best at it.

So what you would do is create a blog focusing on your work. You could post your drawings everyday and let people comment on them.

You could also share tips, advice, and general knowledge about drawing so that other people can benefit from reading your blog.

Over time, you could build this blog into a very popular blog, which would give you credibility as a drawer (and a blogger).

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This can be done for just about every niche there is on the planet. It's just a matter of creating your blog and making it successful.

Make money

Not sold on this blogging thing yet? That's okay; I still have one more benefit to share with you. And this one is HUGE!

You really can make money from blogging. There are dozens (if not hundreds) of ways to make money from blogging. Many people all

over the world make a full-time living working with blogs (I'm lucky enough to be one of them).

When it comes to monetizing a blog, there are two main options to choose from: Directly and indirectly.

When it comes to making money directly from a blog, the most common methods are through advertising, sponsorships, and affiliate sales. These are all great ways to make a decent amount of money from a blog.

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The other option, making money indirectly from a blog, has many more options (basically limitless). You could use your blog to sell your services, land freelance writing jobs, or provide consulting services.

A blog basically replaces the resume and gives your potential clients a good look at what you know and what you are capable of. The money I make from blogging mostly falls into the indirect category since I tend to do a lot of consulting and freelance work.

Regardless of the method you choose, blogging is a great way to supplement your income (or replace it all together).

However, it is true that it will not make you rich overnight. It will take some good ol' fashioned work to achieve the best results.

So what are you waiting for?

I highly recommend starting a blog right now. The worst-case scenario is you waste a few hours of your life getting it setup.