

Mommy Blogging For Fun And Profit

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Ten Week Intensive Program for New Bloggers!
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What is a Blog?

At its simplest, a blog is an online journal.

On the technical side of things, a blog is a content management system. It is one of the easiest ways to create a website that you will ever find and that makes it a perfect choice for just about anybody.

Why Should You Blog?

Blogging is a great way to keep a personal or family online journal. There are blogs about weddings, having a baby, raising kids, family vacations and reunions. You name it, you can blog about it.

A blog is always a way to share your expertise in an area you're passionate about.

A blog can be written on virtually any subject. People are always searching for good information online and you could be the one to provide it through your blog.

You could actually make money with the content on your blog if the subject matter is in demand and relates to products or services that you could recommend.

Choosing A Name For Your Blog

Naming your blog will give it an identity. It can tell people what your blog is about and possibly help them decide if they want to read what you have to say.

Maybe you've already thought of a name you'd like to have, that's great. If you haven't figured out what you want to use yet, try making a list of potential names or do some brainstorming with friends.

- Do get a domain name with a .com extension.
- Do make it short and memorable.
- Don't use words like *a*, *the*, *your* or *my* to start your domain name.
- Don't use unusual spellings.

Once you have chosen the domain name you need to register it. Domains are 'leased' to you on a yearly bases and you shouldn't pay more than \$10 a year for your registration.

If you plan to sign up with MomWebs Hosting for your new blog, you can register your domain name when you start your account. If you already have an account and want to add a new domain, just submit a support request or go ahead and register the name at your domain registrar of choice.

Speaking of Hosting

There are free blog hosting options out there. It is easy to put up a blog quickly and at no cost. For a personal blog it may be a good choice.

However, if you are really looking to create some income by blogging – or you want to customize your blog a great deal, we recommend that you host your blog with us at MomWebs.

Reasons include:

- You get to use Wordpress – the best blog solution ever! (At least we think so)
- Hosting the blog yourself lets you upload themes & plugins and have complete control to customize your blog.
- It gives you an email address that matches your blog address.
- MomWebs Hosting provides excellent web stats. You'll always know how many visitors you have and how they are finding you on the web.

To sign up for MomWebs, visit <http://www.momwebs.com> and follow the links to choose the Mini Plan which is perfect for a single blog.

Setting up your WordPress Blog

When you have your welcome email from MomWebs with your login info, you will log into the cpanel with your user name and password.

Look for the Fantastico icon and click on it.

Now click on Wordpress and follow the prompts to install your new blog. It's that simple.

When you are done it will give you a new login URL, username and password that you can change later.

Mom Blogger Profile

Annette Yen, a homeschooling, mom blogger whose blog is located at Quiet-Mom.com has been blogging since 2005. She originally started blogging for business. She says that at the time she really did not understand it, but was encouraged to try it, so she did. Her current blog came later, after her love for blogging had grown.

She really was not all that enthused with the idea at first but did like its simplicity and realized that it gained her some traffic quickly so she decided to keep at it. Annette has always enjoyed writing, but tended to shy away from it until she tried article marketing and loved it and the benefits that it brought to her and her business. Now, writing whether on her blog or for the purpose of creating articles is the best part of her day.

Annette says, "I really love the idea of an online journal to throw out my thoughts, which is why I started my personal blog." She says it has always been easier to write those kinds of things rather than to speak them and blogging has given her an avenue by which to do so, allowing a side of her to come out that has never done so before.

Blogging has become something she truly enjoys working with for its simplicity. She says that she has not gotten into the customizing of her blog, but she finds the usability of a blog to be fabulous. Annette has used several resources to help her to learn more about blogging included Lynette Chandler's **Blogging Starter Pack**, which she has found to be the best way to learn more about how to set a blog up. She also uses Kelly McCausey and Nicole Dean's **Easy Article Marketing** for ideas on what to write.

In her personal blog, Quiet-mom.com, her goal is different from that of her business related blogs. She uses it as a place to share her thoughts and opinions, occasionally promoting things that she personally likes and wants to share with others, however most of all it is used for fun.



The screenshot shows the Quiet-Mom.com website. At the top, there is a navigation bar with 'Home' and 'About' links, and a search box. Below the navigation bar is the site's logo 'QUIET-MOM.COM' and a tagline: 'A meek and quiet spirit, which is in the sight of God of great price - 1 Peter 3:4'. There are also links for 'Feed on Posts' and 'Comments'. The main content area features a large image of a yellow and black butterfly on pink flowers. Below the image is the title 'Chocolate Chip Cheesecake' and the date 'May 22nd, 2008 by admin'. The post text begins with 'We spent the weekend last with our friends and the girls spent most of the weekend baking in the kitchen with them - lucky us! Anyway, they made the delicious looking chocolate chip cheesecake that, unfortunately, was for another event so we didn't get to enjoy it but I asked my friend for the recipe so we could make one ourselves and actually EAT the thing. I've not made it yet but wanted to post it here for all you cheesecake lovers:'. The ingredients list includes: 3- 8 oz packs cream cheese, softened; 3/4 cup granulated sugar; 3 eggs; 1 tsp. vanilla; 3/4 bag mix chocolate chips (save the other 1/4 bag for frosting below); 2 tablespoons whipping cream (for frosting); and Graham cracker crust (purchased DEEP size or homemade). The instructions say: 'Mix together cream cheese, sugar, eggs and vanilla. Carefully fold in chocolate chips. Pour into a graham crust. Bake at 350 degrees for 30 min without opening the oven door.' On the right side of the page, there is a 'GET UPDATES VIA EMAIL' section with a text input field for an email address, a 'Subscribe' button, and a note 'Delivered by Feedburner'. Below that is a 'FAVORITE QUOTE:' section with a quote: 'My therapist told me the way to achieve true inner peace is to finish what I start. So far I've finished two bags of PB&J's and a chocolate cake. I feel better already.' - Dave Barry.

Customizing Your WordPress Blog

You can easily customize your WordPress blog by using ready to upload themes. Hundreds of free themes can be found here: <http://themes.wordpress.net/>

Also search Google for 'best wordpress themes' and browse the results that come back.

If you find a great theme but want to change something about it, you can if you know a bit about CSS and PHP.

If you don't, you can hire someone to do some customization for you. (*We highly recommend [FreshNets](#) for blog customization work.*)

There are Premium Wordpress Themes like [Revolution](#) that you might fall in love with. You'll have to pay for a license to use the theme but in some cases it is well worth the extra expense.

Then there are plugins. A plugin is simply a bit of extra script that adds a specific feature and functionality to your blog and there are literally hundreds to choose from depending what it is you want your blog to do.

There are plugins that can help you with things like comment spam, contact forms, generating income with adsense, social bookmarking, gravatars, help with SEO and more. Find the plugins you need here: <http://wordpress.org/extend/plugins/>

If working with themes and plugins is overwhelming, please don't let it intimidate you. I you want to really make friends with Wordpress and learn how to work with it well, we recommend that you pick up Lynette Chandler's [Blogging Starter Pack](#).

Making Money with Your Blog

There are several ways that you could go about making money with your blog.

The most popular and easiest to implement are:

Selling physical or informational products

Find someone else's products or create your own eBooks, special reports or other informational products to sell on your blog.

Selling Services

Do you offer some kind of services? Be sure to make mention of it on your blog and create a page that highlights what you do and provides your visitors with a way to hire you.

Google AdSense

Once you sign up for your AdSense account, you can insert Google ads and earn money each time a viewer click on an AdSense link. You will only have ads that are targeted to the keywords listed on your blog.

Affiliate Marketing

Make money promoting products created by others but work with your site's niche. Become an affiliate for the product, promote & recommend the products and make a percentage of the sales.

- [Mom's Talk Network has an affiliate program](#) that works very well with Mom Blogs.
- Find other [Mom friendly affiliate programs](#) here.

Selling ad space on your blog

Once your site gains popularity, consider selling ad space to individuals or companies that would be a benefit to your target market.

There are some large ad networks that you can join as well if you develop good traffic on a regular basis.

Mom Blogger Profile

Deb Ng of Freelance Writing Gigs.com began blogging in May 2005, and is now celebrating her three-year anniversary. Deb who is enjoying a thriving blogging career now, says that she was first drawn to blogging in the beginning because she is not a very technically inclined person, and she found blogging to be very easy.

In addition, she enjoyed the fact that the rules are not as strict as they are in more traditional types of writing. An even larger attraction for Deb was the blogging community. She says, “bloggers and blog readers are the best, most helpful people.”



Deb has always loved writing and has wanted to be a writer since she was a little girl. She has even written an online humor column in the past and done some freelance writing gigs herself. Therefore, the opportunity to be a professional blogger is one that she has found to be very fulfilling.

She has not found as many challenges with the writing itself as she has with the other more technical parts of blogging, but she says this is made up for by her enjoyment of writing and the community itself.

When she needs to find help, she often goes to other blogs in search of it, though she may from time to time hire someone to assist her.

Though blogging started out as a hobby for this former corporate worker, she now says that it makes her money and is her life. She admits that it took her more than a year from the point she began wanting to make money from her blogging to really begin to do so, but now it's what she enjoys and is her livelihood.

She has not only used her love for writing to establish herself a great work at home career but through **Freelance Writing Gigs.com** she now helps other women writers who want to work from home to be able to make the money that they are worth making as well.

Promoting Your Blog

There several ways to promote your blog and get noticed. One important thing to remember is that **blogs are social**. So be sociable and make friends.

Blogging is all about building relationships. Don't be afraid to add your personality to your posts either. It will help your readers get comfortable with you.

There is no big secret to blogging success, it just takes work and commitment.

- **Consistent Content** – make sure to post good information, often.
- **Make Relevant Comments** – make friends with other blogger by commenting on their posts.
- **Promote Contests** – Have a contest to draw readers
- **Blog Carnivals** – This will also help to draw readers
- **Participate in Blog Memes** – This is a great way to connect with others.
- **Forum Posts** – Put your blog link in your forum profile, post relevant comments. Don't make a comment for the sole purpose of getting your link out there.
- **Create a Product and Give It Away** – Create a special report or tip sheet and give away to your readers. Then give it away to other bloggers to give away for you. Make sure your blog contact information is clearly visible.
- **Guest Blog** – Offer to post on someone else's blog for exposure.
 - [Mom's Talk Network](#) accepts Guest Mommy Bloggers
 - [Schmoozins](#) accepts female Guest Bloggers
 - [Mommies Magazine](#) accepts Guest Submissions
 - [Family Foodies](#) accepts Guest Foodie Bloggers
 - [Profitable Mommy Blogging](#) accept Guest Mommy Bloggers
- **Social Media** – Join a social media outlet, post articles or information, and site links to gain popularity.
- **Add Your Blog To Mom Blog Directories**
- **Tell Your Friends**

More on Blogs Memes and Carnivals

What's a Meme?

Well, Wikipedia defines an internet meme as: *“At its most basic, an Internet meme is simply the propagation of a digital file or hyperlink from one person to others using methods available through the Internet (for example, email, blogs, social networking sites, instant messaging, etc.). The content often consists of a saying or joke, a rumor, an altered or original image, a complete website, a video clip or animation, or an offbeat news story, among many other possibilities. An Internet meme may stay the same or may evolve over time, by chance or through commentary, imitations, and parody versions, or even by collecting news accounts about itself. Internet memes have a tendency to evolve and spread extremely quickly, sometimes going in and out of popularity in a matter of days. They are spread organically, voluntarily, peer to peer, rather than by compulsion, predetermined path, or completely automated means.”*

HUH!??

Although not an official definition, simply put a meme is best explained as something – usually a thought provoking question or series of questions- that you answer in a blog post to help your reader learn more about you. Besides that - it's just plain fun!

Benefits of Participation

Taking part in a blog meme is not only a way to share information about yourself with your readers, it's also a great way to make your blog more interactive and get more traffic to your site.

How Do You Do It?

Here's what you do when you find a meme that strikes you or fits well with your niche.

1. Create a blog post by answering the questions (or following the directions) of your chosen meme and then explain in your post that you are responding to a meme.
2. Make sure you include a link back to the meme as well as the meme graphic, if there is one, in your post.
3. Choose a few online bloggers you're friends with and “tag” them with the meme – simply say that you are tagging Mary, Lou, Sue & Jo and create a link to *their* blog.
4. Go to the blogs of the people you've tagged and comment that you have tagged them for the meme. When the people that read Mary's (or Lou, Sue & Jo's) blog see your comment, they may click through to visit your blog – that's traffic!
5. You can create your own blog meme and share it in the blogosphere. Just be sure to include your instructions in your meme post so other people know how to respond.

We've included a terrific list of fun, Mom-oriented memes at the end of this report so you can get involved right away!

A Carnival? In A Blog?

Well....sort of.

A blog carnival is essentially a groups of bloggers that get together and blog about the same topic, at the same time each week (or month) in an effort to share their information.

In most typical blog carnivals you'll find:

- An Organizer – the person that comes up with the idea for the carnival topic (Mary)
- A Host – Where the carnival site “lives” each “issue” – (Sue)
- Bloggers – authors of the current issues’ articles (Lou & Jo)
- And the Audience – hopefully, readers of everyone’s blogs and fans of the blog carnival. (friends of Mary, Sue, Lou & Jo)

Let’s look at Mary, Sue, Lou & Jo’s blogs. And let’s suppose they all blog on the same topic of weddings.

They each decide that they’d like to create & participate in a Wedding Blog Carnival.

Mary becomes the organizer – in charge of creating the idea and rules of the carnival. In addition, she’ll also coordinate the host sites of each edition of the blog to make sure there is somewhere for the articles to “live”.

Sue is going to host the first edition of the carnival. She’ll choose a date (along with Mary) that the edition will post. Prior to that date, Sue will be busy collecting articles from bloggers and creating ONE article with links to all the other articles making comments and creating interest throughout. On the scheduled date, people will leave comments on Sue’s blog about that issue’s information.

Lou & Jo will write articles and submit them to Sue. They are experts in the wedding field and are quickly recognized as the “go to” gals for wedding information.

What Are The Benefits Of Participating In A Blog Carnival?

The main benefit is increased traffic to your blog.

The second and almost more important benefit is networking with people within your niche community and the opportunity to become known as an expert in your topic.

www.blogcarnival.com has a list of over 4,000 blog carnival you can participate in. Find one that fits and get started.

Mom Blogger Profile

Tiffany Washko of Naturemoms.com started blogging in October of 2005. She says that she started slow, with only a couple of posts a week and did not really get into posting meaty content until July of 2006 when she stepped it up and began blogging almost weekly.

Tiffany like many bloggers did not fully understand blogging when starting out, but over time heard so many great things about blogging that she was willing to stick it out and learn more. She quickly began to see just how easy it was to add content to a blog versus a static web site, which is what caused her to fall in love with blogging. Another thing that drew her to blogging was the ease of building a community with others without having to manage a forum.



Blogging not only helped Tiffany to build the community that she craved, but it also gave her a chance to use her love of writing. Tiffany, who has been writing since the age of 13, says that she "lives for it".

Tiffany had never let any of the challenges that go along with having a blog stop her. Like most people who enjoy technology, Tiffany has learned to be a constant student learning more and more how blogging can be of benefit to her and how to use it properly and to its greatest potential. Tiffany points out that with all the different plug-in, themes, and ways to monetize a blog you have to research and find out what will work best for you.

Tiffany shares that there are literally dozens of resources available for the beginning blogger, as well as the seasoned blogger to make use of that will help them with the technical side of blogging. Tiffany herself has used the many resources available through the mastermind group, **Mom Masterminds**, as well as advice offered through **ProBlogger** and the **BlogHer** community.

As for the content side of things and how to keep the ideas flowing Tiffany offers this advice, "surf other blogs, keep up with what's going on in the media, and make use of social media such as Twitter, StumbleUpon and Sk*rt.

Tiffany has had much success with blogging. She is succeeding in making money with her blog through selling ads and promoting affiliate products. She is very pleased with the income she makes through blogging.

Ready? Set. Go!

- You know what a blog is, and why you should be blogging.
- You've decided on a domain name and have it registered.
- You've set up your [MomWebs Hosting](#) account and installed your blog.
- You've selected a theme & customized it for the look you want.
- You know what you need to do to promote your blog.
- Now, get out there and start posting!

The Big List of Blog Memes:

Motherhood Lessons

<http://www.momstalknetwork.com/resources/tag/motherhood-lessons/>



Ten on Tuesday

<http://www.yanowhatimean.com/tuesday/>



Tackle it Tuesday

<http://www.5minutesformom.com/160/tackle-it-tuesday-update/>



Tuesday Toot

<http://mommycommunity.com/index.php/tuesday-toot/>



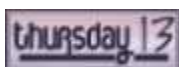
Tell Me Thursday

<http://tellingmethursday.com/>



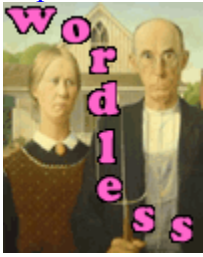
Thursday Thirteen

<http://thursdaythirteen.com/>



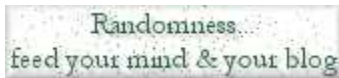
Wordless Wednesday

<http://www.wordlesswednesday.com/>



Randomness

<http://randomeme4u.blogspot.com/>



Booking through Thursday

<http://btt2.wordpress.com/>



Friday Fill-Ins

<http://fridayfillins.blogspot.com/>

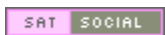


Friday Fun

<http://www.multifacetedmama.com/FFun/>

Saturday Social

http://www.clubmomma.com/blog/saturday_social/



Smiley Saturday

<http://www.lighteningonline.com/smiley-saturday/>



Aloha Friday

<http://islandlife808.com/category/aloha-friday/>



Menu Plan Monday

<http://orgjunkie.com/menu-plan-monday>



Saturday's SOS

<http://thehouseholdhelper.com/blog/164/saturdays-sos/>



Slice of Life

<http://sliceoflifesunday.wordpress.com/>



Sunday Scrappin'

<http://sundayscrappin.blogspot.com/>



Four Foods On Friday

<http://funcraftsandrecipes.com/index.php/category/four-foods-on-friday/>



Freezer Food Friday

<http://mjpuzzlemom.wordpress.com/category/freezer-food-friday/>



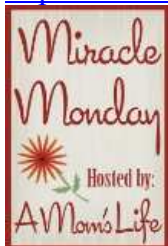
Give Me Five Monday

<http://beccagirlblogspot.blogspot.com/search/label/Give%20Me%20Five>



Miracle Monday

<http://beth-amomslife.blogspot.com/2008/02/announcingmiracle-monday.html>



Works For Me Wednesday

http://rocksinmydryer.typepad.com/shannon/it_works_for_me/



Word Filled Wednesday

http://the160acrewoods.com/?page_id=755



Wifey Wednesday

<http://tolovehonorandvacuum.blogspot.com/search/label/wifey%20wednesdays>



Thankful Thursday

http://www.eph2810.com/?page_id=459



Saturday 9

<http://samanthasaturday9.blogspot.com/>



GLOSSARY

Gravatar – An icon or graphic that represents you to your reader.

Widget - This refers to a piece of code that is inserted and embedded in a Web page. It's like a mini-program or piece of software. Widgets add functionality to websites and blogs by providing a variety of options which range from social networking to website management.

Social Networking - The process of meeting and networking with people through the use of specific Internet technology

SEO - Search Engine Optimization

This is the method of optimizing your website content, meta tags, linking structure, etc. in order to ensure good website rankings.

Affiliate Program - This is a program where a person (called an affiliate) is paid a commission to advertise a particular product, service or web site

Adsense – Google's ad serving program that allows website owners to gain revenue by displaying ads on their websites

Content - This often refers to the text, images, sounds, and videos on your site. This can include articles, descriptive photos/videos, and audio recordings/podcasts.

Social Media - This refers to various forms of technology which integrate with content. It is intended to encourage conversations and social interaction. Examples would include: FaceBook, Yahoo Answers, Squidoo Lens', MySpace, Twitter, etc.

Niche - A niche is a focused and target-able portion of the market. A business that focuses on a niche market is attending to the need for a product or service that is not being addressed by the mainstream market. The niche market narrowly defines a group of potential customers.

Target Market - Your target market is the kind of people who are interested in what your website has to offer.