



2020 VERSION

The background of the entire page is a photograph of several vibrant pink roses in full bloom, with green leaves and stems. In the upper left, a portion of a black computer keyboard is visible, slightly out of focus. The bottom third of the image is covered by a solid maroon rectangular overlay containing the title and subtitle.

# TIPS FOR STARTING A GOOD BLOG

THE ADVICE YOU NEED TO HEAR

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[rayowag.com](http://rayowag.com)



# MY STORY

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## HOW IT ALL STARTED

I started blogging on blogger.com when I was 13. Yes, you read right: THIRTEEN! Of course back then I did it as a hobby and most of my blog posts didn't even have pictures or any subheadings. Looking back at this (now deactivated) blog is very awkward but goes to show how much I already loved writing back then. I wrote on that blog pretty frequently, but just didn't know a lot about blogging...but I somehow managed to learn a bit of coding.

I had a little break of blogging after 2 years of doing that, restarted with a completely new blog with a less awkward name and looking back on that one is actually not completely bad...it's just very teenager-ish. At that time I learned a little bit more about blogging, but I had completely different problems and learning about blogging was kinda a second thought. At least my photography already got better at that point.

That second blogger.com blog started to go silent while I went through a hard time in my life and in early 2017 I wanted to invest into a real blog. I read tons of information about it and had the money for hosting this blog. So I started it with a lot more knowledge, but it also went silent for a few months, then I picked it up again and it went silent a second time between January and March of 2018

And then I FINALLY set myself the goal to make money with this, to make this my business and work hard on it. I read tons of articles about marketing, watched tons of webinars and brainstormed thousands of ideas to be at the point where I am now. I learned a lot and a few of the things I learned need to be told...let's start.





# MY ADVICE

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## YOU WON'T DO EVERYTHING RIGHT

I think we all want to do things the right way from the start, but I can tell you now, after three blogs, that you are going to make a lot of dumb things and you will look back at your first posts and you will think they are the worst. Your skills are growing daily in this blogosphere and even I still open new blog posts and learn something completely new. I just learned about some big affiliate pages this year and I am using affiliate links on my youtube channel for ages and thought I knew a lot already. You will never do everything right and that is fairly easy to accept because **there is always a next blog post and the edit button.**

## DONE IS BETTER THAN PERFECT

Perfectionism is toxic, especially if you want to work in media. You think everything around you is perfect, but if someone reads the post you published without really liking it 100%, they're actually not noticing the things you hate about it most of the time. You will learn quick that done is better than perfect when it comes to posts. As long as you have a decent amount of words, a pin to it on Pinterest and you SEO is checked on the Yoast SEO plugin there is not a lot to worry about. **You can always optimize it later.**

## YOU WILL BE ABLE TO WRITE A WHOLE BLOG POST IN 30-60MINS

I write blog posts with a timer sometimes to see how long I need and most of the time 500 words need 20-25 minutes. This mini ebook will probably have around 1000-1500 words and this means that I wrote this in a bit more than an hour...and it's not bad quality, right? If you write about things you are truly passionate about the fingers just glide over the keyboard and everything flows. Do I make mistakes while writing? Of course, but like I said: Editing is always possible...and I'm also not a native speaker, so I can blame it on being a German.



# MY TIPS

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## STAY UP TO DATE

This is probably the most annoying part if you blog for years. Sometimes whole trends change in just a few months and you need to convert your existing content to a new standard. For example: Pinterest wasn't always here. The people that blog longer than Pinterest exists needed to make Pins for all the posts that they wanted to promote on there. Think about how much work that could be for someone publishing twice per week. **Always be prepared, back up things and have an eye on new social medias, programs and tech.** Find Youtubers delivering those updates to you!

## INVEST YOUR MONEY INTO BLOGGING TOOLS IF YOU CAN

If you learn one thing from entrepreneurs online it's "INVEST BACK". As soon as you have money you should **invest back into something that will bring you even further.** In the beginning it might be something like Tailwind to get more traffic from Pinterest and later it might be a tool that makes the sales of digital products easier. Always invest back into your business. Even if it's just 15% of your earned money that you put back in: It HELPS! If you want some guidance on what you should invest in you can check out the "My recommendations" tab on my website in the top menu.

## DON'T CONCENTRATE ON 100 THINGS AT THE SAME TIME

I know you are an overwhelmed hot mess. Every creative is, because we want everything done and we want to pour our energy into it, but multitasking doesn't help when it comes to most of the tasks related to blogging. **Put your phone away** and write a blog post, shoot the next instagram pictures or declutter your workspace. I have 5 things on my to do list right now but it doesn't help me to stress about it if I need to do this first and everything else second. There is a reason why a part of my blog is based on self-care, you need it!

[Click here to get to the recommendations page](#)



# TIDBITS

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## CONNECT TO OTHER BLOGGERS

This might be the hardest part cause you always just see the same big bloggers for the most part, but try to find good beginner bloggers or bloggers in the “mid-tier” that are a bit easier to reach. Comment on their posts, link back to them, share their new post on your social media and write them a DM if you want to say something nice to them. If you stay on track with being active on their sites you might make a friend and we all know how good it is to have someone that understands struggles that other people around you just don't.

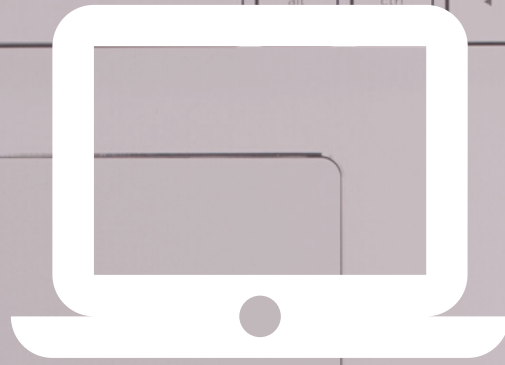
## WRITING EMAILS GETS LESS AWKWARD!

I kinda hated writing emails before blogging and my failed attempt at freelance writing, but now I actually feel pretty okay handling them. It's still not my favorite thing but it gets better and you learn to accept rejection for pitches and other things like that. Can you imagine how bad I felt about writing emails in English at first? I didn't even know what you write at the end of an email to make it sound polite. Now I'm actually better at my English emails than German emails in my opinion. Writing your own newsletter also helps a LOT!

## IT CAN FEEL VERY EXHAUSTING

If you really want to make this your job I can already warn you. It will exhaust you, especially in the beginning when you do EVERYTHING to get recognized. You want to optimize everything, put out this many posts and those freebies. And then there is this and that and this. I get it, you want to do everything in the beginning and it will be exhausting...even with a good list and time management. But if I learned one things it is: YOU CAN DO IT!

A Guide for how to start a blog will be in the freebie library soon, look out for that email!



# WANNA START A SUCCESSFUL BLOG?

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You want to know everything about starting a blog and making it your job? I made a course for you that walks you through all the steps.

[Click here to learn more about it](#)