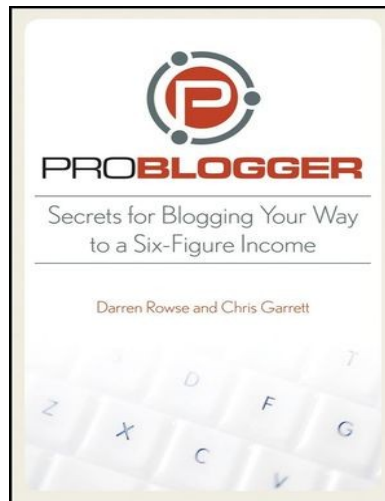


# Six-Figure **Problogging** Secrets

This is the third of a series of short reports based on my study and understanding of an excellent book titled:

## **PROBLOGGER** - *Secrets for Blogging Your Way to a Six-Figure Income*



The book, authored by two top class professional bloggers, Darren Rowse of Problogger.net and Chris Garrett of Chrisg.com, is an eye-opener and 'from the basics up' primer to what it takes to generate a six-figure income from blogging.

In this series of short reports I'll share some of what I've gathered from their experience, and I highly recommend that you [buy the book](#) (online at Amazon.com or at your neighbourhood bookstore) and DEVOUR IT line by line.

There's a wealth of wisdom jammed into 220 pages that you would take YEARS to accumulate by yourself.

## TAKING SIX-FIGURE PROBLOGGING A STEP FURTHER...

### **BIG BONUS BUNDLE**

In the earlier two **Six-Figure Problogging** mini-reports, I've mentioned the 'Blog Mastermind' course that problogger [Yaro Starak](#) is conducting right now.

The course first took on around 500 students a year ago, and then closed doors. Some of the initial graduates are already running very profitable blogs - one is even a multi-millionaire, from his blog in the Australian automobile niche.

Since you are reading beyond the first 2 reports in this series, I assume you have a more than casual interest in learning how to build your own 6-figure blog.

If you've been thinking about it, and have [watched Yaro Starak's videos](#), and are eager to try out his program, then here's something I'll throw in to 'push you off the fence' - and give you more value for your money.

### **Your Big Bonus Bundle For BLOG MASTERMIND**

When you sign up for [Yaro's program](#) (click on the link below), I'll add these bonuses to what you get from the course itself:

- \* a copy of "[Blog Profit Ideas EXPOSED](#)", my very popular ebook that's sold over 850 copies since 2003
- \* a copy of "**Niche Blogging Profits**", another ebook I've shared with only previous clients and valued subscribers, that teaches a method to profit from blogging without selling anything
- \* a **PERSONAL 30-minute blog critique** (once your blog is up and

running, write to me with the URL and I'll take a look at it and offer a detailed analysis of it, making suggestions to improve or enhance it in multiple ways, share ideas to maximize your profits from it, and even a testimonial you may care to feature on it proudly!)

My reviews/analyses of blogs is pretty detailed and goes into depths of the structure, content, layout, strategy, profit models and more. In fact, I got the **PROBLOGGER book** as a prize in a contest where Chris Garrett invited his blog readers to critique one of his friends' blog!

I've NEVER offered this as a service or made it available for money - but if I were to place a dollar value on it, it would be in the mid- to high 3 figures range.

You get all these 3 bonuses - plus I'll even **BUY YOU another bonus gift** (but this will be a surprise, and I want the smile on your face to be one of delighted amazement when it arrives, so I won't spoil it for you by giving any hints!)

Is this enough to get you to say "Yes"? Join now:

<http://EzineMarketingCenter.com/blogmastermind.htm>

Do it - but only if you are serious about 6-figure problogging, and understand the 2 critical lessons I shared in earlier mini-reports

(If you haven't yet read those reports, I strongly urge you to do it right now BEFORE you make a decision on getting Yaro's course:

6-figure Problogging Secrets - Part 1 : click here

<http://EzineMarketingCenter.com/6figureblogging-1.htm>

6-figure Problogging Secrets - Part 2 : click here

<http://EzineMarketingCenter.com/6figureblogging-2.htm>

## PROBLOGGER LESSON #3

# HOW To WRITE For Your BLOG

So, you're still with me! That's nice. If this is the first report on six-figure problogging you've downloaded, then make sure you get the earlier two from the links above.

This is in fact the THIRD mini-report in the series where I share my most powerful insights on six figure problogging from the book, ["PROBLOGGER - Secrets for Blogging Your Way to a Six-Figure Income"](#).

The book covers two important areas of finding your blogging niche and setting up your blog. I won't go into them because, even though they are vital, and even though Darren and Chris have done an excellent job addressing the essential issues, the principles are the same as for building a web business.

A few specific things to look out for when you read the book are:

- \* ***What's the competition neglecting?*** It showcases the edge you can gain by finding chinks in the enemy's armor - and exploiting them.
- \* ***Will you have enough content?*** Highlights a major problem many niche bloggers face - running out of steam too early.
- \* ***24 Tips to pick a domain name.*** There are some nuggets in this section that will save you cash and maximize your blogging impact.
- \* ***Enhancing Your Blog*** - especially adding a contact form to your Wordpress blog

But a lot of it is solid basics. If you're an experienced blogger, you probably could skim past these two chapters to #4 which is about **BLOG WRITING**.

There, slam on the brakes, go slow, and read, think and re-read every little bit because it's solid GOLD.

Darren points out a classic characteristic of almost every blog reader -

**"They don't stay on web pages long, and skim through content rather than reading it word for word."**

Etch that line into the frame of your computer screen, because it'll be in front of you all the time you write on the Web.

You should learn to write content that is SCANNABLE.

This one's BIG.

You need to break up your blog content by making lists, using formatting, using white space with sub-headings, inserting photos and pictures, and keeping your content short and snappy. Like this report! :-)

Darren has one section about ***'Using Titles Effectively on Blogs'***.

That's far more critical than most bloggers realize - because your title is the ad for your blog post. If a reader's curiosity is piqued by the title, they'll read your post.

One of my most popular blog posts has the title ***"Oh, Twitter!"*** and another one has this: ***"A Beginner's Guide to Getting More StumbleUpon Traffic"*** and a third is: ***"WHAT are you ALWAYS selling?"***

In the **PROBLOGGER book**, you'll learn 5 separate techniques to craft compelling headlines for your blog posts, guaranteed to get your readers to sit up and take notice.

But just a great title won't do if you want a six-figure blog. It will grab a reader's attention, but you've got to suck them in deeper into your content.

The **'BLOG WRITING'** chapter covers relevant topics including why ***'Opening Lines Matter'*** and ***'How Long Should a Blog Post Be?'***

Oh, and do you know what ***'Granular Posts'*** are?

It's a strategy based on not stuffing everything into one post, but breaking it down into grains.

And there are 6 advantages to being granular with your blog posts too.

One of the very best sections of this chapter are the **TWENTY Types of Blog Posts**. The usual suspects are included: Instructional, Informative, Reviews, Lists and Interviews.

But there are many more - some of them will give you great ideas to spin your content and make it fascinating. For instance, you may want to go off on a **rant**, or try and **predict** the future in your niche, or even try to answer a provocative '**What If...**' question.

What WILL happen for sure is that your writing will reach new heights of style and engagement - for 6-figure blogging, that's always a good thing.

Speaking of engagement, a key to six figure blogging success lies in creating a 'sticky' blog to which your audience will come back over and over.

One way to achieve this end is by creating a **multi-part series** - and posting it over a period of time. How many parts? How long should the series last? Those are flexible issues. But to maximize the value of your series, it helps to

- build anticipation of what's coming next
- interlink all parts of the series so that anyone stumbling across it in the middle can still read the rest
- summarize your message clearly in the end to finish strongly

Another way to keep blog readers coming back is through encouraging them to **leave a comment** - and then conducting a conversation about your blog post right there in the comments section.

The [PROBLOGGER book](#) gets deep into the nitty gritty of doing this well, so that your blog will be more than the typical "1% respond" kind that's common in the blogosphere.

In the next mini-report, I'll share my insights from the PROBLOGGER book on **profit strategies** (which happens to be the next chapter I'll be reading).

And to refresh your memory, don't miss out on...

## Your Big Bonus Bundle For **BLOG MASTERMIND**

When you sign up for Yaro's program (click on the link below), I'll add these bonuses to what you get from the course itself:

- \* a copy of "[Blog Profit Ideas EXPOSED](#)", my very popular ebook that's sold over 850 copies since 2003
- \* a copy of "**Niche Blogging Profits**", another ebook I've shared with only previous clients and valued subscribers, that teaches a method to profit from blogging without selling anything
- \* a PERSONAL 30-minute blog critique (once your blog is up and running, write to me with the URL and I'll take a look at it and offer a detailed analysis of it, making suggestions to improve or enhance it in multiple ways, share ideas to maximize your profits from it, and even a testimonial you may care to feature on it proudly!)

My reviews/analyses of blogs is pretty detailed and goes into depths of the structure, content, layout, strategy, profit models and more. In fact, I got the PROBLOGGER book as a prize in a contest where Chris Garrett invited his blog readers to critique one of his friends' blog!

I've NEVER offered this service or made it available for money - but if I were to place a dollar value on it, it would be in the mid- to high 3 figures.

You get all these 3 bonuses - plus I'll even **BUY YOU another bonus gift** (but this will be a surprise, and I want the smile on your face to be one of delighted amazement when it arrives, so I won't spoil it for you by giving any hints!)

Is this enough to get you to say "Yes"?

Do it - but only if you are serious about 6-figure problogging.

You can learn more here and sign up:

<http://EzineMarketingCenter.com/blogmastermind.htm>

## **COMING SOON...**

In the next mini-report, I'll share some more insights from Darren and Chris' [\*\*PROBLOGGER book\*\*](#).

And in case you're looking for a more detailed step by step guide to becoming a 6-figure problogger, I urge you to take a look at Yaro Starak's [\*\*"Blog Mastermind" coaching program\*\*](#) that is currently accepting new students.

You can learn more here:

<http://EzineMarketingCenter.com/blogmastermind.htm>

**Stay tuned for more Six-Figure Problogging reports.**

**Dr.Mani**

<http://BlogProfits.com>

*Copyright 2008, Dr.Mani Sivasubramanian, All rights reserved.*