

# 10 Guiding Principles for Successful Professional Blogging

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community



# 10 Guiding Principles for Successful Professional Blogging

1. Begin with the end
2. Why do you blog?
3. The dreaded elevator pitch – differentiating yourself
4. Paths to monetization
5. See and be seen
6. Credentials. A.K.A. What have you done for me lately?
7. Business basics when going pro
8. “Find your tribe”
9. Ethics, disclosure and other best practices
10. Do it because you love it!

# 1. BEGIN WITH THE END

objectives, tactics, strategy



## 2. WHY DO YOU BLOG?



Photo: tobinblack on Flickr.



# 3. THE DREADED ELEVATOR PITCH

Differentiation in  
a sea of sameness



Source: Kevin & Amanda, [kevinandamanda.com](http://kevinandamanda.com)

# Exercise: About Your Blog

Your Proposition \_\_\_\_\_

Your Audience \_\_\_\_\_

Your Niche or Category \_\_\_\_\_

**My blog is [what is it?] which offers [unique perspective] for [specific audience]**

# Exercise: About Your Blog

DIVAS CAN COOK: Old fashioned cooking for the modern super woman.

STEAMY KITCHEN: A food blog featuring fast, fresh, and simple recipes easy enough for tonight's dinner.

BETTY CONFIDENTIAL: “Your best friend and confidante,” Betty Confidential is the go-to-girl for celebrity news, style and beauty tips and relationship advice for like-minded women in their 20s, 30s and 40s.

YOUR BLOG: ?

**My blog is [what is it?] which offers [unique perspective] for [specific audience]**



# Monetization



Source: Controlling My Chaos, <http://www.controllingmychaos.com/>



# 4. Paths to Monetization

(there's more than one!)

- Advertising
- Sponsored
- Editorial
- Hired



Source: Ilva Beretta, Lucullian Delight

# Advertising

- Ad Network like BlogHer
- Other Advertising Options
  - Google AdSense
  - Remnant providers such as Double Click
  - Sell your own

SPONSORS

BlogHer Publishing Network

RICESELECT

JASMINE TEXMATI ARBORIO

Bloggers  
Explore Worlds  
of Flavor from  
the Comfort  
of their Kitchen

BON APPÉTIT

BlogHer Promotions & Prizes

Advertise | Privacy Policy  
AdChoices

# Affiliate

- Amazon, the big Kahuna of affiliate programs
  - Low barrier to entry
  - Has not been available in the “tax nexus” states that treat the aggregate of state-based affiliates as a “physical” presence in the state for the purposes of state taxation, leading Amazon to shutter the program for residents of those states to avoid the taxation.
    - » This situation is very fluid. Amazon continues to make deals with affected states such as CT to collect sales tax in those states
    - » Good Resource: [http://en.wikipedia.org/wiki/Amazon\\_tax](http://en.wikipedia.org/wiki/Amazon_tax)
- Retailer Affiliate Programs
  - Most are managed by affiliate networks such as Rakuten LinkShare, ShareASale and Commission Junction
  - You need to join the network, and then apply to each individual retailer

# Sponsored

- Sponsored Content
  - On your blog
  - Using your social graph (Twitter, Facebook, Pinterest)
- Securing opportunities
  - Through your ad network
  - On your own, proactively
  - Pitches from PR

The screenshot displays the homepage of the 'One Good Thing' blog. At the top, there's a navigation bar with links for 'About Me', 'Contact', 'Advertising', 'Store', and 'Forum'. Below this is a header section with the blog's title 'ONE GOOD THING By Jillee', a 'Coming Soon! JILLEE'S BOOK' announcement, and a 'SUBSCRIBE AND CONNECT' section with social media icons and an email subscription form. A secondary navigation bar features categories: 'BRIGHTIDEA', 'RECIPE', 'HOME MADE SOLUTION', 'DIY', and 'CRAFT', along with a search bar. The main content area includes a banner for 'Medifast' with the text 'Your shoes will still fit.' and a post titled 'HOW TO GIVE A ROOM A COLOR MAKEOVER + A SHERWIN-WILLIAMS GIFT CARD GIVEAWAY!'. This post is marked as sponsored content from BlogHer and Sherwin-Williams. It features a photo of a kitchen with the text 'Give Your Room A Color Makeover!' overlaid. Below the photo, the author shares a personal story about a basement flood and the subsequent renovation. To the right of the main content is a sidebar with a 'BlogHer Publishing Network' logo, a list of 'More from BlogHer' articles, an 'ABOUT ME' section with a photo of the author, and a '2013 PARENTS MAGAZINE BLOG AWARDS WINNER!' badge.

ONE GOOD THING  
By Jillee

Coming Soon!  
JILLEE'S BOOK  
Sign up to get more info & updates!

ABOUT ME CONTACT ADVERTISING STORE FORUM

SUBSCRIBE AND CONNECT  
f t p g+ y  
Enter email address to subscribe  
RECEIVE A DAILY DOSE OF JILLEE + BONUS NEWSLETTERS

BRIGHTIDEA RECIPE HOME MADE SOLUTION DIY CRAFT

Search... GO

ADVERTISEMENT

Medifast  
Proven, Healthy Weight Loss

Your shoes will still fit.

Home 40 Uses For My Top Four Favorite Essential Oils + A Free Printable and A Giveaway!

Thursday, May 2, 2013

HOW TO GIVE A ROOM A COLOR MAKEOVER + A SHERWIN-WILLIAMS GIFT CARD GIVEAWAY!

SHERWIN WILLIAMS

BlogHer

share tweet pin

This is sponsored content from BlogHer and Sherwin-Williams.

Give Your Room A Color Makeover!

Last spring we had a little flood in the basement. :-/ Actually, it wasn't the first time... I think it was the THIRD. Unfortunately, the plumbing in this house is particularly finicky, and when it gets "in a mood," it will retaliate by backing up in the kitchen-dining area of the apartment downstairs...where my oldest son, Erik, and his wife, Kaitlyn, live.

Well, after the third time (three strikes and you're OUT...and all that!) we finally bit the bullet and decided to rip up the abused carpeting and put in tile. Like I said, that was about a YEAR AGO, and the poor room has seen little love and attention since then. The tile got put in, but the baseboards never were replaced and walls that badly needed re-painting sat there looking woeful.

BlogHer Publishing Network

More from BlogHer

Life lessons from a two year old

Be Careful What You Wish For!

How To Fold & Store Extra Bed Sheets

Cute Chalkboard Notepad How-To

ABOUT ME

Hi, I'm Jillee

California girl, transplanted and blooming in Utah.  
In recovery and loving life!

POST ARCHIVES

Select Month

2013 PARENTS MAGAZINE BLOG AWARDS WINNER!

MOST LIKELY TO MAKE LIFE AS CHOEASIER  
\*Chief Household Officer


WINNER!

2013 Parents Blog Awards




# Hired

- Freelance opportunities
  - On other blogs
  - For companies/media properties
- Book Deal
- Consulting
- Spokesperson/Speaking
- Full Time Employment




**Carmen @mttsm** 30 Apr  
My full time job, my automotive trips, Harley Davidson trip and others have been a direct result of blogging. [#wemeanbusiness](#)  
Expand



**Stacy Jill Calvert @stacyjill** 30 Apr  
Being part of the BlogHer community the past few years has helped me grow professionally & personally This isn't a party. [#wemeanbusiness](#)  
Expand



**Twanna A. Hines @funkybrownchick** 30 Apr  
Stores with websites aren't called "blores." Likewise, FUNKY BROWN CHICK® is a is a small business for my media projects [#wemeanbusiness](#)  
Expand



**Yvonne @joyunexpected** 30 Apr  
Blogging gave me power to tell my truth, connect with people who changed my life, & led me to my dream job with [@blogher](#) [#wemeanbusiness](#)  
Expand



**Deb Rox @debontherocks** 30 Apr  
Blogging led me to supporting almost a dozen new business launches or expansions this year alone. [#wemeanbusiness](#)  
Expand



**Deb Rox @debontherocks** 30 Apr  
Blogging led [@LYMShow](#) to mentor 60 bloggers to produce and direct 24 stage shows with over 150 sponsors this year . [#wemeanbusiness](#)  
Expand



**BlogHer @BlogHer** 30 Apr  
RT [@lifewithroozle](#): Blogging and [#BlogHer](#) taught me that my story, your story, and this community can change the world. [#wemeanbusiness](#)  
Expand



**Momo Fali @MomoFali** 30 Apr  
Blogging brought me from SAHM/Lunch Lady to Social Media Manager for the greatest company EVER. [#wemeanbusiness](#) [@BlogHer](#)  
Expand

# 5. See and be seen:

Be easy to find



Source: Momma Go Round, <http://www.mommagoround.com/>

## 6. Credentials!

A.K.A. What have you done for me lately?



Source: Pinterest, pinned from H&M website

# Exercise: What's Your Awesome?

## **Establishing You:**

Share one thing that you think would be good to tout on your blog.

## **Establishing Your Expertise:**

I am an expert in \_\_\_\_\_ because of \_\_\_\_\_.



## 7. Business basics when going pro



Source: hesaidteeshed poster

## 8. “Find your tribe”



Photo: Kevin & Amanda <http://www.kevinandamanda.com/>

## 9. Ethics, disclosure + other best practices



Source: ragtrader shop: ragtrader.etsy.com

# 9. Ethics, disclosure + other best practices

- Disclosure & the FTC Guidelines
- Copyright & plagiarism



# The FTC Guidelines

Help advertisers comply with Section 5 of the FTC Act, which broadly prohibits “unfair or deceptive acts or practices in commerce”

- Apply to all types of marketing, including viral, word-of-mouth, blogs, etc.
- Require disclosure of a “material connection” between a seller and an endorser
- Impose liability for false statements on both seller and endorser

# Bloggers must:

- Disclose compensated relationships such as:
  - Product reviews
  - Paid posts or tweets
  - Post about a free trip or other benefit
  - Consulting or employment
- Follow their stated policies. Failure to do so could be considered “deceptive business practice.”
- Strive for accuracy.
- If you are compensated, you are liable for false statements.  
Protect yourself:
  - Tell the truth. Don’t say you used it if you didn’t, and if you don’t like it, say so.
  - Get the information you need to be accurate
  - Read agreements carefully

# The Bottom Line

Does the audience understand the relationship between the writer/speaker and the company whose products are being discussed or reviewed?

If it's not clear from the context, the connection must be disclosed.

# Copyright and Plagiarism

Copyright and Plagiarism content developed for BlogHer  
Pathfinder 11 by Sara Hawkins ([www.savingforsomeday.com](http://www.savingforsomeday.com))  
and used with permission.\*

\*See how we did that? Not plagiarised!



# Definitions:

**Copyright** is a form of protection grounded in the U.S. Constitution for original works of authorship fixed in a tangible medium of expression. Copyright covers both published and unpublished works.

**Plagiarism** is the wrongful appropriation or close imitation and publication of another person's language, thoughts, expressions or ideas AND representing them as your own.

# Copyright Best Practices

Just because it's on the internet DOES NOT mean it's in the public domain.

Citing your source, giving a link back or mentioning the author's name or blog in YOUR post does not mean you can use their copyrighted material!

Obtain permission before using someone else's copyrighted work. Always. Every Time!

# Protecting YOUR Copyright

- Put a copyright statement on your blog
- Creative Commons
- Watermarks on photos



# 10. Do it because you love it!



Photo source: Meg Duerksen, whatever



# WORKING WITH BLOGGER



# BlogHer Advertising

- BlogHer Publishing Network
  - Revenue Share
  - Opportunity to participate in sponsored programs
- Criteria
  - Adhere to editorial guidelines
  - More than 90 days old
  - Open to read without a password and accepts comments
  - No profanity in the title and/or URL
  - No adult content
  - Not part of another ad network requiring "above the fold" placement
  - Hosted by a service that allows your own advertising with no other graphic ads at the top of the page



# BlogHer Opportunities with Brands

- Sponsored Content On Your Blog
  - Reviews
  - Sponsored Posts
- Social Media Influencers
  - Using your social graph (Twitter, Facebook, Pinterest, Instagram, Google+)
- Visionaries Consumer Panel
  - Sampling and Surveys

The screenshot shows the homepage of the 'ONE GOOD THING' blog by Jillee. The header includes navigation links like 'About Me', 'Contact', 'Advertising', 'Store', and 'Forum'. A 'SUBSCRIBE AND CONNECT' banner is visible. The main content area features a sponsored post for Sherwin-Williams titled 'HOW TO GIVE A ROOM A COLOR MAKEOVER + A SHERWIN-WILLIAMS GIFT CARD GIVEAWAY!'. The post includes a photo of a kitchen with the text 'Give Your Room A Color Makeover!' overlaid. Below the photo, there is a paragraph of text and a '2013 PARENTS' MAGAZINE BLOG AWARDS WINNER!' badge.

ONE GOOD THING  
By Jillee

Coming Soon!  
JILLEE'S BOOK  
Sign up to get more info & updates!

ABOUT ME CONTACT ADVERTISING STORE FORUM

SUBSCRIBE AND CONNECT  
f t p g+ i y  
Enter email address to subscribe  
RECEIVE A DAILY DOSE OF JILLEE + BONUS NEWSLETTERS

BRIGHTIDEA RECIPE HOME MADE SOLUTION DIY CRAFT

Search... GO

ADVERTISEMENT  
r: Your shoes will still fit.

Medifast  
Proven, Healthy Weight Loss

Home 40 Uses For My Top Four Favorite Essential Oils + A Free Printable and A Giveaway!

Thursday, May 2, 2013  
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SHERWIN WILLIAMS  
BlogHer

share tweet pin

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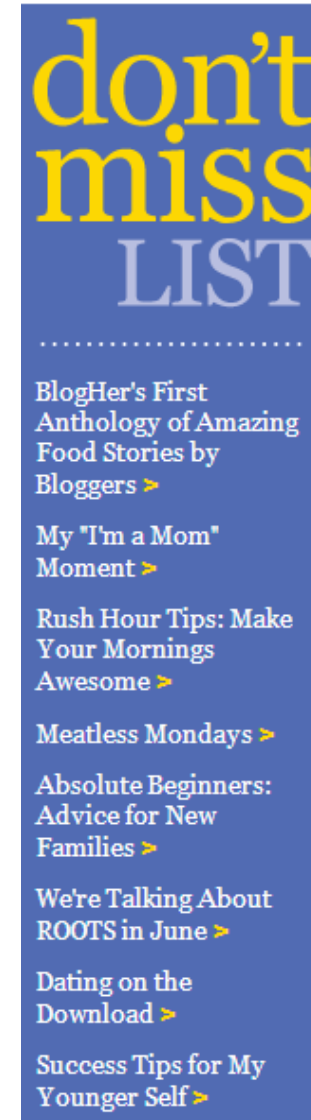
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2013 PARENTS' MAGAZINE BLOG AWARDS WINNER!

MOST LIKELY TO MAKE LIFE AS CHOEASIER  
\*Chief Household Officer  
WINNER!

# BlogHer Editorial

- Syndication
- Brand Editorial Sponsorships
- Featured on “Well Said”



# Food Well Said now in Beta



FOOD



Browse our Food blogs! Do you like this design?

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Folgers  
JINGLE  
contest

Vote for the Best Jingle &  
You Could Win \$10,000!  
[Roll Over To Expand](#)



[Home](#) > [BlogHer Publishing Network: Food](#)



## Weekend Photos in Review



By Sweetnicks  
on June 16, 2013

So Friday night in my bed meant two dogs, two cats, and one horizontally sleeping five year old. Not to be outdone, Nick was on my floor. A third dog guarded the front door.



## Come Together



By DancingVeggies  
on June 16, 2013

Sukkerbrunede Kartofler - Caramel Potatoes  
This week /52weeksofcooking challenged everyone to try a Scandinavian dish, something totally new to me. Outside of reading Yes, Chef last year and various Kirsten books growing up I've had very little exposure to Scandinavia in general, let ... [Continue reading](#)



## Strawberry-Rhubarb Angel Food Cake Ice Cream



By Sugar Plum  
on June 16, 2013

It's full-blown ice cream season around these

ADVERTISEMENT

**THE \$249  
LAPTOP  
FROM  
GOOGLE**

chromebook [Buy now](#)

## MOST POPULAR ON FOOD



**Yay or Nay: Breast Milk  
Flavoured Lollipops**  
By Melissa Ford

[COMMENTS \(21\)](#)



**Refried Lentils Tostadas:  
Who Says Beans Are the  
Only Legumes That Can  
Be Refried?**  
By Kalyn Denny



**Father's Day Grilling: Eat**



# Working with BlogHer

- To apply for the BlogHer Publishing Network
  - <http://www.blogher.com/publishing-network/welcome>
- To become a BlogHer social media influencer with access to paying opportunities on Twitter, Facebook, Pinterest and other social platforms
  - <http://www.blogher.com/find-opportunities-earn-revenue-blogher-influencer-network>
- To join the Visionaries Consumer Panel
  - <https://www.bloghervisionaries.com>



# Thank you

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