

David Walker's

BLOG NOT SLOG

Basics

SUCCESS BEGINS WITH YOUR FIRST POST



It's time to stop slogging
and start blogging!

BLOGNOTSLOG.COM

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Introduction

Thank you for downloading **Blog Not Slog Basics!**

My name is **David Walker** and I have my own blog at DavidWalker.tv.

I have always had a passion for writing but it has taken me a long time to realise that having your own blog is the key to creating a strong personal brand and a focal point for running your own successful online business.

Let me explain further.

Despite my love of producing written content I have been guilty of “chasing the money” since I first started dabbling online way back in 1997 and even after I quit my regular job and worked for myself online in March 2006.

I have been involved in a number of different online ventures, some reasonably successful and some spectacular failures as I chased the dream of making my online fortune. I tried: affiliate marketing, CPA marketing, private label rights (PLR), eBay, website flipping, online gambling, soccer, white hat, blackhat and everything in between!

I did “enough” to earn a full time income and keep myself out of a real job but I was kidding myself that I had a “real” business. I was flitting between fad to fad, making some money along the way if I was lucky and then onto the next thing...

I felt my luck would soon run out and I invested some money in mentors who I felt could get me out of the rut I was in and finally learn the “secrets” to lasting online success.

It turns out the “big secret” is there is **no big secret**. Creating a successful online business



is down to a strong foundation, personal branding and a lot of hard graft. The “magic bullet” I searched for in vain for years simply does not exist.

I also realise blogging can be the key to you succeeding online.

It's true. Something as simple as your own blog – your own little corner on the internet, can mean the difference between you slaving away at a job you hate, or working from home creating content around the topics you love most and spending more time with the people who mean the most to you.

It really can be that simple.

Since I started my own blog, DavidWalker.tv, I am becoming “recognised” online due to the content I am putting out there and I am networking with like-minded people on a daily basis. The traffic to my blog increases month on month and more importantly, so does my income.

For the first time in my online “career” I have a real business. A business which will only continue to grow and make me even more money as time goes on – perpetual motion is alive and kicking on the internet!

This is why I felt compelled to create this report.

There are thousands of people disillusioned with their jobs and their lives in general. They know their situation could be so much better but they don't know where to start.

I don't want **you** to waste the years that I wasted chasing a dream that can never become a reality - I want to set you up properly from the word go and help you to become an **authority figure** in your chosen niche even if you are just starting out today.

By the end of this report you will have set up your own blog (even if you are technically useless) and be ready to conquer and dominate your niche – no matter how crowded you think it is and make a lot of money in doing so. Let's get started...

Why Do You Need a Blog?

Let's cut straight to the chase. The purpose of your blog is not to show everyone how good you are at writing articles – it is there to generate leads so you can sell stuff, whether it is ebooks, training courses, physical products, or whatever.

This may come as a bit of a shock but if you are going to run an authority blog and be seen as the expert in your niche, then you need to understand **why** your blog exists in the first place.

Another way to look at it is, you are not really a “blogger” in the true sense of the word...

You are a marketer who happens to have a blog.

This is the exact mindset every successful “blogger” has and it has enabled them to build their six figure (and larger) online businesses.

Regardless of the niche you are in, you should use your blog to **brand yourself as the expert figure** in your niche. You could be the “weight loss expert”, the “golf swing expert” or whatever else. The important thing is that **you** are the focal point of your blog!

Your blog is the first port of call where people are going to find you and then find out more about you.

You should include your “story” so your readers can identify you but the “story” has to have a purpose and be relevant to what you want to achieve with your blog.

For example, if you are the “weight loss expert” the talk about the pain and frustration you went through when you were trying to lose weight and then the amazing transformation you went under when you either found, or developed yourself, a program that worked.

If you still need help with ironing out your “story”, I included mine to some extent in the

Introduction section of this report and also in more detail on my blog's [About Me](#) page.

With the help of including your story, your blog is now the perfect vehicle to help you to build a relationship with your visitors through interesting and helpful content and they will grow to like you, get to know better and most importantly of all, trust you.

You then persuade your visitors to sign up to your mailing list (more on this later) and you sell products to them, either your own or promote other peoples as an affiliate and earn commissions.

That's it. Plain and simple.

From reading the above any previous misconceptions you may have had about blogging should now be eradicated. Your blog is not just a space online to idly write about your hopes, your dreams or what you had for breakfast this morning.

There are millions of “hobby bloggers” who do this every day and that's fine if that's what they want to do but they will never make any money doing it.

Let's just recap because I think it's vital you understand this properly. When your blog is up and running, this is what happens:

- 1.** A person arrives at your blog. If you follow the steps outlined in this guide that person will find your content useful and informative.
- 2.** Having grabbed that person's attention, you now ask them for their email address. They give it to you and are subscribed to your mailing list.
- 3.** You can then start converting that lead into a sale.

Now you should be able to appreciate what the true purpose of your blog is and keeping it updated will be a lot easier and more enjoyable.

What to Blog About

If you want to create a successful blog which will result in hordes of dedicated followers who are almost desperate to throw money at you then you need to choose a topic which you are both knowledgeable and passionate about.

Your passion about a particular topic will shine through in your writing and will enable your audience to feel a connection with you.

The worst thing you could do is merely start a blog on a subject where you think there is money to be made. You could well be right, but what value are you going to bring if you know nothing, or worse still, couldn't care less about the subject matter you are blogging about?

Think of it this way. What subject would you happily write about every day, even if you would not get paid? This enthusiasm for a subject will make it that much easier to produce regular, informative content for your blog.

However, with that said, you are a **marketer** who has a blog and as we have established the aim of your blog is to make money. So, what you need to decide upon is a subject you are passionate about but also one where there is money to be made.

Let's have a look at some of the most popular niches where people have blogs...

The Make Money Online Niche

Arguably the most successful blogger in this niche is **John Chow**, who earns around **\$40,000 per month** blogging about how he makes money blogging. This is a huge market because who doesn't want to earn more money, in a seemingly easy fashion that is writing on your own blog?

Chow may put up the odd blog post here and there about what he had for lunch at Red

Lobster, but don't let that fool you. He is a very savvy marketer first and foremost and his blog is geared to generating a huge mailing list, just as you will when your blog is set up correctly and geared to make money, not just display posts!

If you are a beginner, but want to get into the “make money online” niche, then your blog is a great way to document your journey as you go from newbie to full time marketer!

Don't try and come across as an expert if you are not, just write about what you know and try and teach your readers what you have learned. You only need to be a few steps ahead of your audience to do this effectively. You **don't** need to be some celebrity guru to make money in this niche!

What About Other Areas?

If it's a different subject matter you want to focus your blog on, ask yourself whether it has a rabid following who are willing to pay good money to solve their problems or achieve their goals.

Let's have a look at some of the more popular niches:

Dating. Single people want to know how to find a partner and there are hundreds of “sub niches” you can concentrate on. Whether you target women who are looking for Mr Right, or men who just want to know how to “pick up” women for more casual encounters, it's a huge market where people are desperate to know the “secrets” of attracting gorgeous members of the opposite sex.

Make More Money. I don't think there will ever be a time when people won't want a little extra cash in their bank account, especially if it's “easy” money which is less work and more fun than their day jobs. This niche covers everything from making spare money doing some form of online “work” to beating the bookmaker or casino and has hundreds of sub niches to focus on.

Self Improvement. This covers a whole range of different areas such as being more

productive, saving time, being more spiritual, having a more fulfilling personal life and career, the list just goes on and on. People just want to be “better than they are already.

Sport & Leisure. Every sport has its own sub niche so whether it's improving your golf swing, lifting heavier weights or becoming a better soccer player, the opportunities for creating a targeted blog which solves sporting problems are endless.

Weight Loss. An absolutely colossal market. People in their millions around the world want to know how to shed those excess pounds, usually without having to give up chocolate and do exercise!

Hopefully the above will give you some more food for thought on blog subject matter but as long as a particular niche or subject has a following, problems which need solving and products available, then there is a lot of money to be made!

Now you have a clear idea of the niche you want to dominate as the expert and run an authority blog in, let's get your new blog online!

Don't worry if you have never set up a blog before! The following sections are “step by step” and geared towards helping beginners set up a professional blog online which is geared to make money.

Nothing will be left to chance!

Register a Domain Name

First things first – you need a domain name for your new blog.

If you are looking to create a blog about yourself, then it is beneficial to register a domain name which includes your personal name.

It is preferable to register a **dot com** domain name over the other extensions, but if you are unfortunate enough to have a reasonably common name like myself, then the dot com option may not be available, even if you put a hyphen in between your first and last names.

If this is the case, you could try one of the other domain types, such as **.net**, **.tv**, **.me** or your country such as **.co.uk**.

Alternatively, if you are adamant you want a dot com domain name, you could try and register something along the lines of the following to include your personal name:

- YourNameBlog.com
- YourNameOnline.com
- YourNameMarketing.com
- YourNameDotCom.com
- AskYourName.com

With a little imagination you should be able to come up with something both suitable and brandable if the obvious choice is not available.

If you are looking to create a blog in a different niche, you should try and get the most important keywords at the beginning of the domain name.

You are not going to be able to register “weightloss.com” as that would have been snapped up more than a decade ago, but if you add another word after your main keyword

you should be able to register something memorable with a little imagination.



You are literally spoilt for choice for domain name registration companies. One of the most popular domain name registrar's is [GoDaddy](#) who charge around \$10 to register your domain name for one year.

Hosting Your Blog

Forget about using a free blog hosting service such as Wordpress.com or Blogspot. While these are great if you are a teenage girl who wants to fantasize about which Jonas Brother you are going to marry, it doesn't give you a professional image if you can't even bring yourself to spend a few dollars to host your own blog.

To be frank, perfectly adequate hosting is so cheap these days there really is no excuse to persist with the free blog hosting platforms if you want to come across as professional to your customers.

Plus, hosting your own blog means you have complete ownership and control over both the blog and its content, which is not always the case with some of the free options. That is correct, the free hosting platform may legally **OWN** your content!

Don't run the risk of this happening. There are literally thousands of companies who provide web hosting and will be delighted to host your new blog for as little as a couple of dollars per month.

We are going to use the free Wordpress software to build our blog, so if you want the easiest option available to you in order to get the software installed onto your hosting, you may want to consider a host which comes with both cPanel and Fantastico.

Fantastico is a piece of software which has numerous other software titles integrated into it, including Wordpress and enables the user to install them with a single mouse click!

This is a great option for newbies and the best hosting company which supports this process in my opinion is [Hostgator](#).



The image shows a banner for Hostgator. On the left is the Hostgator logo, a blue and yellow cartoon gator with the text "Host Gator" and the tagline "we eat up the competition". To the right of the logo, the text reads "Toll Free: 1.866.96.GATOR" and "Local: 1.713.574.5287". Below this, it says "Now hosting over 2,200,000 domains!". On the far right is a small inset image of a woman wearing a headset, with the text "NOW ONLINE" below it.

Below the banner is a navigation menu with the following items: HOME, WEB HOSTING, RESELLER HOSTING, DEDICATED SERVERS, SUPPORT, ORDER NOW, and AFFILIATES.

The main content area features three promotional cards:

- Hosting \$4.95/mo**
 - » Web Hosting
 - » Unlimited Sites
 - » [Learn More ...](#)
 - ORDER NOW!**
- Reseller \$24.95/mo**
 - » Reseller Hosting
 - » Unlimited Sites
 - » [Learn More ...](#)
 - ORDER NOW!**
- Dedicated \$174.00/mo**
 - » Dedicated Hosting
 - » Unlimited Sites
 - » [Learn More ...](#)
 - ORDER NOW!**

Not only does [Hostgator](#) make it easy for new users to get their blogs up and running, they also have **24/7 live chat support** so there is no waiting ages to get questions answered or support emails going ignored!

Name Servers – Linking Your Domain Name & Hosting

You now have both a domain name and have paid for hosting. What you need to do next is to ensure your domain name is connected to your hosting so your new blog “works” when someone types the domain name into the address bar on their browser.

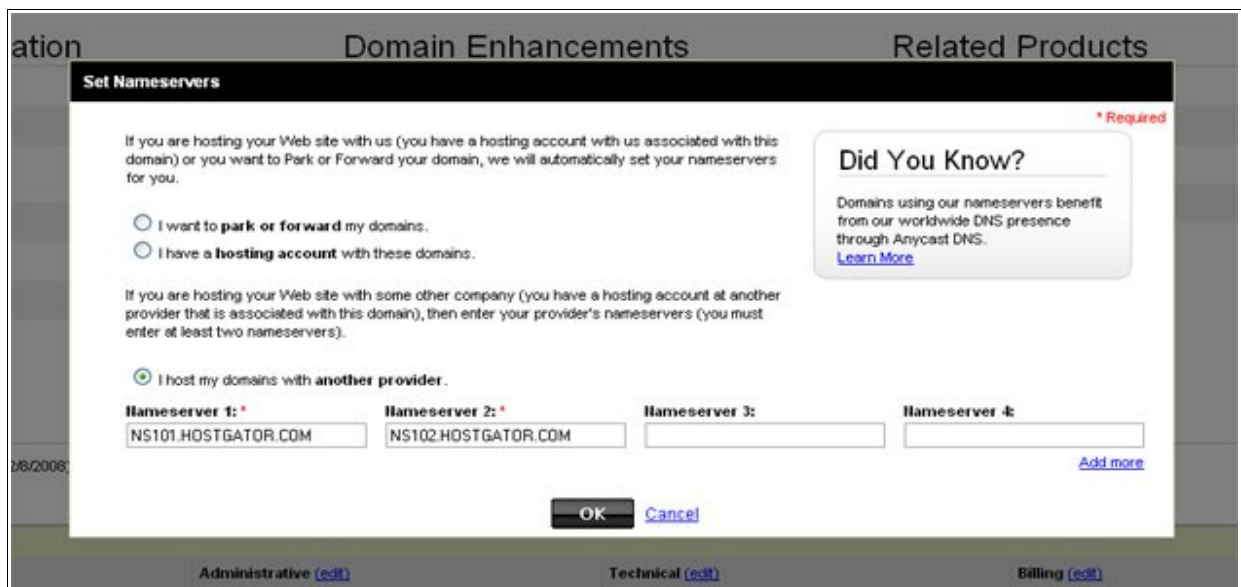
Wait until you receive a confirmation email from [Hostgator](#) informing you that your hosting account has been activated. You will then receive a second email which includes your account settings and also details of your name servers.

The name server information will appear over two lines and look similar to:

ns101.hostgator.com

ns102.hostgator.com

You will need to log into your domain name account with whoever you registered it with (e.g. Godaddy etc) and find the Nameservers section for that domain name.



The screenshot shows a web interface for setting nameservers. The main heading is "Set Nameservers". Below it, there are two radio button options: "I want to park or forward my domains." and "I have a hosting account with these domains." The third option, "I host my domains with another provider.", is selected. Below this, there are four input fields for "Nameserver 1:", "Nameserver 2:", "Nameserver 3:", and "Nameserver 4:". The first two fields contain "NS101.HOSTGATOR.COM" and "NS102.HOSTGATOR.COM" respectively. There are "OK" and "Cancel" buttons at the bottom. A "Did You Know?" box on the right provides information about Anycast DNS. The interface also includes navigation links for "Administrative (edit)", "Technical (edit)", and "Billing (edit)" at the bottom.

Now, just replace the default name servers with the two you received from [Hostgator](#) and save the changes.

That's all there is to it!

Please note, it may take a few hours for the changes to become effective so don't panic if it doesn't appear to have worked immediately.

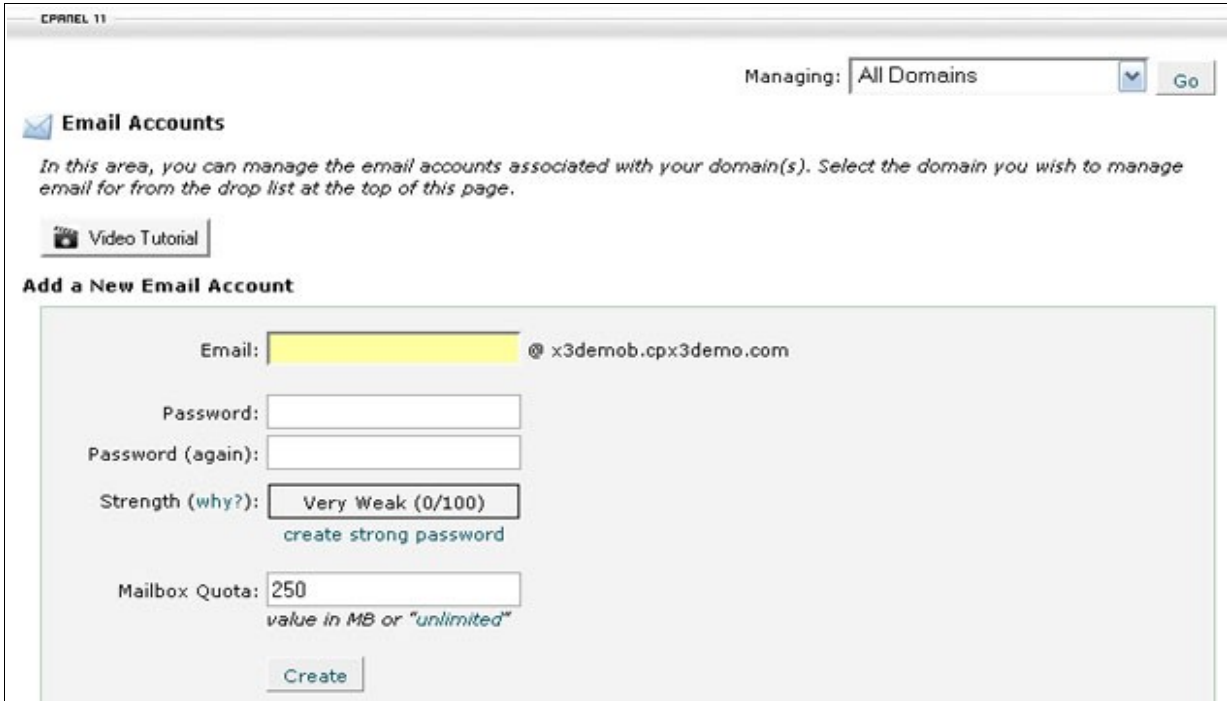
Setting Up Email Accounts in cPanel

Before we install Wordpress, I will quickly show you how to set up some email accounts for your chosen domain name.

With [Hostgator](#), you can have **unlimited** email addresses but before we get too carried away here, you initially want something along the following lines:

- **YourName @ your domain name dot com**
- **Support @ your domain name dot com**
- **Enquiries @ your domain name dot com**

Follow these simple steps:



The screenshot shows the cPanel interface for managing email accounts. At the top right, there is a 'Managing:' dropdown menu set to 'All Domains' and a 'Go' button. Below this is the 'Email Accounts' section with a sub-header and a brief instruction: 'In this area, you can manage the email accounts associated with your domain(s). Select the domain you wish to manage email for from the drop list at the top of this page.' There is a 'Video Tutorial' button. The main section is 'Add a New Email Account' which contains a form with the following fields: 'Email:' with a highlighted input field and '@ x3demob.cpx3demo.com' to its right; 'Password:' with an input field; 'Password (again):' with an input field; 'Strength (why?):' with a dropdown menu showing 'Very Weak (0/100)' and a link to 'create strong password'; and 'Mailbox Quota:' with an input field containing '250' and a note 'value in MB or "unlimited"'. A 'Create' button is located at the bottom of the form.

1. Log into the cPanel account associated with your hosting. You will have received these instructions via email.

2. Once logged in, click **Email Accounts**.

3. On the next screen you have the option to add a new email accounts and when you have set up an email account they will also be listed here.

4. Enter the name you want to create for your email address, e.g. YourName, support, enquiries etc.

5. Now, enter a password to associate with that email account and then again to confirm it.

6. You can specify the quota size for the email account which essentially means how much memory the email account uses. You do not need to alter this for the time being and you can always change it in future if needed.

7. Finally, click **Create**.

You can repeat this process to set up as many emails as you want and if you get stuck there is also a video tutorial to help you out, as illustrated in the above screenshot.

Installing Wordpress

By now, your domain name and hosting account should be synced up in perfect harmony and if you type your domain name into the address bar of your browser, you should see a default [Hostgator](#) page.

The next step is to get Wordpress installed and because you used [Hostgator](#) you can achieve this with just a few simple mouse clicks!

1. If you are not already, log into the cPanel account associated with your hosting.
2. Once logged in, double click the **Fantastico** icon.
3. Click on **Wordpress** from the list of available software installation options.
4. Click on **New Installation**.



5. Now, you need to fill out some details, most are self explanatory:

Installation Location

Install on Domain – make sure domain name is selected in the dropdown list

Install in Directory – you can leave this blank

Admin Access Data

Enter your choice of username and password.

Base Configuration

Admin Nickname – I usually go for just plain **admin**

Admin Email – your email address

Site Name – self explanatory, e.g. YourName.com

Description – self explanatory, e.g. the blog of Your Name

Email Account Configuration

You can refer to the email you received from [Hostgator](#) for more details on what to enter in each of the boxes.

6. Click **Install Wordpress** and then **Finish Installation** when the next screen appears.

7. You should now see a success screen informing you that the blog has been configured and please take this opportunity to email yourself details of the installation.

Setting SEO Friendly URLs

While search engine traffic is not going to be the be-all and end-all of getting visitors to your blog, you still want to make your posts as search engine friendly as possible.

Unfortunately, the Wordpress default is anything but.

You will notice the default “Hello World” blog post has a url of **domain.com/?p=1** which means absolutely nothing to the search engines and will not help your posts rank at all.

Ideally, you want your post urls to look something like:

http://www.domain.com/a-nice-search-engine-friendly-url-instead/

Making this switch is easy, just follow these instructions:

1. In your Wordpress dashboard, click **Settings**.
2. When the dropdown list appears, click **Permalinks**.



3. In the Common Settings section, click the radio button next to **Custom Structure**.

4. In the box type the following: **/:postname%/**

5. Click Save Changes.

Now, your post urls will contain the title of your blog posts, containing more keywords and will help the search engines to rank you better!

Replacing the Default Blog Theme

While the default Wordpress theme is perfectly functional, it is, frankly, dull and your blog is deserving of a design, or theme, which compliments your personality and writing style.

There are literally thousands of free blog themes you can download, either from the [official Wordpress theme directory](#) or by searching for **Wordpress themes** on your favourite search engine.

However, you may feel the free options don't quite “cut it” for you if you are looking for something really professional. I had this problem myself and found two great, paid options:

The first one is [Studiopress](#), ran by talented theme designer **Brian Gardner** and somebody I have purchased several Wordpress themes from for various projects over the past few years.

Another great option is [Woo Themes](#), which has a wide selection of beautifully designed, premium Wordpress themes, which have the serious blogger in mind.

Uploading Your New Blog Theme

When you have downloaded your brand new Wordpress theme, you need to upload it to your Wordpress installation:

1. First of all, log into your hosting's cPanel account.
2. Double click the **File Manager** icon and when the pop up box appears, click **Go** to access the **web root** of your blog.
3. You should now be looking at a list of files and folders associated with your blog installation. Locate the **wp-content** folder and double click the blue folder icon to the left of it to open it up.

4. Locate the **themes** folder and double click the blue folder icon to the left of it to open it up.
5. You are now in the **themes** folder and this is where you need to upload your new theme. Locate the **Upload** icon at the top of your screen and click on it to open up the upload screen/
6. Click on the **browse** button to open up a screen containing your PC's files and folders.
7. Locate and select the **zip file** of your new Wordpress theme and click **open**. This will upload the zip file of your new theme into the themes folder. Once this has been completed, click the text which will resemble the following:

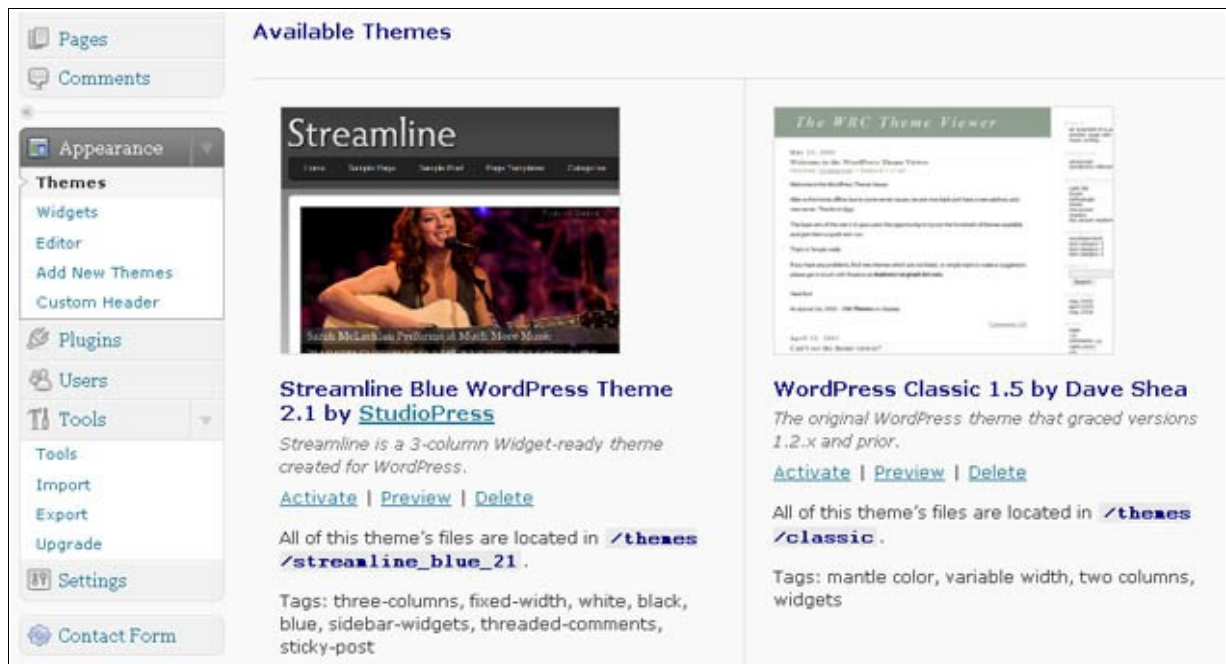
Back to /home/*your login name*/public_html/wp-content/themes

This will take you back to your themes folder where you should see the name of your new Wordpress theme in the list as a zip file.

8. Right click on your new theme name in the list and select to **Extract** the file contents.
9. When the pop up box appears, click **Extract File**. A further pop up box will confirm the extraction has been completed and you can close down the box.

Activating Your New Blog Theme

Your new theme has now been successfully uploaded so you just need to tell Wordpress to use that theme on your blog:



1. On the Wordpress dashboard, click the **Design** option to bring up a list of all the available themes which are uploaded.
2. Click **Preview** underneath the screenshot of the theme if you want to see how your blog could look with the theme activated.
3. If you want to use the theme, click **Activate**.

Enhance Your Wordpress Experience With Plugins

One of the brilliant things about using Wordpress for your blog is the sheer number of plugins you can add to it.

A plugin is essentially a small piece of software or code you can install onto your blog in order to perform a function, such as to automatically update your blog with posts you make on your Twitter account.

There are [thousands of plugins](#) available, most of which are free to download and if you can think of something you would like to do on your blog, the chances are there is a plugin for it!

In this section I'll discuss the plugins I use on [DavidWalker.tv](#) to give you an idea of what is possible with your own blog.

[Akismet](#)

This comes bundled with Wordpress and is the best anti-spam comment plugin available. Akismet checks your comments against it's database to see if it looks like spam or not. If it looks dodgy, they are automatically moved to your Comments admin screen where you can either review them manually, or leave them to be deleted after seven days. Please note, to use Akismet you will need to obtain a free [Wordpress.com API key](#).

[All in One SEO Pack](#)

This plugin enables you to further optimise each post and page on your blog for the search engines. You can create Title, Description and Keyword META tags for each post and page and avoid the duplicate content typically found on Wordpress blogs.

[Comment Luv](#)

Encourage more comments to your blog posts by offering anyone who leaves a comment a link to their latest blog post. Comment Luv does this automatically!

[Flickr Tag](#)

If you have a Flickr account, you can display any photos, sets or collections on a blog post or page of your choice without downloading the images to your server or setting up a separate gallery which doesn't fit into your blog design.

[Google XML Sitemaps](#)

Help your blog posts get indexed and crawled with this plugin. Every time you create or edit a post, your sitemap is updated and all the major search engines that support the sitemap protocol, like Google, Bing, Ask and Yahoo are notified.

[Secure Contact Form](#)

This plugin allows you to create a professional contact form with zero coding knowledge and minimal configuration required. Using this form is much more secure than displaying your email address on a contact page.

[Sexy Bookmarks](#)

You can integrate your blog with the most popular social bookmarking websites using this plugin, making it easier for your readers to share your blog posts and drive more traffic back to you!

[Top Commentators](#)

Display a list of your most active readers who leave comments for you as well as linking to them. Getting on that list is also an incentive for people to keep interacting with your content and will only get more popular as your blog increases in authority.

[TweetMeme Button](#)

Twitter is hot property right now and this plugin adds a button to each blog post you create and enables it to be retweeted easily. The button also provides a count of how many times your post has been retweeted throughout Twitter.

[Wordpress Related Posts](#)

As the content on your blog increases, this plugin is very useful to encourage your visitors to stick around longer. It generates a list of similar posts based on tags at the bottom of each blog post.

Uploading a New Plugin

After you have downloaded a new plugin, you need to upload it to your Wordpress installation and activate it. The process is very similar to uploading and activating a new theme as we did a few moments ago.

1. First of all, log into your hosting's cPanel account.
2. Double click the **File Manager** icon and when the pop up box appears, click **Go** to access the **web root** of your blog.
3. You should now be looking at a list of files and folders associated with your blog installation. Locate the **wp-content** folder and double click the blue folder icon to the left of it to open it up.
4. Locate the **plugins** folder and double click the blue folder icon to the left of it to open it up.
5. You are now in the **plugins** folder and this is where you need to upload your new theme. Locate the **Upload** icon at the top of your screen and click on it to open up the upload screen/
6. Click on the **browse** button to open up a screen containing your PC's files and folders.
7. Locate and select the **zip file** of your new Wordpress plugin and click **open**. This will upload the zip file of your new theme into the plugins folder. Once this has been completed, click the text which will resemble the following:

Back to /home/*your login name*/public_html/wp-content/plugins

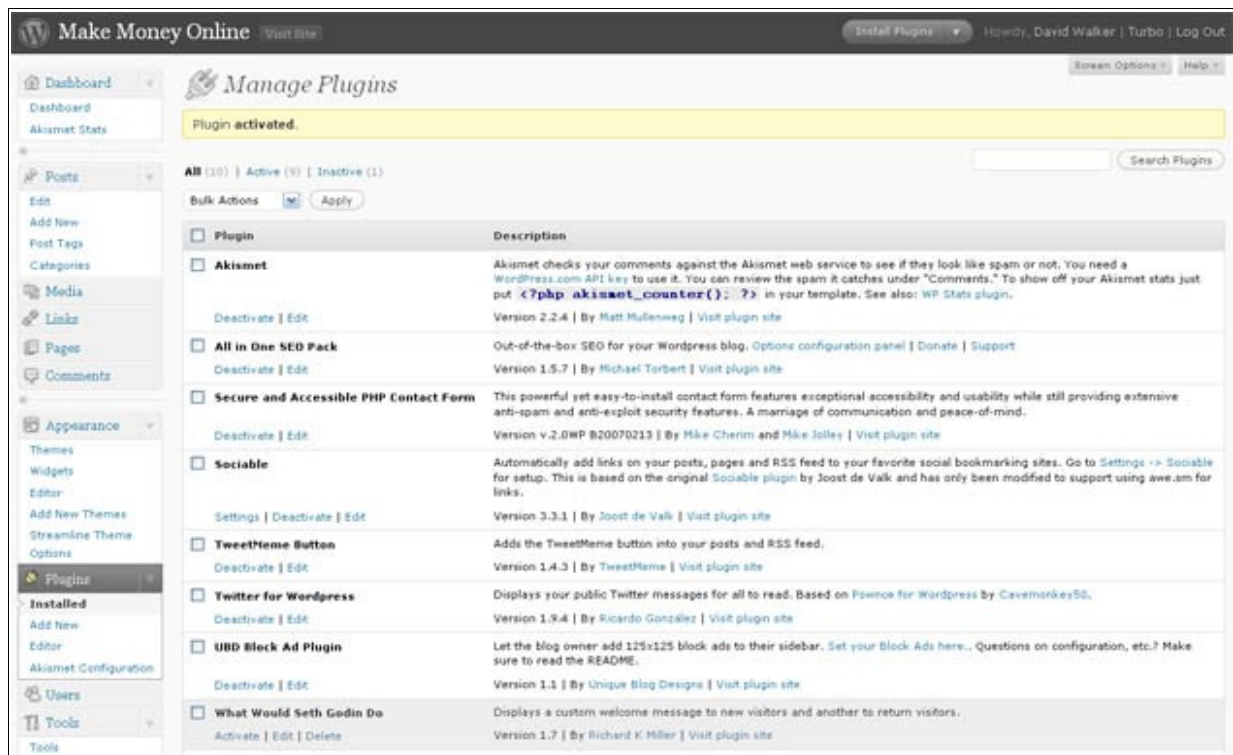
This will take you back to your plugins folder where you should see the name of your new plugin in the list as a zip file.

8. Right click on your new plugin name in the list and select to **Extract** the file contents.

9. When the pop up box appears, click **Extract File**. A further pop up box will confirm the extraction has been completed and you can close down the box.

Activating a New Plugin

Just as we did before with a new theme, you need to tell Wordpress to activate a plugin before you can use it.



1. On the Wordpress dashboard, click the **Plugins** option to bring up a list of all the available plugins which are uploaded.

2. Click the **Activate** link next to any plugins you have uploaded.

3. Every plugin is different so you will need to refer to the supporting documentation on the plugin author's website for full details on how to use them.

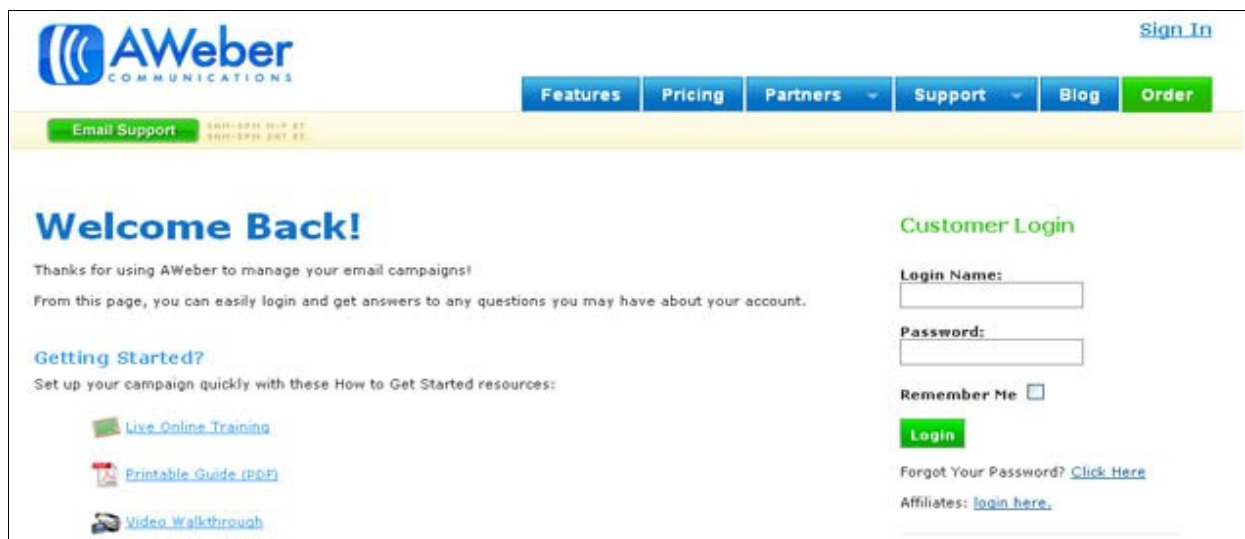
Using Your Blog as a List Building Tool

Now your blog has been installed, let's get down to business. As we have already established, your blog is how you are going to build a large email list of responsive customers.

You need to put a name and email submit form on your blog and entice people to give you their details. By doing so, they are also giving you permission to email them!

In order to do this, you will need an autoresponder account. This account acts as a database of your subscribers/customers. It is where you send emails from and where you track how many people are opening and clicking on the links in your email.

The best autoresponder provider is [Aweber](#).



It costs \$19.95 per month but is well worth the money and you will soon recoup your investment when your list begins to grow. Do not be put off by a monthly fee – this subscription amount will pale into insignificance when you start making sales from your list.

The great thing about [Aweber](#) is they also have video training, live chat and email support which makes the small learning curve associated with an autoresponder account a lot

easier to handle.

It is widely accepted that **each subscriber on your email list is worth \$1 per month**, so imagine how much money you could regularly make when your list grows into the hundreds and then into the thousands!

Integrating Aweber to Your Blog

Go through the step-by-step instructions in your [Aweber](#) account to first create an autoresponder and then a HTML form for that autoresponder so you can add it to your blog. This is a very simple process where no technical or coding knowledge is required!

Just to reiterate, there are plenty of step-by-step instructions, video tutorials and live chat support if you get stuck with anything at this stage.

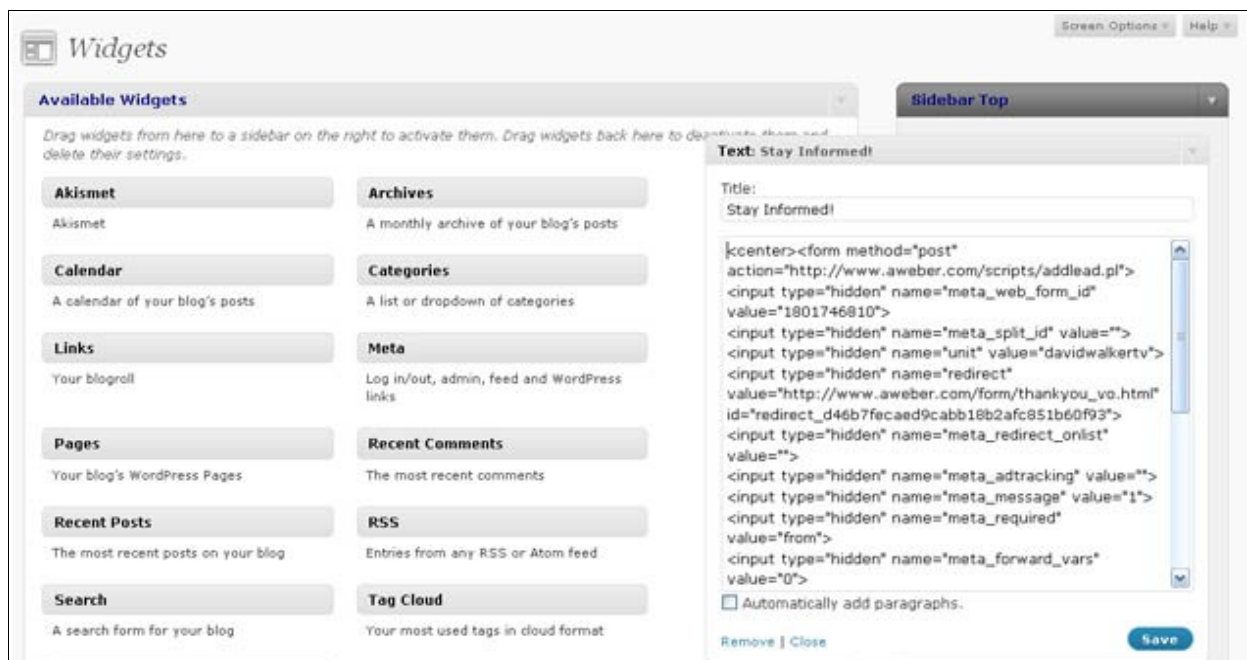
When you have your HTML form, you need to add it to your Wordpress blog. Doing this will really depend on the type of Wordpress theme you use for your blog so I can't really explain the process step-by-step here.

If you use one of the paid themes such as is available from either [Studiopress](#) or [Themes](#) then they should be **widget enabled**.

This makes it easier to edit areas of your blog such as the sidebar or footer without having to mess about with any of the actual page code of your blog if you are not familiar with it.

For example, to add your [Aweber](#) HTML form to a widget enabled blog, all you will need to do is the following:

1. Click the **Widgets** link in the Appearance section of your Wordpress dashboard.
2. On the Widgets page, you should see options for various “widgetized” sections of your blog theme. These could be various sections of your sidebar and/or footer.
3. Choose one of these sections where you would like to place your HTML form then **drag and drop** a **Text widget** from the “available widgets” section onto the left hand side into the widgetized section on the right.



4. Open up your newly added Text widget and add a title, such as “Receive Blog Updates

by Email” and then paste in your Aweber HTML code into the content box underneath.

5. Click Save.

That's all there is to it. Things get more difficult if your blog theme is not widget enabled because then you will need to edit the code of some of the theme files to manually add in the [Aweber](#) form.

If you are a beginner with not even basic knowledge of HTML knowledge then this is not recommended.

If you are not prepared to pay for a Wordpress theme then it is suggested you look for a free theme which is widget enabled.

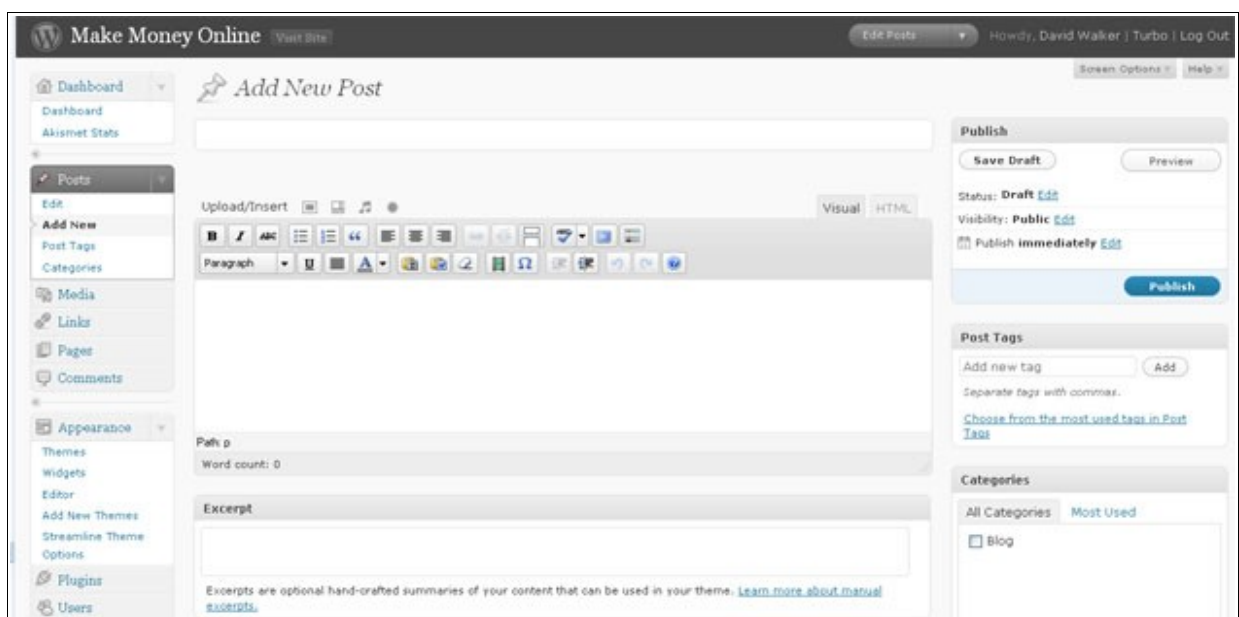
Getting Started With Wordpress

I'm not going to go into great detail on how to create posts and pages using Wordpress. The content management system is very user friendly and intuitive and the best advice I have is to just get stuck in and play around with it. You are not going to be able to start blogging until you have a go.

That said, here are a few pointers on some of the most common areas to get you started:

Creating a Post

The bread and butter of your blog. All your articles will be written in the form of a blog post. On your Wordpress dashboard, click **Posts** on the left hand side and then **Add New** from the dropdown list.



You will be greeted by a user friendly screen which doesn't look too different from your favourite word processing package. Type in your post title and then your article in the larger content area.

You also have full control over your content – you can add bold or italics to certain text, add hyperlinks to other websites and create bulleted lists etc. all very easily. You can add images and video as well to give your posts more life.

If you do not have time to finish your post in one sitting, click **Save Draft** to return to it at a later time and you can see how your post will look at any stage as if it was live on your blog by clicking the **Preview** button.

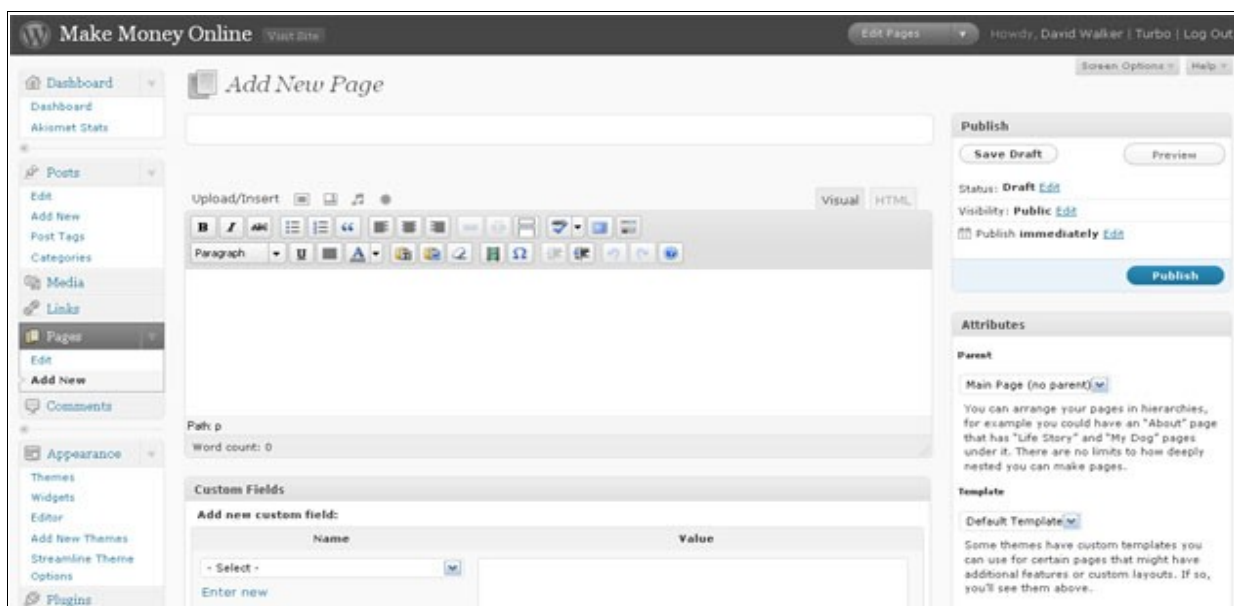
When you are happy your blog post is finished, click the blue **Publish** button.

You are of course able to edit your post at a later time after publication if you want to correct any mistakes, add further content etc.

Creating a Page

There may be times when you want to create a static page to contain non blog post type information, such as an About Me or Contact page.

On your Wordpress dashboard, click **Pages** on the left hand side and then **Add New** from the dropdown list.



The screen is almost identical to that for writing posts and again you can write a title and then add whatever content you want, such as pictures, videos, different text etc.

You can also save the page as a draft if you do not finish it one go and can also preview it at any time. When you are ready for the page to go live on your blog, click the blue **Publish** button.

Just as you can with any blog post, you can edit your page at a later time after publication if you want to correct any mistakes, add further content etc.

Categories

One of the great things about a Wordpress blog is you can categorise all of your posts, which is really useful if you blog about a lot of different subjects or sub-niches.

While you do not need to set all of your categories immediately, you may want to add them as time goes by and your blog post count increases.

On your Wordpress dashboard, click **Posts** on the left hand side and then **Categories** from the drop down list.

Table with 4 columns: Name, Description, Slug, Posts. The 'Blog' category is highlighted in blue and has 11 posts. There are 'Bulk Actions' and 'Apply' buttons above and below the table. A 'Search Categories' search box is at the top right. A 'Note' at the bottom explains that deleting a category does not delete the posts in that category, and that categories can be converted to tags using a converter.

Here you can add new categories to your heart's content. Just type in a category name, slug and if you want, description. Then click **Add Category**.

Blog Roll

Exchanging links with other bloggers is easy if you use the built in blog roll feature. Somewhere on your homepage you will see a blog roll section and this is where links to other blogs or websites will appear.

On your Wordpress dashboard, click **Links** on the left hand side and then **Add New** from the drop down list.

The image shows the 'Add New Link' form in the WordPress dashboard. The form is titled 'Add New Link' and has a 'Screen Options' and 'Help' link in the top right corner. It is divided into several sections: 'Name' with a text input field and an example 'Nifty blogging software'; 'Web Address' with a text input field and an example 'http://wordpress.org/ - don't forget the http://'; 'Description' with a text input field and a note 'This will be shown when someone hovers over the link in the blogroll, or optionally below the link.'; and 'Categories' with a radio button for 'All Categories' and a checkbox for 'Blogroll'. On the right side, there is a 'Save' section with a checkbox for 'Keep this link private' and a blue 'Add Link' button.

Here you can enter the name of the website you want to link to, their website address and also a description. You can choose whether or not the link opens in a new window when someone clicks it and a whole host of other options which I personally never use.

When you are happy with the information you have entered, click **Add Link** on the right hand side to make your link go live on your blog roll list.

Further Help

This is as far as I am prepared to go regarding the nuts and bolts of using your Wordpress blog. I can appreciate some people reading this guide may need some extra guidance and if that sounds like you, then you may want to think about joining the **Blog Not Slog Coaching Program**.

This is my monthly membership website which will teach you over the course of six months, everything you need to get your blog up and running, creating content, driving traffic, making money and more, including personal access to me!

Producing Content

At this point you should have a professional looking blog set up which is capable of attracting fresh leads to your mailing list.

However, an empty blog is not going to achieve this. The next thing we need is...

CONTENT.

Well written. Highly informative. Value providing. Content.

If you are going to persuade people to hand over their email address to you in order for you to market to them, you need to set yourself up as an authority to those people.

You achieve this by providing them with high quality blog posts which add significant value to your niche.

Your First Blog Post

Your first blog post should be about you. You should tell your story and immediately educate your readers on why you have started the blog in the first place. Give your readers something they can relate to and they will stick around for a long time.

After your story has been told, some of the well-known professional bloggers, such as **Yaro Starak** and **David Risley** argue you should create 5-10 high quality blog posts which will become your “pillar content”.

You are laying the foundations for your blog with these posts and when you attract new visitors, you can hit them smack between the eyes with your strongest content. The aim is

to “wow” them with some incredible stuff so they won’t be able to hand over their email address to you fast enough.

Then, as your blog increases in content, you will be able to refer new readers back to these pillar blog posts as your “best of” content.

However, what if you want to get involved in a niche where you are not already an authority or may not even have much knowledge on the subject?

The “make money online” niche is a prime example of this. In cases such as this, your first blog post should be to introduce yourself, inform your readers of your “story” and outline what you want to achieve from your blog and your online business in general.

You will still be able to create “pillar content” but it will take a little more time. You can write a pillar blog post on a key area when you learn about it, to teach any readers who are a few steps behind you.

Keep Blogging!

How most blogs fail miserably is the blog owner runs out of steam and does not post regularly enough. Once you have your pillar content or at least a few introductory blog posts in place you simply **must keep blogging**.

You need to decide straight away how often you are going to post to your blog and stick to it rigidly. If you plan on posting three times a week, then make sure you do it week in and week out.

A lot of people start with great intentions and churn out a fresh blog post every day for the first couple of weeks before posting once a week, then once a month and then even less frequently.

One way to conquer this and to churn out a week's worth of high quality blog posts in a matter of a few hours is to invest in a countdown timer and switch off all your distractions,

such as email, mobile phone, Skype, MSN etc.

What you are going to do is set your timer to countdown for **one hour and work solidly with no distractions** to complete a single blog post. If you do this **four times** in one day, you will get **more work done in one four hour work day** than most people get done in a **week**.

Amazing or what? So, in just half a day you can write three to four really good blog posts, save them as drafts and then post them throughout the week. This leaves you with the rest of the week to work on driving traffic to your blog, building your list and even creating your own products!

By completing your week's content early, it will help to avoid the inconsistency that blog readers loathe. A dead blog is no use to anybody – not your readers who will become uninterested and find someone else to follow, not the search engines which love to crawl fresh content and not your business because it no longer pulls in fresh leads.

You should now have all the basics in place to create an authority blog which will see you as a credible “go to” figure in your chosen niche.

Which leads us to a question I want you to answer...

Are YOU Ready to Make the Breakthrough?

Hi! **David Walker** here again and I want to congratulate you on making the great decision to first download and now finish reading this report!

I put this report together to help people just like you get their blogging breakthrough and by taking action you are helping me achieve my goal of helping more people like you make a full time income from blogging like a professional.

As you know from reading this report, people who take action get results and you have just taken action!

You have made a great decision and you should feel pleased as you are on your way to becoming a successful blogger and this means you will soon be enjoying all the rewards you are looking forward to.

So, what happens next?

Well, you need to get moving!

A professional, income generating blog is built over time: post by post, page by page and comment by comment.

It's obvious isn't it, the quicker you get moving the sooner you can enjoy the rewards an income generating blog can give you.

You see, a great blog is a very wise investment because it will **pay you over and over again** as time moves forward and you are looking for that kind of return on investment aren't you?

Just a quick note, a blog is not a lottery ticket, something you set up, sit back and wait for the one in 10 million chance you'll win a fortune.

I know this sounds obvious but blogging requires you actually blog! The great news is I want to show you how to do this easily, effortlessly and for **maximum profit**.

The other thing I feel I should mention is getting paid by your blog for a few hours work is really addictive!

Can you imagine how **great** you are going to feel when you write a few posts one day and see the **money that generates** in your account in the days that follow...

Now, a great blog is going to do many things for you, e.g. it will give you celebrity status within your niche. This next one is really cool... you see, a great blog is going to attract customers to you – customer who are looking for the answers, guidance and products **you** can give them!

Now, this is the big benefit most people get very excited about. If you follow my simple plan your blog can and will generate **multiple income streams** for you and several of these are completed automated and built in to the fabric of your blog!

This plan allowed me to instantly attract an audience of people desperate for my content. I learned how to create the right content which brought me respect, authority and of course **more sales**.

I sought out the best traffic experts I could find and started building multiple traffic streams, each feeding my blog with a fresh supply of new visitors every day.

And it is this plan I want to share with you...

I want to show you how to create **instant authority**.

I want to show you how to quickly and easily build the **right list** for your business.

And, of course, how to set up **multiple revenue streams** to ensure you maximise the income you earn from your professional blog!

This is what I'd like you to do.

I want you to let me be your guide.

I want you to have my [Blog Not Slog Breakthrough](#) report.

It covers every step you need to take to go from where you are now to becoming a professional blogger.

Now, as we both know the internet is constantly changing and because of this I also want to give you **12 monthly updates**, showing you the latest and most effective tips, techniques and tools I am using on my revenue generating professional blogs.

This means you will always be at the leading edge of pro-blogging.

And finally, because you take action and because I know you want the best advice, guidance and networking opportunities, I'd like to invite you to **join my inner circle**.

And I want to stress you **cannot buy entry** to my inner circle, I only choose to invite action takers who want to drive their online business forward.

Now, you made a great decision to download this free report and I'd like to help you make another great decision...

You see, my [Blog Not Slog Breakthrough](#) report has been valued at **\$77**.

And the **monthly updates** are easily worth **\$47**. In fact, some other marketers charge as much as \$47 **per month** for the **same information!**

Now, as I said before, you **cannot** buy your way into my inner circle, it really is by **invite only and is priceless**.

Imagine getting the inside track on the latest techniques, tips and tools that can accelerate

your business!

As you have seen, this total package is **worth at least \$124** and that is just for the information. It does not take into account how much you can earn when you take action and implement this material!

But, I am **not** going to ask you to pay \$124...

Or even \$97...

Because you are going to take action today I want to offer you a **very special price**.

Remember, this special price includes the [Blog Not Slog Breakthrough](#) report, the 12 months of updates and the money cannot buy inner circle invitation!

So... take action today, click the link below and start getting the results you deserve!

[CLICK HERE TO GET THE BLOG NOT SLOG BREAKTHROUGH REPORT, 12 MONTHS UPDATES & PERSONAL INVITATION TO MY MONEY-CANNOT-BUY INNER CIRCLE!](#)

To Your Success!



David Walker

BlogNotSlog.com