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Special Preview

Introduction

If you are reading this book, it is assumed that you have experienced blogger's block at some point in your life, which has either hindered you from starting or continuing on your blogging journey.

What is Blogger's Block?

This is a common ailment among content creators of all types. We know what we want to do; we are ready to do it; but the spirit of creativity is against us. It either leaves us completely or plays tricks with our minds by changing the direction of our initial ideas, which is another form of blockage. We often become overwhelmed and do nothing.

Why Do You Get Blogger's Block?

Because you're human. (This is as scientific as it gets.)

What are the Symptoms?

- You draw a total blank when you are ready to create.
- Your creativity is suddenly zapped away for no apparent reason, and interrupts your creative flow.
- Your mind plays tricks on you, which causes frustration and confusion.

Side Effects

- Frustration
- Tears
- Screaming
- Disbelief
- Lack of productivity
- Hair pulling (your own or someone else's)
- Other _____

The two most damaging side effects of this horrible condition are:

- 1. You never start blogging**
- 2. You stop blogging completely**

Thus, this book was created to prepare you for those times when Blogger's Block attacks.

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8. Lists

Lists are simply articles where bullet points or numbers are used to separate points. They can be how-to, informational, or “the best of” posts. These posts can be as short as two points or as long as 100 points depending on the topic.

Pro:

- List posts are perfect for when you need a “right quick” post because they are easy for you to write and easy for your audience to follow.

Other Consideration:

- Resist the temptation to make your site one big list post site. Boost your creative flow and audience engagement by mixing up the content.

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Sample List Post

The following numbered list post on John Chow's site shares things you can do to take your blog to the next level personally, professionally, and financially. Some things will be quick to implement while others will take time. Browse John's site to learn of other ways you can make money online.

John Chow dot Com Blog About Contact Archives Advertise Make Money Photos

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6 Steps to Take Your Blog to the Next Level

written by Guest Blogger on February 10, 2012

[Tweet](#) < 80 [Like](#) < 6

Is your blog currently stagnant, or are you tired of which level you are with your blog at the moment? I have good news for you, progress can still be achieved!

In this article I share 6 steps you should take to move your blog to the next level.

1 – Be Consistent, But Don't Have a Schedule

Be consistent with your blogging but don't have a schedule.

We're all used to the idea of blogging by sticking to a schedule but the reality is that it hardly works if we really want to contribute value to our audience. You don't have to be forced to post on a particular day; only post when you have something of value to say.

Of course, consider my point about consistency. In other words, not having a schedule doesn't mean you should post once a week and then not post for a whole month. Make sure you post in a consistent basis in a way that lets your readers know you're reliable and should be trusted.

2 – Diversify, Diversify and Diversify

This applies to traffic, income and approach. Don't depend on just one source of traffic, income or results; let your business be built on multiple streams of everything and carry out from there. Of course, you can use one approach to influence the other, such as using guest blogging to improve your search engine traffic but make sure your blog is as secure as possible in such a way that if one or more source of results to your blog were to dump your blog will hardly be affected.

3 – Reinforce Your Core Message and Filter Out Your Target Audience

Bloggers make the mistake of not wanting to piss their "readers" off, of not wanting to offend anyone and of wanting everybody to read their stuff because they want their brand to grow. Unfortunately, that won't get you anywhere.

What is your core message for your blog and what kind of audience do you really want to build? Who is your target reader? Do as much as you can to filter those you don't want out and prevent them from reading your blog; it can be by telling them explicitly that you don't want them to read your blog, it can be by looking for ways to offend them so that they don't read your blog and it can be by integrating a message to your kind of target audience in your USP.

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62. Repurpose Your Content

You can repurpose the content on your site and make money depending on your goals. Excluding the few people whose blogs are their business or who sell advertising, there are very few people who are paid directly for the content they create on their sites. Repurposing content is a way to get paid and expand your expert credibility.

- Turn your newsletter into audio and share it as a podcast.
- Turn your text into audio and video.
- Transcribe your audio and video into text.
- Use your content for speeches at events.
- Create books and eBooks from your content.
- Photobooks can be created from images.
- Make slideshows and screencasts from your content.

Pros:

- Content is readily available and you have several options.
- You can get paid for the content if you choose to sell it.
- You will gain new skills with each new software program you use to produce content.
- Your expertise will be shared with more people because you are offering them different ways to consume your message.

Other Considerations:

- Be sure to organize your content. Revisions and editing will be needed regardless of which repurposing option you choose.
- You have to market beyond your immediate site.
- You may experience a spike in traffic on your site, which could translate into dollars for you, depending on your goals.
- Many of the tools needed to create these various formats are free. You just need to invest time and creativity.

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A Lesson on Repurposing Content

Anyone who has ever thought about creating information products of any kind needs to listen to this audio interview between Robert Bruce and Ben Settle on Copyblogger. They discuss why you should consider selling products, how to create them, and ways to market and sell your stuff.

The screenshot shows the Copyblogger website interface. At the top, there's a navigation bar with links for Home, About, Software, Blog, and Contact, along with social media icons. Below that is a section for 'Our WordPress Solutions' with buttons for Design, Traffic, and Conversion. The main content area features an article by Robert Bruce titled 'Why Not Sell Physical Stuff With Digital Media?'. The article text discusses the benefits of selling physical products online and mentions an interview with Ben Settle. A sidebar on the right contains a 'FREE UPDATES' sign-up form, a search bar, and a list of tutorials including Copywriting, Content Marketing, SEO Copywriting, Email Marketing, Keyword Research, Landing Pages, and Internet Marketing. Below the tutorials is a 'Popular Articles' section with several article titles and their respective comment counts.

copyblogger

Home About Software Blog Contact

Our WordPress Solutions

Design Traffic Conversion

by Robert Bruce | 9 Comments

Why Not Sell Physical Stuff With Digital Media?

We know that [online marketing works](#) when selling digital products.

When's the last time you thought about selling *physical* products online?

Of course, the business of physical widgets is booming, even though Internet types tend to shy away from it. Online marketing doesn't necessarily mean an exclusively online business.

[Ben Settle](#) jumped on the line with me this week to talk about his old school *physical* information product business.

Give it a listen to find how he gets it done, and how he gets his stuff into the hands of *buyers* ...

In this episode, Ben Settle and I discuss:

- Why physical information products work in the digital age
- How to market and sell physical products online
- The 3 myths of selling physical products online
- The easy way to get information products printed and mailed
- Why you should consider adding physical products to your lineup

Hit the flash player below to listen now:

Other listening options:

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- [Click here to subscribe via iTunes](#)
- [Click here for the RSS feed \(non iTunes\)](#)
- [Click here for the show archive](#)

The Show Notes:

- [Internet Marketing for Smart People Course \(free\)](#)
- [How to Push "Send" and Grow Your Business](#)
- [Content Marketing 101](#)
- [The "No Headache" Guide to Selling Physical Products Online](#)
- [We left the building with *Girl Talk* ...](#)

About the Author: [Robert Bruce](#) is Copyblogger Media's copywriter and resident recluse.

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- [How to Increase Your Blog Subscription Rate by 254%](#) 235
- [The Two Most Important Words in Blogging](#) 244

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TESTIMONIALS

Marcie Hill is all write. In her latest book, "62 Posts to Overcome Blogger's Block," the generous and prolific writer, author and trainer does her best to clean up the blogosphere by giving helpful and critical instructions to bloggers who dare to have deeper impact and better content by moving past the blocks to meaningful posts. With solid advice, anecdotes and best-practice testimonials, Ms. Hill is able to deliver a course in blogging useful to any individual, corporation, nonprofit, institution or brand hoping to augment readership, audience involvement and effectiveness. If only every blogger heeded her advice, then the world would be freed from irrelevant postings and tedious, chronological regurgitations of a life. No matter how you use the web, you can use this book to improve your digital communication. This needs to be in the library of every journalist, blogger, communications director and social media expert. Read, go forth and blog richly!

Michele Weldon - author, journalist, assistant professor of journalism at The Medill School, Northwestern University and seminar leader at The OpEd Project.

“Amid the flood of gurus promising blogging nirvana, Marcie Hill's precise, well thought out book is a lifesaver for those stumbling at the start or muddling through. Grab hold of her advice, consider her pointers and swim on to a better day with your Internet life.”

Stephen Franklin - Journalism trainer and committed blogger

"We ALL bump into 'blogger's block' -- even those of us who've been writing professionally for decades. In this book, Marcie Hill not only gives us ideas for getting unstuck and creating highly readable posts, but she offers great tips on building true ENGAGEMENT with our readers -- something every blogger must do to stay relevant."

Maureen Jenkins, Travel & Food Writer/Consultant

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