

# Business Blogging:

## Creating a World Class Blog without a World Class Headache

- with Lisa Van Gemert {[giftedguru.com](http://giftedguru.com)}

### 1. Why a blog?

Marketing

Establish authority

Share information/tutorials

Facilitate discussion/collaboration

Connect all of your channels

Create world-wide audience for work

Share corrected work

Share case studies

Share resources

Share exemplar work

Stay in touch with clients

### 2. Choose an appropriate platform

- Not owned by you: [Wix.com](http://Wix.com), [Wordpress.com](http://Wordpress.com), [Weebly](http://Weebly)

- Owned by you: Self-hosted Wordpress

- Hosting:

- [Bluehost/Dreamhost\\*/HostGator](http://Bluehost/Dreamhost*/HostGator)

- Get good discounts on all of them at [bit.ly/hosting-discounts](http://bit.ly/hosting-discounts)

### 3. The domain

- [GoDaddy.com](http://GoDaddy.com) or [NameCheap.com](http://NameCheap.com) {may come with your hosting}

- See if name is taken in multiple places [namechk.com](http://namechk.com)

- Good domains have:

- clear connection to what you do/who you are

- easy to spell names

- [.com/.org/.net](http://.com/.org/.net)

### 4. Themes and frameworks

- Recommended: Genesis framework ([studiopress.com](http://studiopress.com))

- Premium theme sources:

- Elegant Themes ([elegantthemes.com](http://elegantthemes.com)) - recommended for newbies: divi)

- Studio Press ([studiopress.com](http://studiopress.com))

- Restored316 ([restored316designs.com](http://restored316designs.com)) - feminine themes)

### 5. How do you really learn how to do it?

- [lynda.com](http://lynda.com) {use the free trial and knock it out}

- [wpbeginner.com](http://wpbeginner.com)

- [youtube.com](http://youtube.com)

- [udemy.com](http://udemy.com)

- [jesscatorc.com/spi](http://jesscatorc.com/spi) {get a taste here with a free mini course & resources}

## 6. Read a couple of books and blogs

Books {print & e-books}:

- *Blog Design for Dummies* by Melissa Culbertson
- *ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income* by Darren Rouse
- *Wordpress All-in-One for Dummies* by Lisa Sabin-Wilson
- *How to Blog for Profit without Selling Your Soul* by Ruth Soukup
- *Building a Framework* by Abby Lawson ([justagirlandherblog.com/framework](http://justagirlandherblog.com/framework))
- *Blog Inc.* by Joy Deangdeelert Cho

Blogs:

- Prologger ([prologger.net](http://prologger.net))
- Bloggingwizard ([bloggingwizard.com](http://bloggingwizard.com))
- Elegantthemes ([elegantthemes.com/blog](http://elegantthemes.com/blog))

## 6. Start as you intend to go on

- Don't build a bookshelf for just one book – Howard Prince
- It's better to have just a few things done well
- No space junk
- Don't start what you can't continue
- Use an editorial calendar

## 7. Keep a good log

- Track what you did & what choices you made
- Your style {fonts, colors, etc.}
- Special coding
- Organize your files
- Well begun is half done

## 8. Don't hesitate to hire, but don't feel pressured, either

- Fiverr ([fiverr.com](http://fiverr.com))
- Wpcurve ([wpcurve.com](http://wpcurve.com)) – they also have a nice blog at [wpcurve.com/blog](http://wpcurve.com/blog))
- Go slowly
- Avoid scope creep

Let's connect! Find me at my hub [giftedguru.com](http://giftedguru.com) & we can go from there!