

43 Tips for Successful Blogging



by Katie Hornor

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Introduction:

Who am I to be giving you tips for blogging success?

I have been managing websites since 2007. I started blogging *for fun* in February 2011. I started blogging *for real* in the Fall of 2012. And I started blogging *for success* in the summer of 2013. I know what it's like to blog for hobby, and for business, and the incredible amount of work it takes to bridge the gap between the two. In the last year I've quadrupled my pageviews, tripled my subscribers, and doubled my online income, and I'm here to help you do the same.

My track record so far?

I've started several websites and blogs, the most notable are:

- This one: ComoBlog.com
- Home and Homeschool Blog: ParadisePraises.com
- My Stock Photo Service: BestPicsMonthly.com
- BlogLikeaPro planner and classes
- lemonhass.com - a site providing homeschool materials and encouragement to Spanish speakers worldwide

I've also published several books and ebooks:

- [Putting On the Spirit: Ten-Minute Devotions for Busy Moms](#)
- [Melk, the Christmas Monkey](#): Advent activities for families teaching children who God is at Christmas
- [Loving You Long Distance: Tips for Strengthening Long Distance Family Relationships](#)
- [Bible Activities: Genesis to Revelation](#)

I have also had success managing an affiliate program with over 75 affiliates, and a membership site now boasting over 200 active members.

I've asked a lot of questions along the way; I've learned from a lot of people, and I've used a lot of tools. I want to share with you, now, the best tips I have gleaned in the process. The rules, quips and quotes that have helped me towards successful blogging.

Don't forget, I'm here to help you. If you have any questions, feel free to drop me a note, and if I can't answer, I will help you find someone who can.

Here's to Your Success!

Katie

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A

Affiliates. Be one. Have them. Two is better than one in anything. You will go further with the help of others, and having an affiliate program for them is a way to pay them back for their help.

Audience. Know who your target audience is and then serve them. Do whatever will help to educate, encourage or otherwise bless them.

B

Believe. Believe in your dream, your cause, your goals. Believe in God's special plan for your life.

What would you attempt to do if you knew you could not fail?

-Robert H. Schuler

Brand. You are your brand. Be someone others will want to imitate.

C

Community. Create a community of loyal readers/followers that is mutually encouraging for all.

Comparison. Avoid comparison at all costs. There is only one you and you have a unique voice and mission. Be you. Look to others for encouragement and ideas, but do not fall into the trap of comparison.

Comparison kills contentment.

- Katie Hornor

D

Dream.

No dream is too big and no dreamer too small.

- Turbo from the movie, Turbo

Diversify. Diversify your income. Do not put all of your eggs in one basket.

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E

Education. The blog world and social media are always changing. Keep educating yourself.

Evergreen. Make your content relevant to your themes for more than just today. Creating evergreen content today, will save you work, and continue to bring you traffic, tomorrow.

F

Fun. Life is not all fun and games, but if you do not enjoy what you do, change what you do. If you don't enjoy creating pinnable images, hire it out. If you love writing and hate networking, hire someone to do social media for you so you can spend your best energies writing.

Family. People are more important than ANY profession. You will never regret putting your family before your blogging.

G

Grace. Let your speech be always with grace. Speak encouragement always. Never speak "down" to your readers/audience/community.

Goals. Make a written list of goals, planning them out with long term, yearly, monthly & weekly action steps to accomplish them and refer to the list often.

H

Help. We all need it. Don't be afraid (or too proud) to ask for and/or hire help.

Honesty. This is always the best policy.

I

Integrity. Do what you say you'll do, when you say you'll do it. Be someone others can count on and you will go far.

Innovation. You are unique with unique ideas. Don't be afraid to do/create something new and/or different.

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J

Journey. Blogging is a journey, don't be afraid to follow where God leads.

Just - the word you should NEVER use ("I'm just a ...") See comparison above.

K

Knowledge. Find something you're passionate about and become an expert, a source of knowledge for others on that topic.

L

Legal. Be legal. Stay up to date with state and government regulations for bloggers, vendors, giveaways etc. Pay your taxes, correctly and on time. It is NOT worth it to ignore the legal aspect of your endeavors.

Limits. Understand your limits and protect them. Likewise, respect other's limits.

M

Monetize. Every little bit helps, but don't expect one thing to consistently bring in money forever. Find a way to generate multiple streams of revenue.

Mentor. Seek to mentor someone a little bit behind you in life/bloggging. You have truths, lessons and encouragement to share.

N

No. Know the word. Use the word as necessary.

O

Online and offline, be consistent. Be balanced. Be real. Be yourself.

P

Progress. Strive for progress each day. You may not meet grand goals each day, but you can get one step closer.

Professionalism. This is always the best practice.

Passion. Be passionate about your calling.

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Promotion. When you find a good thing (or a good blog) promote it. It's what you would want others to do for you.

Q

Quality. Quality content is the key to successful blog. Quality work, quality standards: quality is what will set you apart from others.

R

Relevant. What you write and share must be relevant to your niche (theme). Staying relevant to your niche/topic will also help in your overall SEO results.

Relationships. Establish good relationships with brands, bloggers and your audience. This is another key to a successful blog.

S

Success is subjective. Do not measure your success by others' definitions. Set your goals and go for them! Rejoice when you have success! Rejoice with others in their successes.

T

Transparency. Be transparent and honest, but prudent with your audience. They will connect with a real person with real struggles.

U

Unique. You are unique. Your story is like no one else's and therefore cannot be compared.

V

Values, do NOT sacrifice your values on the altar of finances or fame.

W

Work. Blogging is work. Don't be afraid of it. Anyone in history who achieved greatness had to work hard.

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X

eXtra. If you can offer your readers/customers extra things they were not expecting you will **eXpand** your worth in their eyes..

eXcellence. Strive to be the best in everything you do. You be the standard for **excellence**, the **eXample** for all the other blogs in your niche.

Y

Yearly Accountability. Take the time at least once each year to evaluate you goals, evaluate where you are and set goals for getting to where you want to be.

Z

Zaney. There is something a little quirky about you that makes you you. Embrace the zaney and use it to your advantage. *Everyone* loves chocolate, but if you paint watercolors holding the brush between your toes, if you play the bagpipes, or if you collect rare shell fossils, *that* will make you memorable to others!

For more tools, classes and information on blogging and online business success, please visit www.ComoBlog.com

Katie Hornor is an international speaker, author, blogger/entrepreneur and dreamer. She and her husband reside in Mexico where they are leaders in the Spanish homeschool movement. You can follow Katie Hornor at

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