Document 10

Start a Mom Blog It’s no secret that the blogging world is full of a ton of different niches. Blogs can be made up of financial information, family adventure, lifestyle tips and hacks, and really anything and everything that the blogger wants to write about. One question that I constantly hear over and over again is, “What is a Lifestyle Blog?” Great questions, with an overall simple answer. Lifestyle blogs are different than any other type of blog out there. They tend to focus on being a bit more visual and make certain that they are using high-quality images to showcase their activities and interests. If you actually look up the word “lifestyle” in the dictionary, it literally means that it’s the way a person or a group lives. Will there be stories told? Yes. Will there be experiences discussed and talked about? Yes. Will there be emotions and stories that may get sprinkled in here and there? Maybe… BUT, what differentiates a lifestyle blog from any other type of blog is that it focuses on interests and activities, and less on “storytelling” or trying to make a personal connection with words and emotions to the reader. While there can be similarities between a lifestyle blog vs a personal blog, the two are actually quite different. Before we go on, I wanted to give you a quick reminder that once you’re ready to start your blog, I have a step by step tutorial. You can impact the lives of thousands of people while making a living working from home, and it starts at under $5 a month. Wait, what? It’s that cheap to start a blog? 🙂 Bookmark this post so you can remember to come back to it! Okay, let’s continue… First and foremost, understand 100% and hear me loud and clear – a lifestyle blog is not a personal blog or a place to showcase a diary of your life. When a blog crosses over into personal stories and emotions, it’s now entered into the realm of a personal blog. While there are plenty of popular personal blogs, it’s imperative to understand that they are completely different from a lifestyle blog. Whew! Now that we’ve got that understood… Don’t get me wrong here. These two blogs are both super successful in the blogging industry. However, if you look at the followers and the engagement from the audience, it’s plain and simple to see that they attract a totally different audience and set of followers for each one. As stated above, lifestyle focuses on interests and activities and finds fun ways to pull you in, while a personal blog finds ways to open up themselves, their stories and their lives with you through their writing.