

FOR ENTREPRENEURS ONLY: THE ACTION PLAN FOR BLOGGING™

Presented by Dexter & Pamela Montgomery



For Entrepreneurs Only: The Action Plan for Blogging™

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I. Introduction

Dexter and I realized early in our relationship not to rely on paychecks from a job. Because within 6 months of getting married, Dexter was out of work. Since that time, more than 35 years later, we have always had a side-hustle. From selling home products, perfumes, and phone services to investing in real estate, we have successfully pursued our dream of entrepreneurship.

Recently I retired from my full-time job as an attorney, to work on-line full-time after too many long-commutes, too many overnight trips, and too much office politics.

Being a creator of information products, author, speaker and marketing strategist allows me to spend more time with my family and volunteer in the community. My legal training and experience allow me to take a stand for economic and social justice in a very concrete and meaningful way.

We use our knowledge, skills, and abilities to help people looking to leave the rat race create the means and opportunity to strategically make the choice to become entrepreneurs.

Much of our success has been based on our ability to intentionally brand ourselves as valuable resources in our community. A significant part of our branding is based on our blog. Our clients and potential clients need to see us as trusted advisors as we write, speak, and broadcast about positioning yourself as an expert.

You may be wondering, “what is blogging?” Also, you may want to know, “Is it worth it?” We will explore these issues and more in this focus guide.

Creating the life of our dreams by becoming information product creators, authors, speakers, and online marketing strategists has changed our lives in untold ways. You too can create the life of your dreams by following a few time-proven strategies.

It is our hope that you will find in these pages the inspiration to take control of your future by shaping the impressions that you make on-line and in the real world.

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Perhaps you will begin to experiment with some of the ideas presented here to help you stand out in a world of sameness.

You have a unique vision and message to share with the world. Let us help you create the business and life that you love!

We will leave you with this anonymous saying that has become our motto...

DO WHAT YOU DO BEST; LET YOUR TEAM DO THE REST!

II. Profit from Your Blog: 11 Smart Ideas that You Can Use Today

You can profit from your blog if you follow these 11 smart ideas that you can start using today.

Remember that you need to stand out from the crowd.

You need to spread the word about your business and drive traffic to it. You also need to market your blog. This article provides you with 11 smart ideas that you can start using today that will show you how to profit from your blog.

1. Target a Specific Group with Your Content

Determine who your specific demographic is. Is that demographic female or male? Married or single? Live in the city? Have a college education? Write specifically to them.

2. Be Original and Honest

Be a leader by posting original content. Do not post the same old news. Instead give your audience your slant on a common topic. Make sure that you are truthful by verifying facts and providing links to additional resources and verification.

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3. Dare to Be Different

Just like in a newspaper or magazine, controversy sells. Be prepared to participate in conversations with others that disagree with you.

4. Post as a Guest Blogger

Submit high-quality, relevant pieces of writing to prestigious blogs in your niche.

5. Market on Social Media

Participate in social media channels. Post on Twitter. share images, information and videos on Facebook. Let your readers know about your new posts.

- Use Twitter to connect with other interesting people.
- Use Pinterest to show your story through images.
- Use Instagram to show the behind the scenes of your blog or show your daily routine.
- Post daily to Facebook to appear frequently in your fans' news feed.

6. Teach, do not Oversell

Offer solutions for reader problems and other information not only about your blog but other sites as well.

7. Use Long Tail Keywords

Narrow the focus of the keywords that you are using. Use long tail keyword terms and phrases that your readers are searching for.

8. Brand Yourself

People are interested in other people before they become interested in products or services that you offer. Become known for what you do by sharing your story. For more on branding, read our recent blog post, [Be Different: Increase Your Perceived Value.](#)

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9. Create Regular Content

Content can be written posts, eBooks, videos or some other form of content. You should aim to blog 2-3 times a week. For some great ideas for your blog posts read, [Blog Checklist: 15 Ideas for Next Blog](#)

10. Build an Email List

Offer a free download or other information related to your topic.

11. Send Regular Blog Updates

Let the subscribers to your blog know about your updates. Get them actively engaged sharing and commenting on your blog posts.

Call to Action

Remember to take consistent daily action to profit from your blog. You can implement these 11 smart ideas today. As you build your audience and consistently market to them, you too can begin to profit from your blog.

If you want even more advice on this and other topics about your online business, [subscribe to this blog](#). We consistently provide new entrepreneurs, like you, with ideas and strategies that you can implement today!

III. How to Start an Amazing Blog: 3 Quick Tips

Are you stuck trying to figure out how to start a blog? What if you could learn 3 quick tips about how to start an amazing blog?

If that is what you want, then read this blog post and listen to this episode of [My Biz Dream Team Opportunity Wednesday Training Series](#).

However, before I jump in to tell you how to start an amazing blog, I want to give you some basic information.

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First what is a blog?

A blog is generally defined as a web journal. You are writing about a topic of great interest to you and others. A blog allows you to share your ideas about a specific topic with a targeted audience. For more information about the history and evolution of blogs, check out [this article in lifewire.com](#)

Second, why should you have a blog?

If you are an entrepreneur, you may want to start a blog because the other entrepreneurs in your niche have a blog. But, is that a good enough reason?

Before you jump into that big pond of bloggers, stop and think a minute.

What is your why?

Do you have a real passion for the topic?

If you have the passion, do you time to regularly blog?

If you have the passion and the time to regularly blog, then start writing!

Now you want to know, “What do I write about?”

Well you probably have thousands of ideas about the topic you are passionate about. But have stopped a minute to eliminate some of your creative mental chaos?

1. Think Strategically

Take those thousands of ideas and write them all down. Yes, you heard me. Brain dump your ideas!

Now begin to categorize and organize your creative ideas.

Next conduct some research on the leaders in your niche. What are the most popular topics on their blogs? What topics receive the most comments and social media shares?

2. Write Strategically

After you have strategically organized and categorized your ideas for your blog, begin to focus on writing eye-catching headlines.

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In writing strategically, make sure that your headlines are specific and offer a result.

For inspiration, visit the blogs of leaders in your niche. Study the headlines and the writing style of the posts. See what is getting the attention of their readers.

3. Repurpose Your Content

Remember you do not need to stay in constant creation mode. You can repurpose your content.

Once you have been blogging for a few months, go through your posts, and revamp them. Give them a rebirth with a new voice.

For more information on repurposing your content, read, [Repurpose Your Content: 3 Quick and Effective Strategies](#)

Also see: [Write, Speak, Broadcast: 3 Strategies for Business Success](#)

[Developing Your Content Plan](#)

Conclusion/Call to Action

If you want to know how to start an amazing blog, then follow these 3 quick tips:

1. Think Strategically
2. Write Strategically
3. Repurpose Your Content

By following these 3 quick tips, you will start an amazing blog.

IV. How to Quickly Start Blogging Today

Do you want to quickly start blogging today about your fantastic solution to solve that pressing problem for your target audience? Yes, I understand your enthusiasm. I felt the same way.

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You have a million ideas that you want to share with the world. But, you wonder, “How do I get started.”

If that is your question, then this post is for you!

Step 1 Decide on the format of your blog

Will you use audio, video, or writing to produce your blog? Most bloggers use a written format. However, that does not mean that you must follow the lead of other bloggers.

Several points favor written blogs. First written blogs are familiar and popular.

Second, a written blog is best for search engine optimization.

Third, a written blog is great for an audience who wants to read content.

Some bloggers combine formats on their blog. When you combine different formats, you can reach a broader audience who likes to receive information in a variety of ways.

Do not spend too much time on this issue. Pick one format. You can add another format later.

Read more to find out [How to Quickly Start an Awesome Blog](#)

Step 2 Develop an Action Plan

If you want to quickly start blogging today, you must immediately write down when you plan to create the blog content. Do not keep this schedule in your head. It is imperative that you write it down. Otherwise, it is not a plan!

Creating content for your blog is the key to long-term blogging success.

If you are still working a job, you must carve out time for content creation. Otherwise, the idea to quickly start blogging today remains a dream.

Read more to find out [How to Quickly Create an Action Plan for Your Awesome Blog](#)

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Step 3 Get a Quick Understanding of SEO

This blog post is not about teaching you SEO (search engine optimization). However, you do need to understand a few concepts before you can quickly start blogging today.

Understanding these three concepts will save you from spending money on advertising.

You need a quick understanding of: categories, keywords, and tags.

1. Categories on your blog, are like the table of contents in a book. These are the broad topics that you will cover.
2. Keywords are specific words that use in your blog to position your content high in the search rankings.
3. Tags are used like an index that you find in the back of a book. A tag is usually a narrow topic.

You can always add more categories, keywords, and tags later. It is important that you quickly start blogging today.

Do not spend too much time planning, start blogging today!

Read more to find [12 Sources for Great Blog Content Ideas](#).

Also, checkout, [Blog Checklist: 15 Ideas for Your Next Blog Post](#)

and [Josh Morrow's seminal article How to Start a Blog in 2018](#).

Conclusion/Call to Action

If you want to quickly start blogging today, then you need to follow *The Quick Start Blogging System*™.

1. Decide on the format of your blog
2. Develop an Action Plan
3. Get a Quick Understanding of SEO

As you begin to blog, you will strive to develop a unique point of view that separates you from the rest!

V. Strategic Planning for Your Blog

Creating content for your blog can feel overwhelming, especially if you do not have a plan. When you use strategic planning for your blog content, it will feel less stressful.

Blogging does not have to feel like “too much” on your to-do list.

Once you set the intention for your blog and begin to [follow a working plan](#), you will be able to grow the audience for your blog content in no time at all.

When you map out the following:

- Define your intentions for your blog
- List the categories of content for your blog
- Identify your audience
- Create defined goals you would like to achieve

...You will experience incredible results in your business. You will grow your audience tenfold and position your business to lure in clients that you are meant to serve. It all starts with a plan!

When you blog with the right intention you will be able to:

- Rise in your industry as the go-to expert in your field
- Capitalize on your reputation and brand
- Attract your ideal clients using content with purpose
- Drive traffic and potential clients to your website
- Sell your coach offerings with ease (to the people who need it the most!)

Remember, what my mentor Connie Ragen Green says, [blogging for your business, is worth it!](#)

VI. Quickly Create an Action Plan for Your Awesome Blog

A few months ago, I wrote ["How to Quickly Start an Awesome Blog."](#) I received great response from the article! However, a few people told me that they did not act on the advice that I offered. As a follow up to that earlier article, today I am

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sharing a few elements of *The Action Plan for Blogging™*. By following this plan, you can quickly create an action plan for your awesome blog.

I understand your frustration in not being as successful as you had hoped to be blogging. It took me a few months to get accustomed to the demands of blogging. Like me, you may be distracted by household chores, issues at your 9-5 job, or catching up with the latest episode of Grey's Anatomy.

However, if you want to be a successful blogger, then you must quickly create an action plan for your [awesome blog](#). Otherwise, time will slip by and you will have nothing to show for it. You might give up your dream of having a successful blog. I encourage you to read this blog post by my mentor, Connie Ragen Green, for encouragement and understanding of the importance of "[Blogging for Your Business.](#)"

If you want to achieve the success that you desire, then act now to quickly create an action plan for your awesome blog.

1. Use a Calendar to Schedule Time for Creating Blogs

You need more than a plan for when you will post and market. You also need a plan to determine when you can fit in this time to create the content. I am most successful when I use a calendar to schedule appointments with myself for work. This is time that I dedicate to writing and planning the next blogs and other products that I create.

2. Hire Team Members to Help Create Blogs

Hire someone and outsource to a virtual assistant or a writer if you are pressed for time. Content is the cornerstone of your blog. If you are not putting out content in a consistent way, then you cannot expect to reach your ideal audience. Make it a priority to create content yourself. Otherwise, hire team members to help create blog content.

3. Use Private-Label Rights Material

You may want to use PLR (private label rights) material that you or your assistant has edited. I find the materials offered by Nicole Dean and Melissa Ingold at

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[Coach Glue](#) to be excellent. You can edit or add to this material to make it sound more like you.

When you follow the link for [Coach Glue](#), you will receive a free New Client Kit, to help you get started in your business. You can also check out the other helpful PLR products that [Coach Glue](#) offers.

What is most important is that the content gets created. It does not matter if it is from you or from someone you hire on your team. Either way, creating an action plan and filling in timeframes where you can either create the content yourself or task it out to your team members is going to be the defining point for the success of your blog.

VII. 12 Sources for Great Blog Content Ideas

Creating content for your blog can feel overwhelming, especially if you do not have a plan. When you plan your content for your blog, strategically, it will feel less stressful. Blogging does not have to feel like “too much” on your to-do list. However, many people I know, get stuck because they do not know where to begin. It has been my experience that you can find great ideas for your blog content almost everywhere. To help you get started, I recommend these 12 sources for great blog content ideas. Keep your mind on your target audience as you use these resources.

1. Blogs targeting similar markets to you.

Search on Google for “[x topic] blog” Add them to a feed reader (try Feedly or a mobile reader).

2. Social media accounts targeting similar markets.

Search on Facebook, Twitter, Instagram, Pinterest and so forth. Look at what others are doing in your market.

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3. Trending Topics Social Media.

What is your market talking about and asking for on Twitter and Facebook? Do not just look at the businesses creating content. Look at what your actual target market is talking about.

4. PLR content.

This is done-for-you content that you can purchase inexpensively and then edit, brand and monetize. Try the content at allprivatelabelcontent.com or coachglue.com

5. Local traditional news media.

Read and watch for local hot topics.

6. Worldwide media.

Search at [Google News](http://Google.com) & [Yahoo News](http://Yahoo.com).

7. Bookmarking Sites

Search sites like reddit.com and stumbleupon.com

8. Submitted questions.

Ask your readers to submit questions to you. Make a form and drive your readers to it regularly for a steady stream of questions.

9. Question & Answer Sites.

Review Yahoo Answers or Quora.com. Look at the questions people frequently ask. Then create content to answer the questions.

10. Print media.

Look at magazines and other printed media covering topics that interest your target market.

11. Message boards, forums or Facebook Groups where your target audience gathers.

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Search Google for “[X topic] message board” or “[X topic] forum”. Search Facebook for similar terms.

12. Older popular content.

Expand on older articles, emails, etc. Add worksheets, spreadsheets and other useful tools.

As indicated by the last source, you can find great ideas for blog posts and other products by frequently scouring the 12 sources listed in this article.

Conclusion/Call to Action

Once you set the intention for your blog and begin to follow a working plan, you will be able to monetize your blog content in no time at all.

First, map out the following:

- Define your intentions for your blog
- List the categories of content for your blog
- Identify your audience
- Create defined goals you would like to achieve

Use these 12 sources for great blog content ideas to help you get started blogging today.

VIII. Conclusion/Call to Action

Now that Dexter and I have shared with you a few key elements from *For Entrepreneurs Only: The Action Plan for Blogging™* it is time for you to quickly create an action plan for your awesome blog. Ideas are wonderful to have, but unless you organize them, they often get put on the back burner. Sometimes your wonderful ideas do not end up as successful results. However, if you have an action plan and factor in the time needed to complete and achieve your goals, then your ideas turn into actions, and your actions will turn into extraordinary results.

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Remember that it is vitally important to quickly create an action plan for your awesome blog. As the blog owner, you are responsible for creating and publishing valuable content for your audience. To make sure that your great ideas are not put on the back burner, quickly create an action for your blog. Your plan should at a minimum include:

- (1) [Scheduling specific dates and times for writing](#);
- (2) [Adding team members to create blogs](#), if you do not have time;
- (3) Using Private-label Rights material such as [Coach Glue](#)

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RESOURCE GUIDE

The Resource Guide lists the people, books, and products that make a difference in our business and our lives as entrepreneurs. These are a few of the resources that we use to build and grow our business. These resources can help you build your authority status.

Many of our recommendations are provided through an affiliate link. This means that we will be compensated and at least one of us has personally used each product, course, or training we recommend and that it has received our "My Biz Dream Team Seal of Approval." At no time, will you ever pay more, and many times we have negotiated a special pricing so that you receive additional benefits through our link at no additional cost.

Hosting Services

[Bluehost: Hosting your website](#)

[Blubrry: Hosting your podcast](#)

Books

Continual learning is the hallmark of a leader and entrepreneur. We are always looking for influential and inspirational books to expand our knowledge and awareness.

Kevin Kruse, [15 Secrets Successful People Know about Time Management](#)

Darren Hardy, [The Compound Effect: Jumpstart Your Income, Your Life, Your Success](#)

Grant Cardone, [The 10X Rule: The Only Difference Between Success and Failure](#)

Daniel Goleman, [Emotional Intelligence: Why It Can Matter More Than IQ](#)

Daniel Goleman, [Focus: The Hidden Driver of Excellence](#)

Michael Hyatt, [Platform: Get Noticed in a Noisy World](#)

Dorie Clark, [Reinventing You: Define Your Brand, Imagine Your Future](#)

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Training

Dexter and Pamela Montgomery: [The Strategic Pathway to Success Program](#) This comprehensive program helps new online entrepreneurs avoid the massive mistakes that keep them struggling.

Dexter and Pamela Montgomery: [Special Report and Training Guide: The Podcasting Power Playbook](#)

Dexter and Pamela Montgomery: [Special Report and Training Guide: Build My Business Dream Team](#)

Connie Ragen Green and Adrienne Dupree: [Top 20 WP Plugins](#) This course takes the mystery out of WordPress plugins. Learn about the ones you need to add to your website to save you time and earn you money.

Connie Ragen Green and Adrienne Dupree: [10K Laser Coaching](#) Be a fly on the wall as Connie and Adrienne conduct private coaching sessions of their clients. Learn from the students' successes and avoid their mistakes.

Connie Ragen Green: [The Genius Hour Interviews](#) Listen to over 12 hours of interviews that give you invaluable insight into the minds of successful entrepreneurs.

PLR (Private Label Rights) Content

This is material created by others that you can buy and use as your own. You have full ownership rights. We typically make a few edits to make it sound more like us and then re-brand as our own product. It is a quick and effortless way to get ideas and product for your clients. Below are the people and products that we find most useful and recommend to you.

Ron Douglas and Alice Seba: [Elite Writers Lab](#)

Alice Seba: [DIYPLR \(Free Social Media Tips\)](#)

[Coach Glue: Grab Your Free New Client Kit](#)

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Affiliate Disclaimer: Many of our recommendations are provided through an affiliate link. This means that we will be compensated and at least one of us has personally used each product, course, or training we recommend and that it has received our "My Biz Dream Team Seal of Approval." At no time, will you ever pay more, and many times we have negotiated a special pricing so that you receive additional benefits through our link at no additional cost.

ABOUT THE AUTHORS



We are Pamela Montgomery and Dexter Montgomery, authors, entrepreneurs, and speakers. We are a married couple and business partners.

Our focus is helping new online entrepreneurs **achieve uncommon results** in their businesses and in their lives. We work to help new entrepreneurs avoid the massive mistakes that keep you struggling and feeling overwhelmed. Through our weekly teleseminar training seminar series, [My Biz Dream Team: Opportunity Wednesday Training Series](#) we discuss topics relevant to the new entrepreneur as you build and grow your business.

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As online marketers for the past few years, we create information products, teach classes online, host a weekly teleseminar training series about online marketing, produce a podcast series, and mentor new entrepreneurs looking to get out of the rat-race.

Prior to starting our online business, we were a typical two-income couple living in the suburbs outside of Washington, D.C.

Dexter has over 30 years of experience in business and finance in the public and private sectors.

Pamela had over 30 years of experience as an attorney. During her career, she served six years on active duty as an officer in the U.S. Army Judge Advocate General's Corps. For 15 years, she was the chief spokesperson of a federal agency and responsible for the educational programming. She has made hundreds of presentations as she traveled across the country representing the agency at numerous meetings, seminars, and conferences. I (Pamela) just love to teach!

We were each working 65-70 hours a week in office jobs and wanted to find a way out of the rat race. By owning an online marketing business focused on helping other entrepreneurs and investing in real estate, I (Pamela) could retire from my office job.

Now we are just that much closer to fully living the life of our dreams. Pamela is now able to work from home or anywhere in the world.

We both love to travel and explore new and interesting places. Now we have more time for travel and to work with the non-profit organizations that we support.

Our Motto: Do What You Do Best, and Let Your Team do the Rest

We would love to talk to you about the issues that you face as a new entrepreneur. You can use the information below to contact us.

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Or you can follow us on social media or respond to one of our emails. We would love to hear from you!

NOTES