



Ian Jackson reports that...

"Do Blogs still have any mileage - you bet! read on and discover a twist too..."

Ian Jackson is an online marketer, content creator and writer.

You can find out more about why he is by [clicking here](#).

Want to build a blog that benefits you and your business?

Course you do - I think! Everyone wants a blog that complements their business.

But not everyone is too keen on the workload demands that are necessary to keep it fed, and invariably they fall off the island and it stagnates.

Needless to say, there are plenty of people willing to write for your blog, or even run it for you for a fee.

Whichever way it cuts, there's more than plenty to do.

And that can seem really daunting.

But it needn't be.

Heidi Cohen explains blogging as *"Like going on a trip, you can't just jump into blogging without knowing where you're heading."*

Let's take a closer look.

You aim is, or should be, to position yourself as an expert. But how?

A blog facilitates an ideal platform for you provide for your readers and subscribers - who are always looking for information that'll help to move them along. That's great... ***your job is to feed them that information.***

I have compiled a few things to point you in the right direction

Formulate objectives

And the purpose of your blog is... Here's something to think about this for a moment - there is a difference between objectives and purpose.

Objectives are for business direction and branding.

Your readers are looking for purpose. Why You - define you USP.

You're going to be spending some time writing and furnishing your blog so you should determine a couple areas that will require commitment.

What is the aim of your blog, and why are you starting one?

But more importantly, what do you want your readers to get from it - because **THAT** underpins why you're writing it and they are your future income.

When you have the answer to that you will have achieved one big objective.

If you're struggling, visit plenty of bogs in your niche and see what they're up to.

I'll mention "Guest" blogging (guesting) at this stage. It is really popular but can be difficult to penetrate for various reasons.

Guesting can be niche-sensitive, it's easier to penetrate some niches as a guest blogger than others, and guest-saturation can be problematic.

I found that some of the criteria rather wide of the mark in terms of reward versus effort and the constraints were not to my liking.

BUT that's not to say it is good thing to pursue because IT IS, and for exposure it's a BIGGIE which is why I'm bringing it to your attention.

I prefer writing my material for myself to be published in my own domains, chiefly because it will always belong to me.

Now don't get me wrong, break the guesting nut and you'll get really good exposure, and in spite of all your content linking back to your own website, for me I like the feeling of "ownership".

Dunno, I may do some more guesting in future, but for now, my current strategies mean no guesting, at least for the time being.

Know your audience

I advocate using websites, forums, blogs and Social media for this. Joining Facebook groups is a good one, and set up Google alerts -

there are tons of YouTube videos that'll show you how.

There is no such thing as too much research, just don't spend ALL your time on it! Find out what your prospective subscribers want.

How often to post

This isn't an easy one to identify and you'll find different answer and suggestions all over the Internet.

My advice is a bit of a bitter pill, that's to say *you will only know by testing*. And don't expect true results in less than a few months. The ultimate test is measured in... **SALES**.

If your results suggest that more posts is better, and you don't have the time to write enough OR you feel that you would like to try an mix of styles to appeal to the tastes of a wider audience, look into opening your blog to encouraging guest bloggers of your own.

Needless to say exercise due diligence and ask for testimonials and examples.

Outside the box

Social media has opened up channels of what I consider "alternative" blogging. The rules and formats of some channels i.e. Twitter (140 characters) imply a different approach, but Facebook groups represent a great alternative and additional form of blogging. Join a few niche groups and you'll see what I mean.

Talk soon



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