

Dead Blogs Don't Lie



The 7 Secrets You MUST Know To Create And Maintain A Wildly Popular High Traffic Blog

by Rose Mis

RoseMis.com
GetEdgeMarketing.com

© Rose Mis for Rose Mis Dot Com and
The Edge Marketing Group LC 2010
All Rights Reserved

ALL RIGHTS RESERVED

You are not authorized to copy, modify or remove any of the contents in this e-book. Nor are you authorized to monetize this e-book. However if you wish to pass along this e-book or offer this e-book as a bonus or gift, you are permitted to do so. Digital image and copyright protection is applied to this pdf through our proprietary software. Any unauthorized reproduction of content or images are subject to penalty of law.

LEGAL NOTICE

While all attempts have been made to verify information provided in this e-book, neither the Author nor the Company assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This e-book is not intended for use as a source of legal or accounting advice.

The Company wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations.

All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The reader of this e-book assumes responsibility for the use of these materials and information.

Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the reader.

The authors and Company assume no responsibility or liability whatsoever on behalf of any reader of these materials.

Any perceived slights of specific people or organizations are unintentional.

DISCLAIMER

“Every once in a while you may run into a typo or a grammatical boo-boo or two
but that only means I am human just like you” ~ Rose Mis

For The Benefit of FTC Compliance

***The author of this e-book receives compensation when products and services featured
herein are purchased.*

*Results are unique. Your results will vary and they depend on YOU taking the required
action to achieve the results YOU want.*

Parts of this e-book are an advertisement...

But basically....

*It's just me...a Big City Executive Chef and Copy Writing Connoisseur
trying to help you get what YOU want out of your blog and your life...*

*I am being HONORABLE and telling you UPFRONT
that I might make some money and that you may or may not...*

YOU are responsible for your own results !!

Table Of Contents

Inside This e-Book You Will Discover...

- ▶ *Why Writing GREAT Restaurant Menus Allowed Me To Become A Copy Writing Connoisseur*
- ▶ *Why I Started Blogging...How I FAILED Miserably... Lessons Learned*
- ▶ The Proof Is In The Rankings...
(The Internet's ONLY Form of Pudding...LOL)
- ▶ Why Blogs Are So Important To Me...
- ▶ My Very Cleverly Disguised *Hidden Agenda*... ;-)
- ▶ Ok...So Here Is My Sales Pitch...;-)
- ▶ All Righty Then...Time for the Meat and Potatoes !!!
- ♥ **Secret Number 1...**
Why Passion Is The Key to Everything
- ♥ **Secret Number 2...**
How To Make Your Passion Mouthwatering
- ♥ **Secret Number 3...**
How To Find Time For Your Passion

♥ **Secret Number 4...**

The Key To STAYING All Fired UP

♥ **Secret Number 5...**

How To Share Your Passion In A Big Way

♥ **Secret Number 6...**

Creating Community With Your Passion

♥ **Secret Number 7...**

The Secret POWER Of Passion

► **Additional Resources ~ Some Essential Blog Tools**

Why Writing GREAT Restaurant Menus Allowed Me To Become A Copy Writing Connoisseur



So Who Is Rose Mis Anyway...??? Well...that is my smiling face on the left over there. I am so pleased to meet YOU... I am a Big City...New York City to be exact... Chef who refers to herself as a Copy Writing Connoisseur.

That may sound a bit odd to you...but the reality is that... in order for me to sell a whole lot of food to a lot of people, I have to be able to write mouth watering menus that get people to actually taste the food before they order it... I sell alot of food and my customers LOVE what I sell them.

It wasn't until recently that I understood that being able to do something like that really is COPY WRITING at its best and that I have a HUGE talent for it.

Getting people to be able to PHYSICALLY TASTE something BEFORE they buy it requires an understanding of how the mind works and what triggers certain chemical reactions in the mind and the body so that people can draw on their "taste memory" and KNOW how something will taste before it even hits their taste buds.

To show you what I am talking about keep on reading....

Lavender and Rosemary Scented Roasted Chicken

Melt In Your Mouth Tender Slices of Slow Roasted Crispy Skinned Chicken Breast Infused with a Highly Aromatic Blend of Lavender Buds, Fresh Rosemary, a Hint of Garlic, a bit of freshly ground Tellicherry Black Peppercorns, pink sea salt and a squeeze of fresh Meyer Lemon served a bed of delicately hued saffron Basmati Rice, sauteed Crispy Spring Pea Shoots and perfectly cooked Honey Ginger Glazed Baby Carrots...

Sounds yummy right...???

 Well....maybe not if you are a vegetarian ;-) ... But for someone that LIKES roasted chicken...and is ready to eat...that description will trigger some things in their mind and they will actually be able to TASTE the dish that I just described to you...

That way they can make a decision about ordering that dish for dinner or not.

And that is what the point of all of this is...

Writing so that your blog will ENGAGE other people to the point that they can FEEL like you are having a conversation with them directly...and engage them enough so that they keep on coming back to read more and more of what you write and tell other people about it as well !!!

Why I Started Blogging...How I FAILED Miserably...Lessons Learned



I started blogging in early 2007.

The first blog that I put up on the internet was a blog that was very specific to the network marketing business I was working with at the time.

That was a BIG mistake.

The blog was really informative and had LOTS of really great company specific information in it. It also had a lot of training information in it.

It received a lot of traffic and I actually had people join my business through finding the blog on the internet and contacting me. At one point, it had a Google ranking of 56,137 which means that it was one of the top 100,000 sites on the internet.

Well...to make a long story short, the company that I was working with went *pftttttt* and I had to take down the blog.

THAT was a very sad day for me...a lot of work and nothing (or so I thought at the time) tangible to show for it.

I didn't get back into actual blogging until late 2008. I was too busy working as the Executive Chef of a high-end prepared foods shop on the Upper East Side of Manhattan and the 10 hour days were grueling. I was really lucky when I got 1 day a week off. And I used that one day to take care of my personal business, get some much needed sleep and do a tiny bit of snooping on the internet.

By mid 2008 the economy was getting really weird...and the owner of the store started panicking. Her sales were down and she was having a problem paying the bills... yada..yada...yada ([If you want to read the whole story it is on my blog ...;-\)](#)) Suffice it to say...the handwriting was on the wall.

Around this time, a guy from Australia...Yaro Starak...caught my attention. He was teaching people how to blog the right way. I got his free e-book and it had some GREAT information in it. He had a monthly Blog Mastermind going on and the price was so reasonable that I couldn't afford to say no. I learned alot from Yaro and his business partner Gideon Shalwick.

One of the biggest things that I learned was that the internet had changed radically since 2007.

There were millions more blogs and websites up and running than ever. Competition was FIERCE. People were having a really hard time "driving" enough traffic to their sites and their blogs to make the investment of time worthwhile.

Many folks were simply giving up and had stopped blogging because if they felt that if no one was reading their blog...it was Dead...hence...***"Dead Blogs Don't Lie"***.

On a positive note, I learned how to setup an SEO (search engine optimised) blog...what kind of WordPress plugins to use on the blog to HELP my blog get ranked better on Google...how to do some simple marketing that would bring people TO my blog...how to WRITE posts that are both educational and entertaining... and how to use my blog to build a subscriber base of over 500 people (and growing) that are interested in what I am talking about.

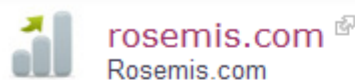
The Proof Is In The Rankings

(The Internet's ONLY Form of Pudding...LOL)

When the store closed early in March 2009...I made the decision to use the Internet as a way to earn an income. And the weapon of choice for my initial foray into the world of internet marketing was a blog.

I quickly slapped a blog up there...not taking the time to create a business plan for the blog...and within a couple of months I took it down. The message that I was putting out there just didn't FEEL right to ME.

So...I set up another blog...and this time I took the time to build the foundation of that blog the right way. **It worked.**



rosemis.com

Search

★★★★★
(No reviews yet)

302,463
Alexa Traffic Rank

59,529
Traffic Rank in US

32
Sites Linking In

No data
Online Since

Traffic Stats

Search Analytics

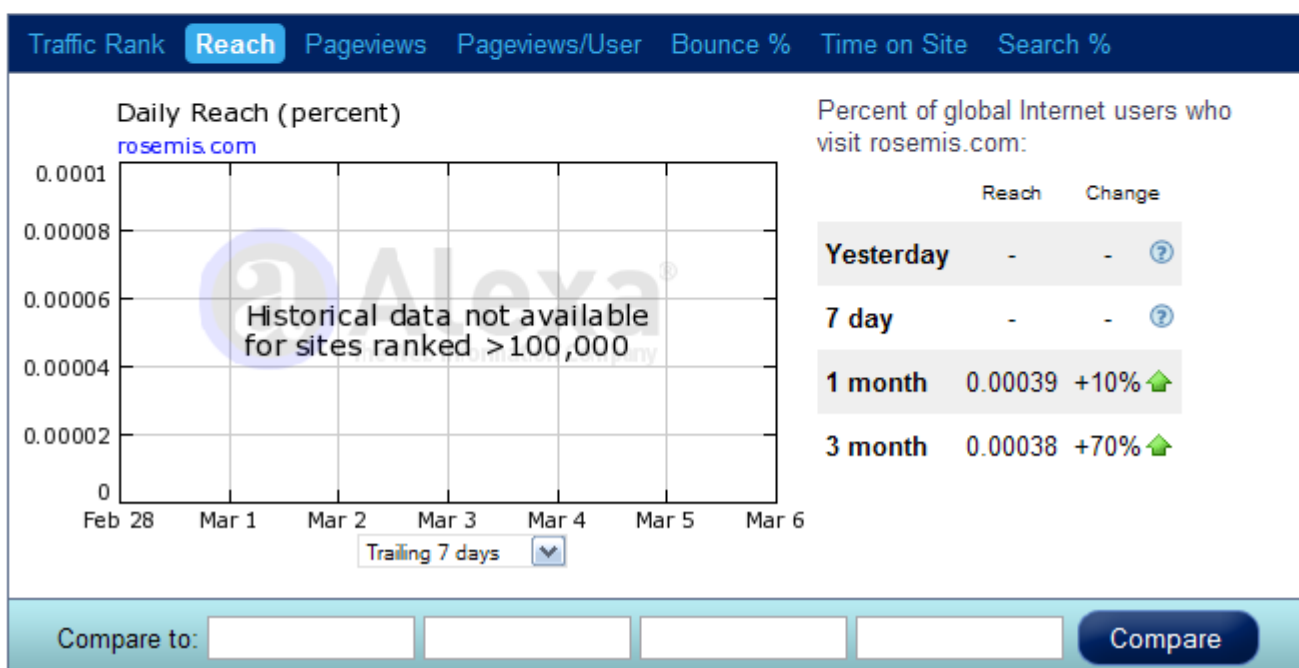
Audience

Contact Info

Reviews

Related Links

Clickstream



In two months I was able to create enough quality content to attract Google's attention, the attention of quite a few interested people and the attention of an Aussie Blogger named George Fourie.

George has built an incredible network marketing blogging community called thatMLMbeat.com. I was astonished when he reviewed my [Attraction Marketing Test Kitchen](#) blog and included it in his list as one of the top 50 blogs to watch in 2010. This helped the blog's readership grow tremendously.

Above you can see a screen capture shot of my blog's Alexa ratings on 3/8/2010...the blog is only 5 months old.

It is currently in the top 1% of the blogs in the worldwide blogosphere and I expect that it will be in the top 100,000 blogs in the next 12-14 months.

A lot of the blog's popularity is due to the fact that I have a slightly different perspective on marketing because of my Culinary background and people like how I am able to tie most things that are related to marketing to food in one way or another.

The other reason is that I am a frequent commentor on many other high quality industry related blogs. I make sure that I GIVE VALUE with my comments and ADD to the overall conversation.

Why Blogs Are So Important To Me...



Authority blogs have serious clout on the internet.

The information that I blog about is so useful and so compelling to small and home business owners that I have lots of people subscribing to my blogs.

It also means that I have grown a COMMUNITY around the blogs.

This does several things for me.

First of all it establishes ME as an EXPERT in my field.

Secondly people buy my products or the products that I recommend because of the reputation that I have built through my blogs. (This creates an additional revenue stream for my business.)

Thirdly...and this is the most important of all for me...I am building a list of HIGHLY TARGETED subscribers to my blog that HAVE GIVEN ME PERMISSION to e-mail them when I have some really cool...or really juicy information to share with them.

These are people that I can stay in contact with for as long as THEY CHOOSE to receive information from me. And I know that as long as I provide GREAT value to them...they will stay subscribed.

I can maintain this relationship with them for YEARS. And if I do it right and respectfully...I am able to MONETIZE this list because of the RELATIONSHIP that I have built with the people on the list.

There are some PRO-BLOGGERS that earn a consistent mid-five figure MONTHLY income solely based on the reputation that they have built for themselves through their blogs. This did not happen for them overnight...and it did not happen for them because they stopped blogging when it looked like no one was listening. They kept on blogging IN SPITE of minimalistic initial results.

I have alot of subscribers to my [Attraction Marketing Test Kitchen Blog](#). That number increases EVERY day. It was slow going in the beginning that's for sure. But..the only way that I am going to lose the momentum that I have built is to STOP BLOGGING.

BUT...as a result of the consistent effort I put into the blog...the results are showing up faster and faster. Every day the number of people that WILLINGLY opt in directly from my blog to receive my weekly "Success Recipes" e-Newsletter increases.

I am earning a CONSISTENT monthly income because of my blog.

Here is something for you to think about...

***MOST people that are looking to generate an income online
NEVER even earn \$1.00.***

Here is a VERY SIMPLE FACT...

***Until you learn how to consistently earn \$1.00 a month...you will NEVER be able to
consistently earn \$100 a month...\$1,000 a month...\$10,000 a month.***

My Very Cleverly Disguised *Hidden Agenda*... ;-)



The purpose for writing this e-book is very simple.

I want YOU to be able to achieve the same results that I have... with YOUR blog.

I LOVE helping other people get started blogging properly. I LOVE what I do...because I blog about the things that I am passionate about. And what that results in is ... I LOOK FORWARD to blogging which means that **I BLOG CONSISTENTLY** which, unfortunately, is something that MOST people don't do.

The internet is littered with abandoned blogs because their owners simply GAVE UP and QUIT. Those folks weren't blogging for the right reasons ... they were blogging about something that wasn't near and dear to their hearts and they didn't have the right mindset to keep on blogging.

Blogging truly is a labor of love. For some people it is a way to create a living journal about their passions that could quite possibly turn into a revenue opportunity if that is something they wish to have happen.

For many small business owners it is a highly cost effective way in which to leverage their time and marketing efforts as well as improving their current levels of customer service. For others, blogs are the internet's version of Reality TV. Blogs are tremendously versatile. Their reach can be huge and they are so simple to setup that literally anyone can start a blog right away.

Blogging does takes time and effort. I have seen alot of people give up blogging when they don't see immediate results for their efforts. When you stop blogging, your blog dies. ***Dead Blogs Don't Lie* is not your typical how to install a blog and use the right plugins to make it perform better blogging e-book. (Don't worry...I am providing a list of resources that you can use right away at the end of this e-book.)**

Rather, *Dead Blogs Don't Lie* is about the psychology...the mindset... required to have a thriving, well read, well ranked and possibly even profitable blog.

One of the reasons that I am seeing success with my blogs is that I love to help other people get started blogging right.

I teach people what has worked for me and I work with them one-on-one or in small groups so that they can follow along and benefit from everything that I have learned and implemented in my own blogging adventures.

I don't promise overnight riches or success. But, I do know that the folks I work with and that follow in my footsteps are seeing results they did not think were possible before we started working together.

Obviously ANYONE can TALK about what it takes to be successful right...??? I just don't talk about what it takes to be a successful blogger. I SHOW people HOW I do it and HOW to think in a way that gets THEM results.

I am so very proud of the folks that I work with. They have taken the time to study what I talk about ... they implement my techniques and they get results. It is through helping other people that I am able to help myself !!!

So let me introduce you to Laura Denktash...Officially known as the ***"Rose Diva" and a serial entrepreneur with MANY diverse PASSIONS in her life !!***

Laura has been able to create a solid internet EMPIRE through using blogs as part of the foundation of her business...

Take a minute to click through the links below and you will see her MINDSET and strategy alive and booming... truly inspirational and something that I am proud to have had a hand in helping her create !!!



[Laura's Personal Blog](#)

[The Rose Diva](#)

[The Cookbook Coach](#)

[The Cookbook Advertiser](#)

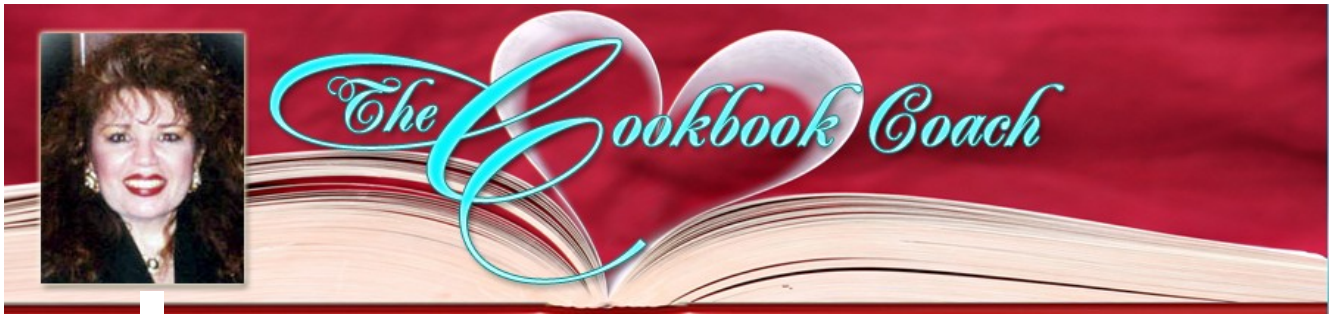
[International Association of Cookbook Writers](#)

[Archangels and Aura-Soma](#)

[The Radiant Cougar](#)

[Brilliant Branding](#)

[Online Virtuosity Coaching](#)



Hi Rose...

Meeting you online on Facebook after I lost my corporate job was one of the greatest things that happened to me last year! That was March of 2009, and so much has happened since then.

We became fast friends and I'm so glad we began speaking by phone regularly. Somehow, we just seemed to "click" It was a real *East-coast-meets-West-coast* type of thing!

I was just at the beginning stages of creating The Rose Diva website to showcase my cookbook. I remember how impressed you were with everything I had done, and you were also very supportive of me.

Being recently unemployed, that was something I needed.

But I knew what I had to do, and you seemed to easily share my vision. You even wrote a few pieces about me, which I truly appreciated!

One thing I do remember is you telling me that I needed to **start blogging**. You told me I had a lot to say. I was not quite ready at the time, but little-by-little those words "blogging" and "WordPress" kept entering our conversations.

It wasn't until after I launched the Cookbook Coach in late September 2009 that I was ready to become a blogger. My biggest advantage? Having you as a teacher! You patiently waited for me to be ready, and when I was, you offered your training to me. What a gift! Our exchange of knowledge and technologies was absolutely stellar! The results have been amazing!

Well...the rest is history. I took the ball and ran! And what fun I've been having! I now love my personal blog! And yes, I will say "I can't believe I didn't start blogging sooner!" But that is OK... When the student is ready the teacher will appear! And you did!

I'm so happy we are friends of the highest type...with a relationship based on sharing, collaboration, and mutual respect.

Anyone who gets a chance to work with you will be truly blessed!

[Laura Denktash - LauraDenktash.com](http://LauraDenktash.com)

Another group that I am equally proud of is **my class of "Baby Bloggers"**. These ladies are learning the proverbial "blogging ropes" from the ground up. They blog about their passions and are building the foundational structure of their blogs post by post.

Some of them are already developing a crowd of their own fans. You can read all about them by visiting ["Blogging Baby Steps"](#) which is a post that I wrote acknowledging this group of diverse...determined women !!

Are their blogs the most highly trafficked in the world yet...NO. But...they are doing something that most people do not do ... they are **TAKING ACTION** and blogging on a schedule that works for them and their lives.

And...as time moves forward...they **WILL** see the results that they are looking for as long as they continue to do what they are currently doing !!!

My name is Holly Harris and I have had the privilege of working directly with Rose Mis since August of 2009.



My background is in commercial real estate sales and I was a partner in a design/build firm for 20 years before making a significant career change in 2007 to explore the world of network marketing.

I was involved primarily with a high end direct sales company, and I had **very little first hand experience with social media marketing or blogging**. I truly wanted to understand **how to use these strategies effectively**, but I

found the whole concept daunting to say the least. And then, luckily, my path crossed with Rose.

Rose took a group of us "**her baby bloggers**" - by the hand and proceeded to give us a very thorough education in the "**art**" of blogging effectively, infusing us all with her contagious enthusiasm and impressing us daily with the depth of her knowledge.

Rose is a phenomenal, tireless teacher, a walking encyclopedia of information and know-how. She consistently **leads from a place of service**, and it is clear she derives great satisfaction from **assisting each of her clients to find their unique voice and how best to share their gifts and talents**.

Rose de-MIS-tifies the entire process, and for me, moved blogging from feeling like an overwhelming experience to a fun, engaging and effective form of expression.

From the absolute beginner to the seasoned veteran, in my humble opinion **ALL can benefit from some individual attention** from the great Rose Mis. She really knows her stuff!

[Holly Harris - AskHollyHarris.com](http://AskHollyHarris.com)

Ok...So Here Is My Sales Pitch...;-)



I am writing this e-book for a couple of reasons!!!

**The first one is to HELP YOU
through my experience.**

**And the second
is to HELP MYSELF through HELPING YOU !!!**

So here is the DEAL !!!

Take some quiet time to READ this material ... and do the exercises that I have included ... they really will help you. If you like what you read ... and you think that you might be interested in getting more information like this from me on a weekly basis ...

[Go to my blog](#) ... and SUBSCRIBE to my e-Newsletter.

If you don't like what I am writing about ... you can always unsubscribe ... no hassels ... no headaches ... no hard feelings !!!

If you REALLY like this information and you send it on to two other people that download the e-Book ... I will send you a series of four (4) one hour audios that you can listen to as many times as you like to help you stay on track with your blogging.

And, for those of you who ***KNOW in your heart*** that working with someone one-on-one will move you through all of this more quickly... **I have a special training offer that includes up to four (4) hours of personal time with me and a customized blog installation that simply can't be beat !!**

I have to limit this offer to 100 people because of the one-on-one time involved in getting everyone setup properly...Not to worry though...I will let you know when the offer opens up again if you are subscribed to my Newsletter !!

[You can read all about my "Special Offer For Bloggers" by visiting my training blog !!!](#)

And...by the way...I am sure that you have already figured out that I am a network marketer. **HAVE NO FEAR ... this is not some sneaky way to get you INTO MY BUSINESS OPPORTUNITY.** You will NOT find any links to a business opportunity on ANY of my blogs.

I have a process that I take people through to see if they really meet the qualifications that I have for my primary business opportunity. And...**unless YOU ask me for the information directly ... I am not going to SPAM you with it.** You already get enough of that junk anyway...don't you...???

There are tons of links on my training blog that will give you access to **LOTS of FREE** business and network marketing training. **IF YOU LIKE the FREE TRAINING...** you just might want to take advantage of some of the paid options. But...that is entirely up to you.

If you are not into network marketing or direct sales...you will still benefit hugely from the information on the blog. All of **the information is designed to help ANY small or home business owner**...I personally think that even some BIG business owners could benefit from it as well !!!

If you do decide to sign up for any of the paid training offers that are on my blog (and I hope you do if they make sense for you and your business model) I will earn a small commission from the owners of the training companies as long as you remain an active subscriber in their program.

I personally use or have used everything that I recommend. And I NEVER recommend anything that I don't find beneficial in running my business on a day to day basis.

It really turns my stomach when I see people promoting things that they would never use themselves. There is something really sleazy about that and it doesn't follow the Golden Rule ... "Do Unto Others What You Would Have Done Unto You". The Universe really does have a way of doing to you what you do to other people...with LOTS of interest attached !!

All Righty Then... Time for the Meat and Potatoes !!!

Secret Number 1 - Passion Is Key To EVERYTHING !!!

*Its NOT what you say no to that will
profoundly affect your life...
It's what you say YES to...
YES to your DREAMS
YES to your VISION
YES to your PASSION*

**This next statement is not going to surprise you...
Blogging really is not something "new" any longer.**

There are thousands upon thousands of blogs on line today.

And there are LOTS of resources out there that can help bloggers create great blogs. It really is so much easier to do today that it was even just a couple of years ago.

So with all of these resources available to people, **WHY is it that so many blogs get abandoned and die...???**

I honestly believe that it has to do with what I call **the "Blog Rush"**.

EVERYONE SAYS that you have to have a blog in order to establish a presence for yourself on the internet. So what happens...???

EVERYONE rushes out, sets up a blog and starts blogging about what they THINK they should be blogging about...and MAYBE 3% of the bloggers out there are TRULY blogging about what they really SHOULD BE blogging about.

So exactly what SHOULD people be blogging about...???

Taking a superficial look at why so many blogs are abandoned, three things pop into my mind very quickly...

- ◆ The blogs don't get enough traffic to make the bloggers FEEL as though blogging is worth the effort so they just STOP blogging...
- ◆ The bloggers simply don't have enough time to blog ENOUGH to create a good solid foundation of information for the blogs so they just STOP blogging
- ◆ The bloggers flat out lose interest in blogging about whatever it was they started blogging about and they just STOP blogging

When people ask me how to get started blogging, or how to get more traffic to their blog, or how to find something interesting to blog about...

I have them do a couple of exercises to help them GET CLEAR about what they really SHOULD be blogging about.

**I am inviting you to play along with me and do the following exercise !!!
Some of this might seem a bit strange to you...BUT...it WORKS !!!**



Take some time ... grab a piece of paper and something to write with ... take a deep breath ... exhale ... and let your mind play with the following question...

*"If you could describe your average perfect day...without limitations or consequences...
what would it look and feel like...???"*

I HIGHLY encourage you to NOT censor anything...and keep in mind I am asking you to think about your "average" perfect day...like a Monday to Friday kind of day so that means work is included...NOT the one and only day that you go bungee jumping from the top of the Empire State Building with no parachute... LOL ... you know what I mean !! ;-)



***You KNOW when you are on the right track when you start smiling...
and you feel really good and at peace with what you are thinking.***

WRITE that down...and keep on writing until you have written out a day that makes you smile and sigh with the joy you find in it...

I KNOW that some of you are thinking that I have fallen off the deep end...
gone all New Agey and woo-woo on you and that is OK...
do yourself a favor... play along with me for a bit ...
do the exercise anyway and STOP limiting yourself ...

***The ONLY way for YOU to HAVE that perfect day is to KNOW
what it looks and feels like FIRST !!***

This exercise ... if you keep on working at it and writing down your thoughts... will do several things...

♥ It will help you discover or re-discover your CORE VALUES ... the things that are MOST important to YOU as a human being

♥ It will allow you to discover or even reconnect with the things that you have a deep-seated PASSION for...things that light you up like a Christmas Tree on Christmas Day

♥ It will allow you to see what you must GET RID of in your life ... so that you can start having enough open space around you ... to have ROOM for the things you WANT to come into your life

**I do this exercise at least every three months to make sure that what I am doing is in ALIGNMENT with my values and the life I choose to live.
And I recommend that my students and clients do the same.**

The next thing that I ask everyone to do is write an autobiography that we end up crafting into the "About You" page of your blog...

NOPE...you are NOT ready to start blogging yet...

I know that this is alot of writing BEFORE you start blogging...
but doing this BEFORE you start blogging will pay off HUGE ... !!!

In your autobiography I want you to write about three major things...

- ♥ Who you are in life...
- ♥ What life means to you including some of the significant things that have had an impact on you and your life so far...
- ♥ What your outlook for the future is...

EVERYONE has a story to tell...and ***YOUR STORY is what makes YOU UNIQUE*** in this world. This is what makes YOU SPECIAL. THIS is what people love to discover about OTHER PEOPLE !!! It is what connects people to one another.

**When you write your story for everyone to read...
here are some things that you should REALLY consider...**

If you are looking to build rock solid readership that is based on you having a GREAT relationship with your audience...***YOU ARE GOING TO HAVE TO GET NAKED.***

Calm down...NO...not literally naked...
but your audience wants to have someone that they can RELATE TO...
someone AUTHENTIC and TRANSPARENT.

There are some pitfalls with AUTHENTICITY...

You can actually turn off your audience if all you do is talk about yourself...
what you had for lunch...how cute and clever your kids and dogs are...

The other big problem with authenticity is that it's scary to put your "real self" out there for everyone and anyone to see...

Your information will be seen by your mother, your neighbors and your high school English teacher. It will also be available to any number of random strangers through the various search engines that will be indexing your information...affectionately referred to as the "Google Paper Trail". Some of those folks can only be characterized as "weirdos".

***This is why this "About Me" statement is SO important.
YOU get to set the boundaries for what you WILL and WON'T share.***

This story about you is handcrafted so that it allows people to get to know you in a way that is comfortable FOR YOU... while being engaging enough for them... so that YOU get to shine through in a very authentic manner. And you are setting the tone for your blog ... before you start blogging !!!

**The third thing that you MUST DO is really get clear about
WHAT you are most PASSIONATE about in life !!!**

Let me give you a definition of passion that I heard years ago
and it has stuck with me ever since...

Passion is the element that makes a difference in individual lives, businesses and families. Passion is what sets great people apart from average ones and excellent businesses apart from mediocre ones. Passion is one of the main ingredients in the recipe we call "living an effective life" ~ Chef Robert Steiner

Passion has defining characteristics...consistent qualities. Passion is DIFFERENT for every single person in the world. So let me give you a summary of the key qualities that it takes to be passionate in life... ~ Pastor Brett Allen

Conviction ~ Conviction is something that you FEEL. Something is going on. Something is encouraging you...challenging you...guiding you. Your convictions shape who you are.

Confidence ~ Confidence means that you believe in something. It is impossible to be confident about things that you do not believe in. And that means it is impossible for you to be passionate about something that you have no confidence in.

Courage ~ Courage means that you are willing to do whatever it takes. It means that you are willing to risk. It takes GUTS to risk. Most people FAIL because they don't have enough GUTS to do whatever it takes. Courage comes from passion. There is an enormous difference between a "Big Thinker" and a "Big Doer".

Credibility ~ Credibility is IMPOSSIBLE to fake. It is directly linked to AUTHENTICITY and HONESTY. Credibility allows people to BELIEVE in YOU and TRUST YOU. People need to KNOW on a gut level that "YOU are worth following". A lack of credibility leads to a lack of results.

Character ~ When you have character...you are transformed by your passion. True passion will consume you and as it does...your actions, thoughts, words and the way you see OTHER people changes. You are consumed by what you believe. Your passion changes you. And as it changes you...it helps other people change as well.

Communication ~ Communication is about sharing your passion. Passion directs your conversations. When you are passionate...your passion becomes what you always want to talk about. When you are passionate...your communications reflect that passion. What you spending the most time discussing is a good indication of what your true passions are.

Contagious ~ Passion is contagious !! If you are passionate about something people will FLOCK around you. Passion CREATES credibility and IGNITES excitement in others. Passion RIPPLES outward creating a "BUZZ" that is irresistible to other people !!

Your Passion Will Help You Stand Out In The Crowd



I am sure that you have heard it many, many times...

In order to be really successful at something...

You need to be passionate about it.

If you take a minute to think about it...

I am sure that you can think of many examples of successful people that are totally passionate about what they do.

They simply leak their passion about something wherever they go and into everything they do. And other people are attracted to them like moths to a flame.

I call them "*Passionistas*" and their numbers are growing.

You may be wondering what this has to do with blogging. Well...I think that it has EVERYTHING to do with owning a wildly popular, high trafficked blog.

If you recall, earlier I mentioned that you need to do something that will allow you stand out from the crowd...to rise above all of the "white noise" that bombards us on a daily basis.

The **EASIEST** way that I have found to do this in my own life is to do something that I am passionate about. The same thing works for blogging. If you **blog about something that you are truly passionate about** ... all of the passion qualities that I wrote about earlier will be there effortlessly.

People will want to read what you have written because they will be able to FEEL you through your words. They will tell others about your blog because people like to tell other people about GREAT things that they can benefit from. Your blog will THRIVE because people LOVE what you are blogging about !!!

Here is a list of questions to ask yourself to help you find YOUR passion... I do recommend that you WRITE DOWN your answers... It makes this whole exercise alot more valuable !!!

♥ What are the 30 things that you LOVE to do in life...??? (Don't stop writing until you have 30 things down on your piece of paper !!!)

♥ What do other people tell you that you are good at...???

♥ What things do you do excellently without any real effort on your part...???

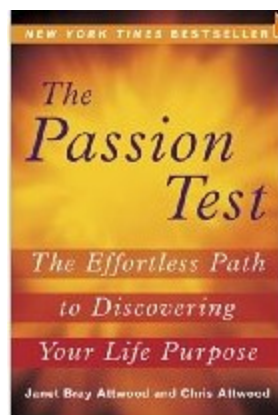
- ♥ What do you do for hours on end without even being aware of time passing or of other people around you...???
- ♥ What do you like to talk about for hours on end without getting bored or tired...???
- ♥ What do you think are your natural talents or gifts...???
- ♥ What do you like to learn about ... to read about ... to research...???
- ♥ What do you think that you could write about EVERY DAY knowing that you won't get paid for writing about it...???

The questions above are only a STARTING POINT for you to discover what your passions in life are. I have found that my list of passions changes as I move through the different stages of my life.

I would highly recommend that if you really want to delve deep into your passions, do some research on the subject matter and start reading some books about it.

***The Passion Test: The Effortless Path to Discovering Your Life Purpose by
Janet Attwood and Chris Attwood***

Is an incredible book that I find myself referring back to time and again when I need to get some clarity about the PASSIONS in my own life !!



Secret Number 2 - Making Your Passion MOUTH WATERING



*Be YOURSELF...
Above all...LET
WHO you are...
WHAT you are...
WHAT you believe...
SHINE through
EVERY sentence you write...
EVERY peice you finish !!!
John Jakes*

Let's jump right into writing about your passion in such a way that people will be compelled to keep on coming back for more !!!

I truly believe that by figuring out how you can provide the most value ... and by that I mean providing solutions to other people's needs ... problems ... and frustrations ... you have the key to a truly successful blog right in your fingertips !!!

By identifying what you are passionate about ... **YOU** have the ability to identify a problem that people are struggling with.

Through your personal experiences...you have found a **YOU-nique solution** to that problem.

Through **effective blogging**, you can show other people **HOW TO solve that problem** for themselves and become established as an authority figure in your area of expertise !!!

Let's take a look at Oprah Winfrey for a minute. Oprah is NOT a blogger. But she IS an international television icon !! She is best known for her unique, compelling style and personal revelations as talk show host of The Oprah Winfrey Show, seen by over 20 million viewers a week, in 105 countries.

She was the first African-American woman newscaster in Nashville, Tennessee. She didn't last long as a reporter because of her lack of emotional detachment from the stories she covered. While working in Maryland, Oprah was moved from the news to an early morning talk show. In this format, Oprah was relieved to ***finally be able to be herself for the first time: "It was like breathing to me. Like breathing. You just talk."***



The popularity of the show stems from Oprah's emotion, vulnerability, and compassion as a host and interviewer. She was the first to establish a special connection with her audience by sharing her personal life, ranging from anecdotes about her life-time partner Stedman Graham, to her emotional revelation of her own childhood sexual abuse. (And I am NOT suggesting that YOU do the same thing if it is not comfortable for you and not pertinent to the topic YOU choose to blog about !!)

Although there have been the usual sensational topics on her talk show, Oprah says she views the show as "a teaching tool" and a platform to help people change their lives.

This is **EXACTLY** the same thing that I do when I talk to people about food... I engage them by listening to what they are talking about. I respond to them by creating a mouth watering... tummy tingling conversation about foods that they want to hear about. And... I also use those conversations about food to educate people and to get them curious enough to taste and try NEW things (and make lots more sales) !!!

This is what I do with my blogs. My blogs are focused around network marketing, internet marketing, social media marketing, mindset and home business training. (I know those are REALLY broad categories... I am giving you an idea here... NOT my specific keywords...LOL)



So..what I have done... because I think of EVERYTHING (20 some odd years as a Pro Chef really left an impression on me ;-)) in Kitchen terms ... recipes ... production schedules ... customer relationships ... marketing and profitability...

I created the "**Attraction Marketing Test Kitchen**" and I write about things that appeal to what I call a crowd of "**network marketing and social media apprentices**" that are



looking for answers to the challenges that they have with Network Marketing and Social Media. LOTS of people like what I write about and the way that I write about it. What it comes down to...is that I am just being me and speaking from my heart about things that totally get me FIRED UP !!

Along this same line of thought ... if you are able to find a specific want... need...hot button...in YOUR area of passion... something that no one else is talking about in the way that you feel or talk about it... you have the key to an amazingly popular...high traffic blog as well !!!

Here is something to remember...

Just because there are other blogs that cover a topic that you're passionate about, doesn't mean that you can't blog about your favorite topic. My goodness... I think that internet marketing and network marketing are some of the most highly discussed topics on the internet.

BUT...and this is really important... if the market is big enough...there will be plenty of room for multiple blogs in that area ... especially if you can do a better job of it than anyone else. And... I have YET to find anyone that is blogging about things exactly the same way I blog !!

Secret Number 3 - Finding The Time For Your Passion

*Time to WRITE isn't something
that you HAVE.
It is something that you MAKE !!!*

**Here is a VERY BOLD assertion... !!!
There is NO SUCH THING as time management !!
There is ONLY self management...**

HAVING time to write isn't something that most of us have built into our busy schedules. Writing is something that you must make time for. You make time for writing by scheduling it into your day.

Let's face it... life is really getting busier and busier. There are more things TO DO than there are hours in the day right...??? Remember that exercise in which I asked you to describe your average perfect day...???

When I do that exercise for myself... I ALWAYS make sure that there is time in my day to write for my blog. It is something that I LOVE to do. It is also part of the legacy that I am creating for my family when I am no longer here ... **"A life worth living is a life worth recording" ~ Joe Schroeder**

Sometimes, it just might have to take the place of something else that I want to do, rather than something else always taking the place of writing. This is where my attitude about blogging and my vision of helping as many people as possible comes into play.

When I find myself saying or thinking...

"I'll do it when I have the time"...



I STOP myself RIGHT THERE... I step back and ask myself what am I really saying to me over here. I listen very carefully to that internal message.

I have learned that **when I put something on the back burner over and over again...I am telling myself that it really isn't important...**that it isn't important enough to put at the top of my To-Do list. And when it comes to blogging...that just isn't so for me !!!

To be really brutal here... Doing something like that is a COP-OUT. When I don't honor my commitment to blog... I am not honoring my word to myself and to lots of other people that LOOK FORWARD to what I blog about.

So what do I do to manage myself so that I do have the time to blog frequently enough to keep the blog well read and well trafficked...???

When I was just laying the foundation and structure for my blog, I scheduled three hours a day to write great content, do my keyword research and market the content of the blog.

It was a VERY hectic pace with all of the other things that I have going on with my business. But I knew that having a great blog would be one of the cornerstones of my business and that in the long run...the initial inconvenience would out-weigh the temporary discomfort I was feeling. So...I just wrote my way through it.

Because of the amount of initial researching and writing I did...I was able to comfortably post 3-4 times a week for several months and maintain my post quality and increase my subscriber base at the same time. Which helped me gain alot of momentum with my Alexa ratings. Google LOVES FRESH relevant content. Google rewards you for providing that by giving you GREAT organic listing placements for FREE.

When I made the decision to write this e-Book...I changed my posting schedule to 2 times per week. As soon as this is published...I will be back to posting a minimum of 3-4 a week. After all... I want all of my new subscribers to have lots of new really cool...helpful information to read ;-) !!!

So...YOU will need to create a regular schedule to blog. It should be pretty aggressive in the beginning...3-4 posts per week. As your blog gains momentum and readership... you can taper back posting to about 2-3 times per week !!

Your blog will not write itself. And until you **KNOW EXACTLY** what your audience likes to read...it is best to do your own writing. You **CAN** hire someone to write for you...everyone is talking about the “Four Hour Work Week” (Tim Ferriss) and **OUTSOURCING**...but I only recommend that as a time leveraging strategy **AFTER** your blog has been established and people have fallen in love with you and your content. And you can afford to pay someone that is able to write like you !!!

Secret Number 4 - The Key To Staying ALL FIRED UP !!!

*Desire is the key to motivation...
BUT
It's the determination and commitment
to an unrelenting pursuit of your goal...
a commitment to excellence...
that will enable you to attain the success you seek.
Mario Andretti*

There are no tests designed to measure what's in the heart of a man or a woman...

The key to winning BIG is inside of the individual person.

It is their integrity...their people skills..their character.

Once they develop the winning edge...

They become UNSTOPPABLE...

They are a force to be RECKONED WITH...

They are the LEADER that people are LOOKING FOR.

Here are 10 things that EVERYONE needs to WIN BIG in Life and Business



Get Excited.

People cannot handle any more negativity. They can't handle any more wimps and whiners.

90% of the population can stay excited about something for 2-3 months and then they are done with it and on to something else.

7% of the population can stay excited for 2-3 years.

3% of the population can stay excited for 20 or 30 years...

however long it takes to be successful.

Those are the folks that win BIG.

Those are the success stories that we all hear about.

Follow
your
dreams...

Become a Dreamer Again.

You have got to **have a great big fat dream** that lights you up like a Christmas Tree.

It has to be so vivid that whenever you think about it your heart starts pounding in your chest. It's the dream that keeps you awake at night trying to figure out how you are going to make it happen.

**If you don't have a dream like this you are dead in the water when things get tough.
You will have nothing to keep you moving forward and you will quit.**



Feel GOOD About Yourself.

You have got to **OBLITERATE the words I CAN'T** from your vocabulary.

You have got to bury them and let them rest in peace.

They can never fall from your lips again..they can never enter your mind again.

When you banish those words of lack and limitation from your vocabulary and yec'r mind

... YOU CAN DO ANYTHING...YOU BECOME UNSTOPPABLE...



**If you don't stand
for something,
you'll fall for
anything.**

Stand For Something.

People are fed up with wishy-washy lookie-loos...fence sitters.

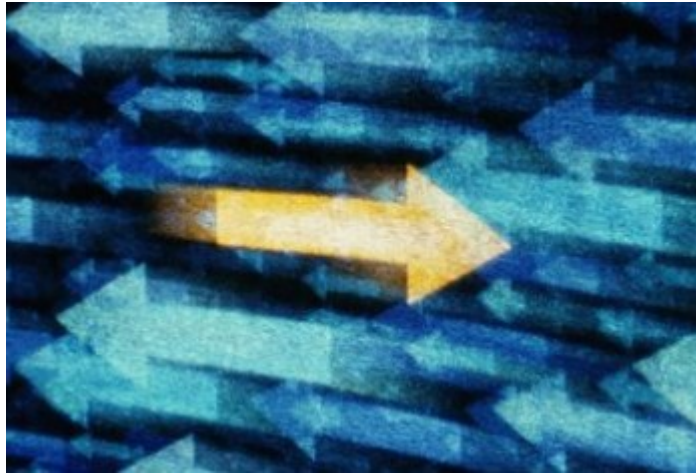
**People are looking for...they are demanding honest LEADERS
with integrity to step up and reveal themselves...to LEAD.**

People are tired of the con artists...the shills...
who are willing to sell any kind of junk to just make a buck.

People are clamoring for honesty.

When **you step up** and stand for something,
when **you speak with integrity and honesty...**
the right people **will hear you and flock to you.**

You become the leader that they have been searching for.



Get Used To Being Controversial.

You have got to be controversial. When everyone is zigging...you need to be zagging.

If you are doing exactly what everyone else is doing you are average and ordinary. You are nothing more than mediocre.

If you want everyone to like you...mediocre will do the trick just fine.

When you choose to be controversial... you become extraordinary.

Lot's of people won't like you. Get used to it.

You CAN be awesome and tough at the same time.

The RIGHT people will appreciate you for it.

**And they will join forces with you because
you are singing a song that is music to their ears.**



Get Totally Committed.

You must be totally committed to what you are all about.

You can't just try something out to see if it works for you.

You can't become successful by dipping your big toe in the water to see if the temperature is just right.

It's all or nothing. JUMP IN and SWIM.

You have got to be committed to doing whatever it takes to get the job done.

Commitment gives you the courage you need to fight back..to motivate yourself when things get tough. And trust me....things will get tough. Things will not always work out the way that you want them to.

Commitment gives you the strength you need to pick yourself up for the 8th time after you have fallen flat on your butt 7 times. It gives you the strength to talk to one more person after 100 have said NO to you. It gives you the strength to learn the skills that you need to master a new piece of technology.

Commitment gives you confidence...

it strengthens your faith in yourself and what you are doing.



Treat People Right.

You have got to treat people right.

You have got to LOVE people.

You have got to CARE about them.

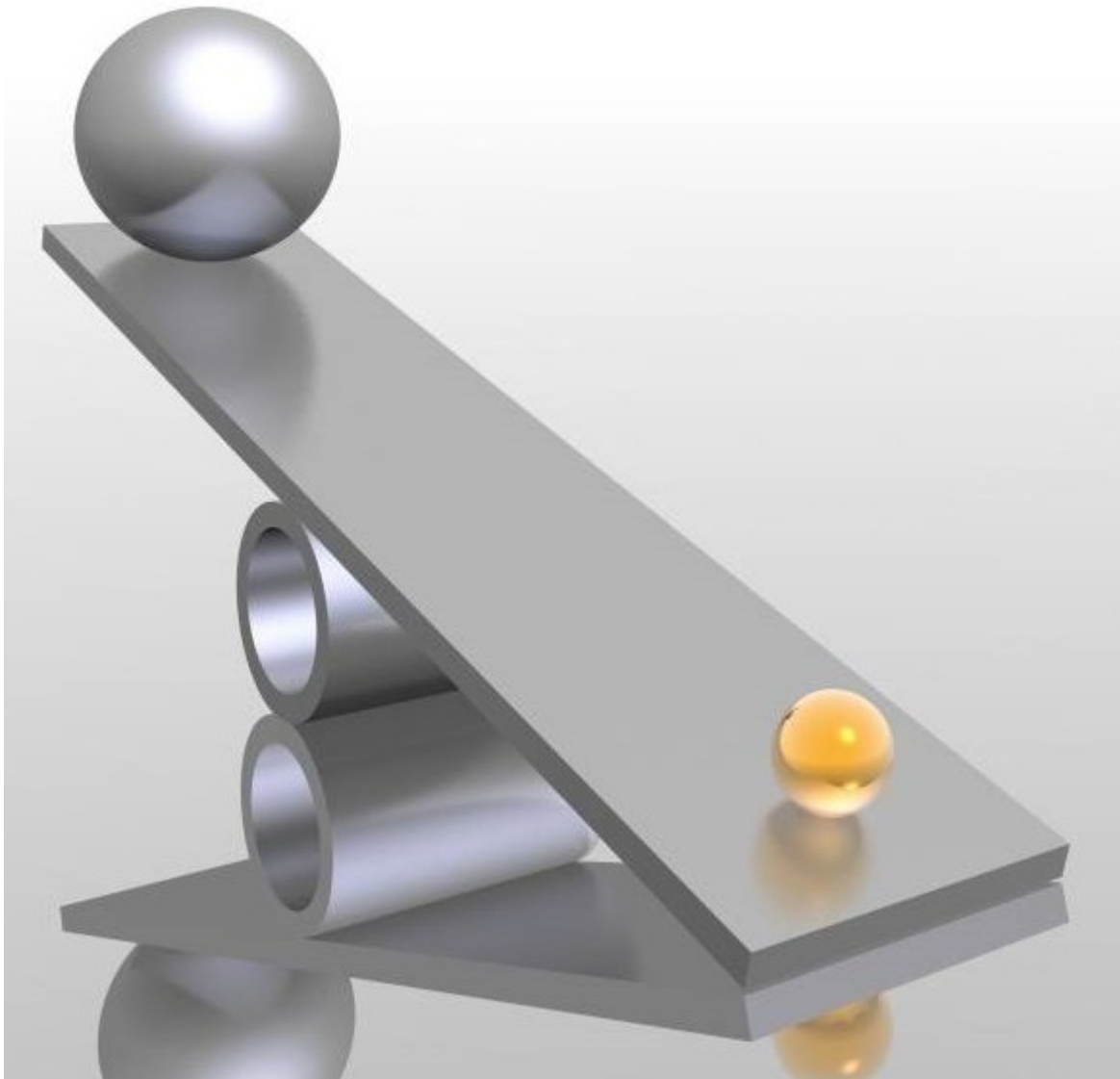
You have got to be willing to get hurt once in a while so that you can show people how GREAT they really are.

Everyone wants to be SOMEBODY. Everyone wants to know that they are IMPORTANT.
Everyone wants to know that they are VALUABLE.

Everyone wants to be APPRECIATED.

When you choose to speak a person's GREATNESS INTO THEM, when you choose to show someone just how IMPORTANT THEY ARE..

YOU just became the miracle that they are looking for.



Have The Right Priorities.

You have to have the right priorities. You are a holistic being. Your life must be in balance. Tunnel vision doesn't cut it.

If you have a lousy spiritual life... or a lousy personal life... ultimately your business will pay the price for your imbalance.

YOU are your business. If you are not thriving personally or spiritually... it will show up in your business sooner or later. **The healthier you are...the healthier your business is.**

Take the time to work on all areas of your life. Your business will be stronger for it.

NEVER EVER
EVER
GIVE UP!



Have The Heart of a Champion.

You have got to have the heart of a champion.

The desire and will to win is EVERYTHING.

You have got to get FIRED UP and STAY FIRED UP.

You are here to make a difference with your life.

You have got to be willing to pay the price and a little bit more to do that.

You have got to be mentally tough and you can never...ever quit

QUITTERS NEVER WIN and WINNERS NEVER QUIT.



Be A Leader.

You have got to be a leader. **Leadership is EVERYTHING.**

This world desperately needs leaders.

Leaders make things happen...they JUST DO IT.

Almost is a lifestyle for most people...I almost did this....I almost did that...

Winners DO IT...Leaders DO IT.

They do **whatever it takes to get the job done...they do whatever it takes to win.**

They roll up their sleeves..they hunker down and they

just do it...and do it..and do it..and do it...

until the job gets done !!

Get rid of the excuses... get rid of the I can'ts .

banish the I don't want to's...and just DO IT.

Secret Number 5 - Sharing Your Passion In A Big Way



This is the point in blogging where the rubber hits the road for many bloggers. You are blogging consistently about something that you love...you have built up a nice solid structure for your blog with good solid pieces of information...you are all FIRED UP and committed to building your blog's reach and reputation. Your blog is receiving some traffic and you want MORE !! Fantastic...that is a GREAT place to be!!


So...what do you do next...???

Before we get to the next part...there are several things to keep in mind !!

It's important to understand that you need to keep on creating value FIRST before you really change anything about what you are doing. This is the make-or-break point for many new bloggers. The ones who end up with dead blogs try to GET something from their blogging activities before they've delivered any real value value. To put it really simply...if you have \$10 in your bank account...you can't withdraw \$100.

The first few months of work on a blog are an investment. The more time you put into creating exceptional value for your readers ... and by that I mean high quality free content ... the better your chances of long term success will be when you start sharing your blog in a really big way later on.

At this point I HIGHLY recommend that you **start using your blog to build an email list.** In order to do this, you will need to have an auto-responder service like [AWeber](#) (I use AWeber too) in place so that you can send people email messages and collect their name and email address.



Take a Minute to Subscribe to My Weekly e-Newsletter. That way YOU won't Miss Out On Any of Our FREE Live Marketing and Mindset Training Calls and Webinars !!!

I also send out LOTS of other FREE goodies and information that YOU can use to help your business right away !!

Name:

Email:

Sign Up »

Optin Form Designed In AWeber

One of the **BEST ways** to build your email list is to **offer a great thank you gift** to people for subscribing to your list or e-Newsletter.

This thank you gift can be something that contains **PREMIUM information** about something that is directly related to what you blog about.

"**Dead Blogs Don't Lie**" is an e-Book that is an **example of PREMIUM content** that appeals to the readers of MY blog.

You could create something similar for your audience. You could also set up a 7-10 part e-mail course that would do the trick just as nicely. There are lots of options that are available that will serve quite well for the purposes of building an e-mail list !!!

You might be wondering why I am suggesting that you start building an e-mail list through your blog. There are a couple of reasons for that. The first is that your readers will help spread the word about you and your blog if you are able to send them valuable information apart from the information on your blog. It also helps you build a deeper relationship with people if you contact them more frequently and more personally.

Auto-responders are brilliant tools. They allow you personalize all of your emails with the click of your mouse. **People will love** you sending them a **PERSONALIZED e-mail**... an email with **their first name as part of your greeting**...and they will in turn send YOUR information out to other people without you even asking them to do so if they really like what you are writing to them about !!

The second reason to start building an e-mail list is so that you can communicate to people about special products and offers that you come across or that you are an affiliate of. I see absolutely nothing wrong with telling people about things that can **HELP** them and getting paid to do so. And I have found that my subscribers **APPRECIATE** it when I tell them about products and services that can help them. They have been with me long enough to know that I **NEVER** tell them about anything that I personally do not use and advocate.

But...here is where alot of people get this wrong and end up shooting themselves in the foot. People try to start earning money from their subscribers WAY too early in the process... and they run the risk of alienating their subscribers and followers.

People LOVE to do business with people they know, like and trust...all of which takes TIME. The more valuable you can make your blog by adding high quality, relevant, free content FIRST...the higher your chances are of getting a stream of money flowing towards you LATER ON when the timing is right for your subscribers. When people TRUST you and your recommendations...they will buy from you. And they will tell their friends... and your REACH starts to expand wider and wider bringing you MORE subscribers...and your revenue potential starts to increase almost as if by magic !!

To get more people to know that your fantastic blog is out there as a resource for them and others...**you have to TELL people about it.** There are literally thousands of ways to get the word out to lots of people. **The EASIEST way to begin** is to send an **e-mail to your friends, family and other folks that you communicate with through e-mail. Ask them to sign up for your e-Newsletter and forward the e-mail to other people that might benefit from your information.**

It really is as simple as communicating your excitement about your new blog to them, telling them what the blog is all about and asking them to subscribe to your e-Newsletter if they like what they read on your blog !! I ALWAYS ask people to forward my e-mail to anyone else that they know that might be interested !!! And...guess what...??? They do!!!

As I said...there are thousands of ways to introduce people to your blog. The email method I told you about earlier is the SIMPLEST one for anyone to start using RIGHT AWAY. I discuss how to use social media, Facebook, Twitter and article directories (*plus a whole lot more*) to get the word out about your blog on both of my blogs... RoseMis.com and GetEdgeMarketing.com and also in my e-Newsletter. So...be sure to subscribe so that you don't miss out on any of this valuable information !!

Secret Number 6 - Creating Community With Your Passion



*Remember back in Secret Number 2 when I boldly suggested that you just might **HAVE TO GET NAKED**...to blog with passion??? Getting comfortable being naked is an integral part of creating a **THRIVING** community around your blog. If you are your authentic self, you have no competition.*

As you authentically share your passion with people...they will get to know you, like you and trust you. Every rock star, politician and successful salesperson will tell you...that's the most important key to developing and taking ownership of what I call your **personal influence factor**.

Influence has EVERYTHING to do with growing a large, vibrant community around your passion...your blog. People respond on a visceral ... a gut level ... to another human being's level of confidence, attitude, language, mindset and leadership more than anything else.

Putting your own personality into your marketing is a GREAT idea. However...there can be a **fine line between being a self-centered jerk who is blogging with nothing but their own agenda in mind and someone that actually is serving and helping other people** with lots of solid information that their readers care about.

When you share your personality on your blog it isn't feel good writing therapy for you ... it really **is all about the people that are reading your blog**. If you are writing a blog... one that is based on your passion ... you are **SELLING** something. That something can be tangible products and services related to what you are passionate about... it also could be something as intangible as an idea or even your point of view.

The best way that I know how to influence other people is to be almost psychotically focused on their needs ... desires ... and problems. When I add value to people with their absolute best interests in mind, I create a win-win situation for both of us.

In order to be able to do that as a blogger, I had to develop a **"blogging mindset" that allowed me to funnel all of the communication and management skills** I had learned working in very diverse, busy kitchens **into an "authority voice" about attraction marketing**. So I created the "Attraction Marketing Test Kitchen" and I "hired" myself as the "Executive Chef".

In my brick and mortar role as Executive Chef ... I am the leader of a kitchen. I am responsible for everything in that kitchen ... the food, how it's prepared, the quality of the ingredients that I purchase, the integrity of the production methods that are used to prepare the food ... the staff of cooks and dishwashers that allow the kitchen to run efficiently ... their safety, their well being, the things that affect how well they are able to do their jobs ... the sanitation of the kitchen so that we are preparing and selling food that is clean and safe for people to eat ... I am sure that you get the idea...



As the Executive Chef of my blog ... I am the leader of an online training "kitchen"... a community. In that role I have a lot of responsibility, because I have the POWER to influence the people that read my blog.

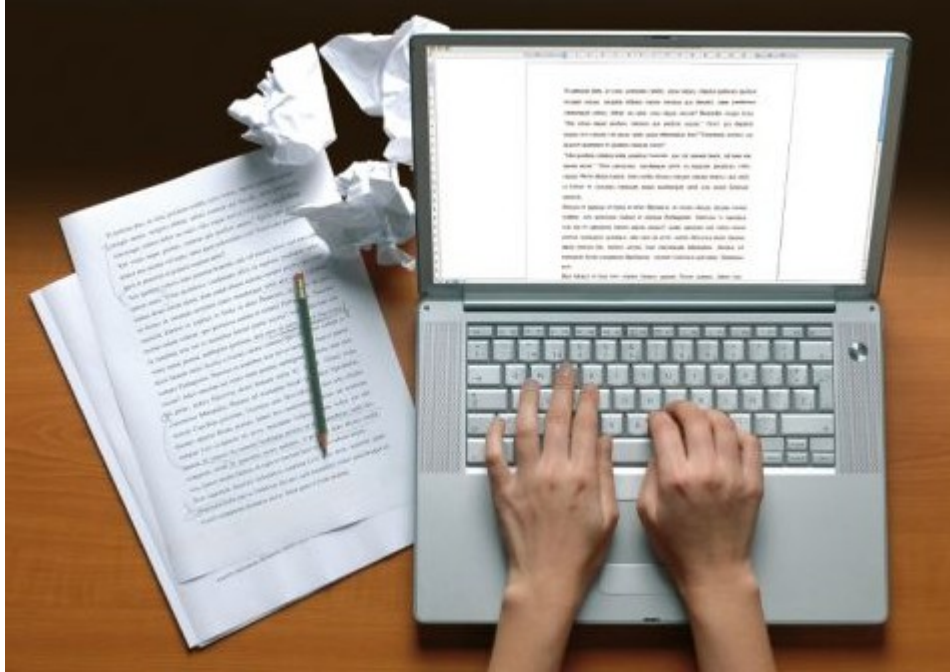
It is of UTMOST importance that I treat my subscribers and readers well. I have a big responsibility to the community that I am building around my blog. And...as my community benefits from what I share with it ... it gets bigger and bigger. I FOCUS on always delivering value, which in turn builds my authority.



Very interesting how this works both off-line and on the internet... When I think about it...this is exactly the way I built my authority as a real-life, award winning chef !! Authority and leadership are very powerful things. Both can corrupt and be abused...both can build trust, admiration and respect.

Responsible bloggers are LEADERS of communities ... tribes. They know what they are talking about and they care about the people in their community. They know right from wrong. And...they are never wishy-washy about what they blog about. They know what they don't know and admit it. However, they take a firm and clear stand about what they do know and share it proudly to help their community !!

Secret Number 7 - The Secret Power of Passion



**Passion is life's most powerful force.
It is deeply felt...highly contagious and can be transferred to others
at lightening speed.**

It is capable of arousing deep desire and setting your soul on fire.

**Passion propels individuals and groups forward against all odds and
obstacles...enabling anyone to conquer their circumstances.**

In the words of T. Alan Armstrong...

***“If there is no passion in your life, then have you really lived? Find your passion,
whatever it may be. Become it, and let it become you and you will find great things
happen FOR you, TO you and BECAUSE of you.”***

How amazing would this life be if EVERYTHING we did...was done with PASSION...???

There really is only one secret ingredient to a wildly popular high traffic blog....

But before I tell you what it is...

I would like to leave you with a couple of thoughts...

Lots of people tell me that they can see how much I love to blog...Then they ask me to teach them HOW to do the same thing...

I cannot teach someone how to LOVE something as much as I do...They have to learn to LOVE it in their own way..

Lots of people tell me that they are really impressed with what I have been able to accomplish with my blogs...Then they ask me to show them HOW to do the same thing with their blog...

I show people the mechanics of setting up a GREAT BLOG. I teach people how to think so that they can write GREAT POSTS that get attention. But what they do after all of the showing and teaching is done... is up to THEM !!!



And this is true for EVERYTHING in life...

As human beings we LOVE to give authority and credibility to OTHER PEOPLE !!

We really WANT other people to have the answers to our problems...

And this has created an incredible opportunity for truly gifted people to come into our lives and offer us the benefit of their wisdom. They are worth every penny they charge for their services.

This has also created a HUGE opportunity for many of the newly born goo-roos who are clueless about what they are teaching to people and are only looking at what's in it for them.

If someone tells you that they can help you love writing ... or that they can show you how to get passionate about blogging ... or that they can teach you how to setup a high traffic authority blog in two weeks RUN...RUN...

It's great to get help and advice if you need it. But don't expect anyone to do your thinking for you. **NO ONE can think for YOU.**

Authority blogs take time to build and gain traction on the internet. *Dead Blogs Don't Lie.* There are THOUSANDS of dead blogs out there that tell a story all of their own.

Their owners gave up and let them die through disinterest and neglect when their return on their investment didn't match up with their expectations or promises *made to them by other people.*

Here is my super secret ingredient list for a great blog recipe ...

A heaping helping of YOU ...

A double heaping helping of YOUR PASSION ...

Carefully mix with PLENTY of PERSISTENCE and LOTS of PATIENCE...

Add DAILY ACTIVITY ...

Place in an oven preheated with LONG TERM COMMITMENT !!!

Et VOILA !!! ~

Easy Peasey !!!

It is my hope that you have enjoyed reading this e-Book as much as I enjoyed writing for you. And that you have received awesome VALUE from it.!!!

Please be sure to let me know what you think. Comments on the blogs are APPRECIATED and you will get some nice exposure and a back link ;-)

You can e-mail me directly and leave comments for me on either one of my blogs or connect with me on Facebook or Twitter.

May you be blessed and live a life FILLED with PASSION !!!

Additional Resources ~ Essential Blogging Tools

These are the resources that I personally use and recommend. There are many other resources and services out there. The best advice I can give anyone is to do your own research and find what works best for you.

Because I love the services that I use, I recommend them to other people. Should you choose to purchase something through my affiliate link, I will receive a small commission payment as a thank you from the owner of that product. Because of my personal experience with the products, I also am able to HELP you if you have questions concerning the use a product.

Blogging Platforms

Free Blogging Platforms (Not Recommended)

Blogger, Blogspot, WordPress.com

Hosted Blogging Platform (Recommended)

WordPress.org

Domain Registrar

[Name Cheap](http://NameCheap.com)

Hosting Service

[Host Gator](http://HostGator.com)

Auto Responder Service

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

Simply The Best Blog Themes Out There

[Flexibility 2](http://Flexibility2.com)

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

Your Special Getting Started Right With Blogging Offer

If you REALLY like this information and you send it on to two other people that download the e-Book ... I will send you a series of four (4) one hour audios that you can listen to as many times as you like to help you stay on track with your blogging.

For those of you who *KNOW in your heart* that working with someone one-on-one will move you through all of this more quickly... **I have a special training offer that includes up to four (4) hours of personal time with me and a customized blog installation that simply can't be beat !!**

I have to limit this offer to 100 people because of the one-on-one time involved in getting everyone setup properly...Not to worry though...I will let you know when the offer opens up again if you are subscribed to my Newsletter !!

[You can read all about my "Special Offer For Bloggers"](#)
[by visiting my training blog !!!](#)

Happy Blogging !!!