

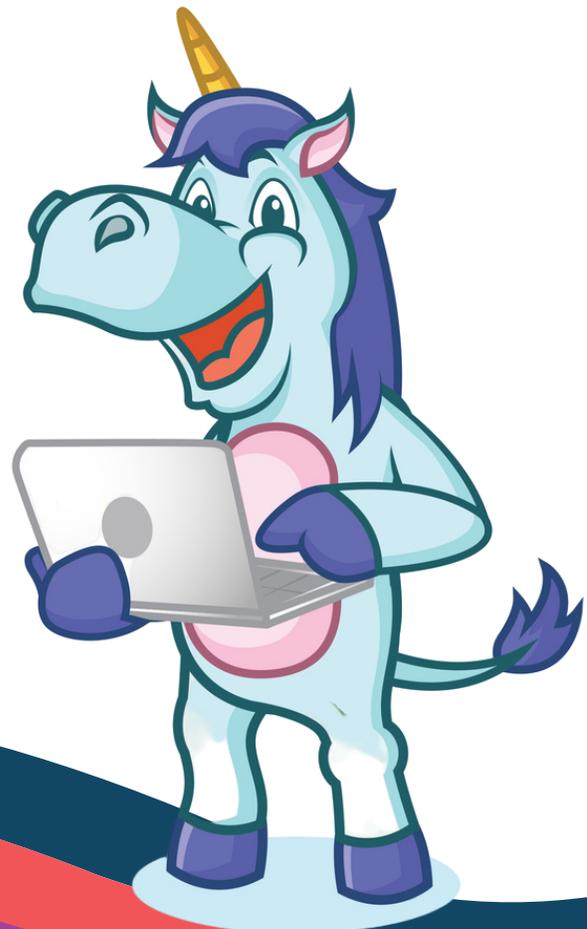
Thriving as a

N.E.W.B.I.E

BLOGGER

**6 KEYS FOR STARTING YOUR BLOG
STRONG EVEN IF YOU HAVE NO IDEA WHAT
YOU ARE DOING.**

KIM ANDERSON



IN CASE WE
HAVEN'T MET...
I'M

KIM ANDERSON



SOME CALL ME... "THE BLOGGING SHRINK"

Am I shrink? Nope.

I'm just a gal who was a stay at home mom who started a thrifty lifestyle blog in 2013, got a book deal in 2016 and made enough blogging that my husband left his engineering career to do something more fun in January of 2017.

Why do people call me that?

Well I've heard it's because I help people just like you get over their blogging hurdles, limiting beliefs, self-imposed rules, lack of knowledge and out of their own head. It means I help you get over the stuff that keeps you from reaching your own blogging success stories and making those dolla dolla bills. Part of my goal is to help you identify your blogging type so I can give unique tools to manage your blog in the way that makes the most sense for how you are wired.

1

I DON'T BELIEVE IN PUTTING YOU INTO A BLOGGING BOX.

I'm different from those other blogging gurus because ultimately I believe that you know what you want. I don't have to tell you what you want. What you want should drive how you approach your blogging business and I'll support you through that discovery process.

2

I PUSH YOU TOWARD YOUR DEFINITION OF SUCCESS.

Blogging success stories are great because when we hear one, they remind of what's possible. But not everyone wants to be Joanna Gaines or Pioneer Woman. Some people just want their blog to be a creative outlet that helps them pay the mortgage, while others want blog empires. I'm here to help you go after whatever you DEFINE as success and ditch comparison so you can enjoy every stage of your journey.

3

I DO MY BEST TO FILL IN THE GAPS OF YOUR BLOGGING EDUCATION

The fact is, there are a bajillion trainings online now for blogging, marketing and everything inbetween. But that's a lot of differing information from a lot of differing sources who may not be helping you build the kind of blogging business you are going for. My educational tools are all simple to follow, simple to implement and step by step in nature.

4

I'M HERE FOR YOUR SUCCESS JOURNEY

Honest to goodness, I'm good at what I do because I love people, I geek out about blogging and I believe that your blog success can change your life and your families life for the better in ways you can't even imagine. So I'm here to support you day by day, month by month, year by year until you see your goal through and then I help you make new ones! lol

KEYS TO THRIVING AS A NEWBIE BLOGGER...



NEXT BEST THING PHILOSOPHY

EDUICATION IS VITAL

WAIT PATIENTLY

BE CONFIDENT

IMPLEMENTATION

ENGAGE IN COMMUNITIES



N

NEXT BEST THING PHILOSOPHY

YOU'VE GOT A LOT OF OPTIONS...

Learning the blogging industry is going to come with a lot of options for education.

You'll Google things, buy courses, ask your community and get all kinds of feedback about what you **SHOULD** do and how you **SHOULD** do it.

This much information can be extremely overwhelming to someone is excited to learn about blogging but has way too many voices pulling them in way to many directions.

If you stick with me, I'm going to always encourage you to focus on what is **YOUR NEXT BEST THING**.

I'll help you work through what is your next best thing as you work toward creating your own online business.

THRIVE TIPS

OWN the fact that you are new and you don't have to **KNOW** or **DO** everything that everyone else you see is doing.

Know that all the information online is **NOT** created equal and isn't necessarily geared toward the **TYPE** of blog you are creating.



E

EDUCATION IS VITAL



BE PREPARED TO LEARN...

Let me just say that you my friend in this day and age really have EVERYTHING you need to be successful at blogging from an education perspective.

When I started blogging in 2013 I had to piece meal my education and Google how to do everything!

It was extremely time consuming and often overwhelming.

But fast forward to now and you have so many options out there for how to run a successful business online.

If you are willing to learn, willing to try, willing to fail and willing to overcome, you'll learn what you need to do and gather confidence along for the ride.

Take it one day and one step at a time. You can do it and you can be successful if you push through education hurdles and are willing to try.

THRIVE TIPS

Limit The Voices In Your Life-

The key is to find a 1-3 people in the blogging about blogging world and listen to them. If you limit your voices, you'll limit your overwhelm.

Don't try to learn EVERYTHING at one time. Take it day by day, course by course.

Don't try to take 6 courses at once. Take courses one by one or just a few at time and give yourself grace.



W

WAIT PATIENTLY



BLOGGING ISN'T A GET RICH QUICK DEAL

It's possible that you have been attracted to blogging because you read some AMAZING success story about some stay at home mom who makes six-figures a year and that she did it six months into blogging.

Yay for her! But blogging success stories are often like weight loss success stories. The best ones are put out in front to attract you to "buy in" and so that someone can sell you something.

But the truth I'm going to tell you as your blogging mentor is that those success stories do happen all the time but they take time for most people.

People with overnight success are the outliers and they also have to deal with the side-effects of success that quickly.

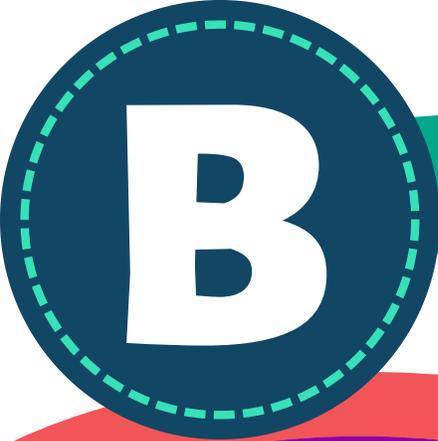
So know that we are working on building a sustainable business here and it will take at least 1 year to see momentum.

THRIVE TIPS

Be sure that you listen to my Podcast, Just Keep Blogging. It's meant to pick you up, educate you and help you keep going toward your own success story!

Know that your consistent effort will pay off over time. The key is to stay focused, be willing to learn and be willing to "ride the waves".

Riding the waves means that you get on board to celebrate the ups and ride out the downs in your journey. Before you know it, you'll be smooth sailing.



B

BE CONFIDENT



FAKE IT TIL' YOU MAKE IT

One thing I see many newer bloggers do is start with enthusiasm and then as they get serious about hitting publish they begin having all this paralysis of analysis.

They second guess everything.

They compare to everyone.

They worry they are just more white noise in a space dominated with cool people.

But the truth is that in online business there really is room for EVERYONE.

You are as unique as your fingerprint and you are going to write, speak, communicate, share and help people out there in your own unique way.

Your voice is unique.

Your experience in life is unique.

You have something unique to add to the online world!

THRIVE TIPS

Note that when you get started you are going to put a lot of stuff "out into the online world" and honestly, no one is going to read it until you start intentionally sharing it. So don't be afraid to hit publish!

Always keep your eyes on the prize of what you want out of your blog and believe that you CAN do it.

Set realistic expectations for yourself, your life, the time you have to blog and how long it may take you to make the income you want.

I

IMPLEMENTATION



EDUCATION IS GREAT BUT...

One trap that many bloggers get caught in is that they get so stuck in enjoying the process of learning about blogging as a business that they don't really DO it. They don't ever implement.

So they become sort of serial learners that lack implementation. In blogging you have to balance your education with action.

The action is what MOVES your blog toward the income you want it to have.

Showing up, publishing, creating and practice are what get REAL results in this business.

So for every course you buy, go through it, do the work and implement it so that your investment pays off.

THRIVE TIPS

Be willing to do one course at a time and implement at your own pace.

When you start learning something new, give yourself a fun "reward" for completing the tasks and implementation of that education.

Note that most blogging products have an open/close cart as a way of creating urgency for a purchase. If you aren't ready for it, it's okay. WAIT! It will re-open and when it does, you'll be ready for it!



E

ENGAGE IN COMMUNITIES



BLOGGING PEOPLE "GET" YOU.

Online business is really interesting because it's something that you do from behind a computer screen.

And something you are going to learn quickly once you start blogging and you try to talk to your friends or family about it ---- THEY JUST WON'T GET IT.

They probably won't care. They probably won't read your blog.

And that's okay.

What you want to do is work hard to develop great blogging friendships online. These bloggers will "get" you and they will cheer for you, encourage you, help you problem solve and help you network.

Make it point to engage in communities with other bloggers online.

THRIVE TIPS

Lots of great blogging groups can be found on Facebook.

Feel free to ask to Join the Just Keep Blogging Podcast Community on Facebook! [Click here to join!](#)

When you purchase a course that has a Facebook group, be sure that you pop in and engage with the community.

Consider attending blogging conferences or retreats.

DON'T FORGET.....



1 Take my Just Start Blogging Class to help you get started with total confidence!



2 Listen to the Just Keep Blogging Podcast!

JUST KEEP Blogging



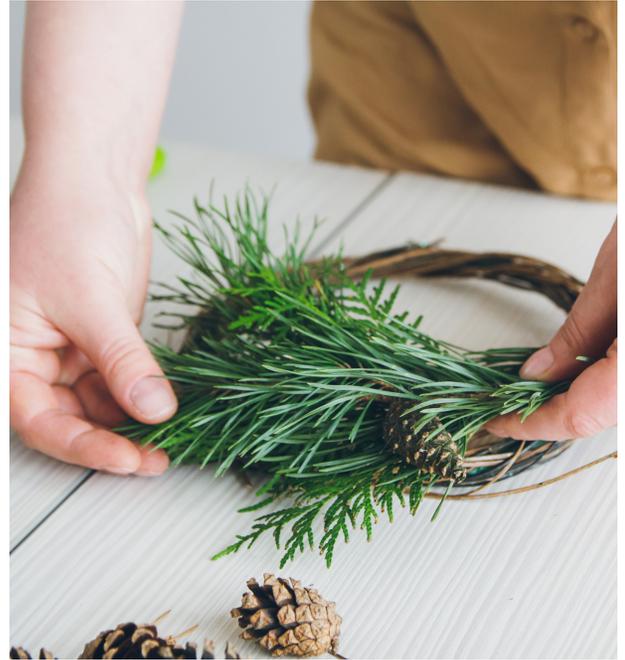
TUTORIAL POST *Templates*



By: Kim Anderson

Tutorial Post Quick Glance Cheat Sheet

Do you have something you want to explain or show your audience how to do in a step by step way? Then tutorial posts are excellent for that! These are usually good for traffic, SEO and getting your audience to like, know and trust you.



TIP ONE: TAKE PHOTOS IN ORDER

When you do a tutorial post you can end up with a hundred pictures if you aren't careful. The key is to take your photos in the same step by step way that you do your project. Also remember that photo editing software like Canva and PicMonkey can allow you to do instructional photo layovers so you can take less photos and still give clear instructions. See example to the right from Thrifty Little Mom.

TIP TWO: USE A PLUGIN

If you want nice, neat and pro looking tutorial posts consider using the To-Do List from the Create by Mediavine Plugin. They can help you make your post clean, concise and user friendly. When filled out completely the card can help your how-to post have a shot at better Google search results.

TIP THREE: MAKE A VIDEO FROM PHOTOS

In online content creation you can often make one piece of content that works smarter and harder. If you are spending time making great photos for your tutorial but aren't exactly ready to tackle videos your projects yet it's okay! You can use tools like LOOM5 or simple video editing software. Drop your photos in and you can walk away with a simple video!

TUTORIAL Post Idea Generator

1. HOW TO MAKE _____ WITH _____
2. HOW TO MAKE _____ FOR _____ IN _____ MINUTES
3. HOW TO MAKE _____ FOR ANYTHING.
4. HOW TO MAKE _____ WITHOUT _____
5. HOW TO MAKE _____ WITH _____ EASY SUPPLIES.
6. HOW TO MAKE _____ FOR ANY OCCASSION.
7. HOW TO MAKE _____ USING _____
8. HOW TO MAKE _____ FROM _____
9. HOW TO CREATE _____ WITH _____
10. STEP BY STEP GUIDE TO _____
11. STEP BY STEP TUTORIAL ON HOW TO _____
12. QUICK START GUIDE TO _____
13. HOW TO MAKE _____ EVEN
IF _____
14. HOW TO _____ FOR BEGINNERS.
15. HOW TO _____ FOR \$ _____
16. EASY DIY TUTORIAL FOR _____
17. HOW TO _____ YOUR _____ INSTANTLY!
18. HOW TO _____ IN _____
19. HOW TO _____ WITH _____
20. LEARN HOW TO _____ IN _____ (TIME)
21. LEARN HOW TO _____ WITH _____ IN _____ (TIME)
22. LEARN HOW TO _____ WITH _____ WITHOUT _____
23. IF YOU CAN _____ THEN YOU CAN _____
24. IF YOU'VE GOT _____ THEN YOU CAN _____

TUTORIAL outline template



Project:

KeyWord Research:

Introduction:

Supply List:

TUTORIAL outline template

Tutorial Steps:

Conclusion/Call to Action: