

# **HOW 40+ PROFESSIONAL BLOGGERS GREW THEIR HIGHLY SUCCESSFUL BLOGS**

**(DISCOVER THE ACTUAL  
STRATEGIES THEY USED!)**

**ULTIMATE BUNDLES™**

# HERE'S EXACTLY WHAT YOU'LL GET IN THIS EBOOK

Do you ever wonder how successful bloggers make it look so easy? How they create amazing content, attract loyal readers, make an income for their families, and do it all on a busy schedule?

Have you ever wished you could sit down with a few of your favorite bloggers and ask them, point blank, what strategies are working for them right now?

Here at Ultimate Bundles, we decided to make that dream a reality. We reached out to some of the smartest bloggers we know and asked these experts specific, no-nonsense questions to discover the secrets to their success.

*Questions like:*

- ▶ What strategies helped you attract readers to your blog?
- ▶ How do you make money from your blog?
- ▶ What strategies do you use to improve your writing skills and publish awesome content?
- ▶ What strategies have you learned for running your blog on a busy schedule?
- ▶ What would you say to someone who is just starting out in blogging and feeling overwhelmed?

*In this book, you'll find the answers!*

With over 77 pages of blogging wisdom, this eBook gives you the chance to learn from the best without spending a dime. We hope you enjoy the insights and find inspiration for your own blogging journey.

Sincerely,

*The Ultimate Bundles Team*

Creators of The Genius Bloggers Toolkit



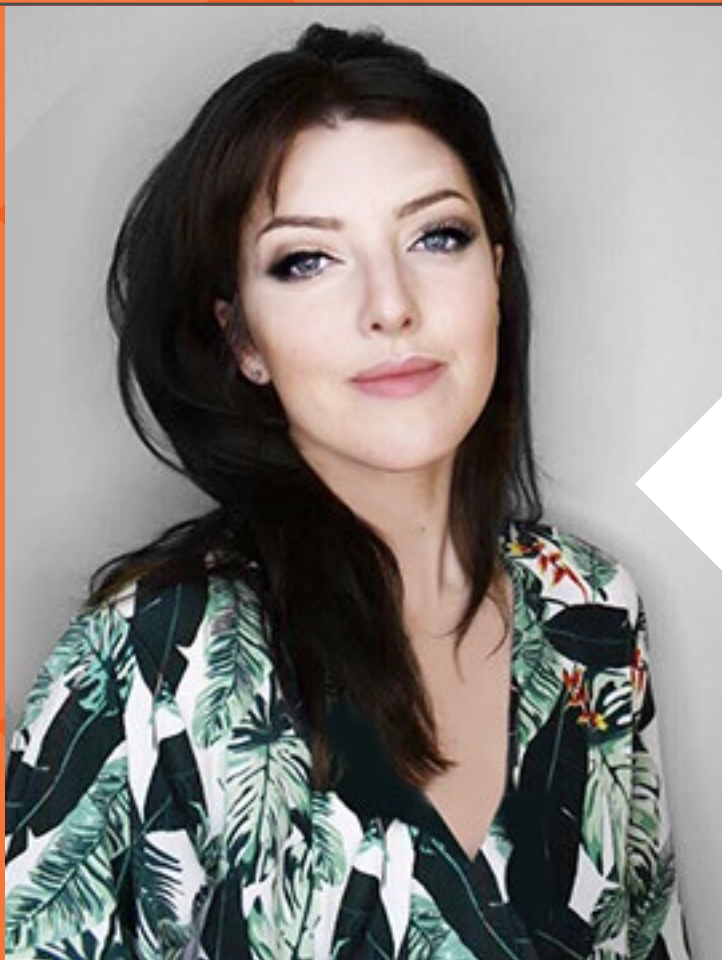
# *Question* 1:

**WHAT STRATEGIES  
HELPED YOU ATTRACT  
READERS TO YOUR  
BLOG?**



*Arabah Joy,*  
founder of  
**ArabahJoy.com**

*D*uring my first three years of blogging, I really struggled to get visitors to my site. I couldn't seem to gain traction no matter what I tried. I tried different opt-ins and eventually found one that resonated really well with my target audience. Paired with the power of Pinterest, this opt-in began bringing readers and allowed me to understand how to create follow up content for my readers.



*Chelsea Clarke,*  
founder of  
**HerPaperRoute.com**

*P*interest is an amazing tool for generating traffic to your blog. But above all, organic traffic (*ie from Google search*) is the pinnacle way to attract and continue to attract readers to your blog. Optimizing your blog posts with strong SEO is so important. Before you write any blog post, make sure you do keyword research and plan your content around what people are searching for. Without taking your SEO into consideration, you are basically writing in the dark and hoping for the best! Don't do that. Do your keyword research and then use it to make intentional choices with how you write your posts, to intentionally attract readers to your blog.





*Krista Dickson,*  
founder of  
**BlogBeautifully.com &  
KristaDickson.com**

*H*aving a consistent, solid Pinterest strategy was instrumental in driving traffic to my blog when I was just starting out. My Pinterest strategy involved strong Pinterest SEO (*keywords*), eye-catching graphics, click-worthy descriptions, and making sure it was super easy for my readers to share my content onto their own Pinterest accounts by having a “Pin It” button installed on my website and using calls-to-action asking people to share.



*Chrissy Halton,*  
founder of  
**OrganiseMyHouse.com**

**P**EO. I tried to write about what I would want to know, and then checked what was already out there. If I felt I could write a better article that would help me more, then that's where I started. I also used challenges which ensured people came back for days after AND got on my email list.



*Kalyn Brooke,*  
founder of  
**kalynbrooke.com**

*A*esthetically pleasing graphics combined with clickable headlines. I spent a lot of time studying the types of images that worked on Pinterest (*my highest traffic driving platform*) because good graphics are essential if you want to stand out among thousands of other pins! I also brainstorm at least 5-10 headlines for each blog post to go along with my pinnable image, and I test each of them in the CoSchedule Headline Analyzer tool to see how they rank. I'm always taking note of which headlines on other blog posts make **ME** click so I can duplicate the same action for my website.





*Georgia Harding,*  
founder of  
**WellNourished.com.au**

Only share authentic and practical content which I think resonates well with my audience. I try to simplify health and nutrition so it just makes sense to them. I also test my recipes thoroughly so that they are always delicious and work every time!



*Angela Nelson,*  
founder of  
**TheWorkAtHomewife.com**

*M*y top three traffic avenues right now are search, Pinterest and YouTube. I also make an effort to guest post on a regular basis. All of these allow me to reach new people who may not already be in my community.



*Helene Sula,*  
founder of  
**HeleneInBetween.com**

*M*y best strategies from going to 0 to 250,000 pageviews every month to my blog is by utilizing SEO, Instagram, and my email list. So many focus on SEO alone but once you get someone to your blog, keep them around by creating a freebie on your email list. I use my Instagram to direct people to my blog and keep the momentum going by reminding people to check out different posts from my Instagram story!



*Stacie Vaughan,*  
founder of  
**SimplyStacie.net**

One of the best ways I've attracted new readers to my blog is through my email list. I created a variety of opt-ins (*Quick Start Guides, printables, ebooks*) for the various categories on my blog. I put the form to sign up at the bottom of every post. I also made a pinnable image for each opt-in to share on Pinterest. I use ConvertKit for my list and have seen steady growth since I switched last year.





*Kate Ahl*  
founder of  
**SimplePinMedia.com**


*F*irst, I was demonstrating the knowledge and experience I had in my area of expertise. I would do this by writing blog posts that broke it down into simple actionable steps or concepts. The other was starting a podcast. Once people heard my voice they felt a deeper connection and knew I wasn't crazy. :)





*Sarah Titus,*  
founder of  
**SarahTitus.com**

*I*'m going to go against the grain here and be upfront to say that if our stuff, the content that we are producing, is good enough, it'll be shared and talked about automatically. I know many gurus will disagree, but for me personally, that's what's worked. I focus on creating my absolute best; my blog/stores are my passion, and I focus on serving others and being transparent and genuine. I focus on being unique and different, not following what others are doing or what they say they are doing, but figuring everything out myself, what works for me personally and I feel like it sets me apart. I've never had trouble getting traffic. From day 1, when my site was password protected, only given to friends in person, they were sharing the password and I didn't know it. People share good stuff naturally.



We don't have to pay them or buy ads or do fancy stuff. We just have to be genuine, which is what MANY bloggers completely miss the boat on. They're sadly, too busy worrying about saying and doing the perfect thing, and then they APPEAR perfect, and you know what...no one can relate to them. They feel stale and clinical.

Meanwhile, I'm over here saying, hey, I'm a mess. I'm a single mom. I was homeless. I have no help. It's just me. My house is not the cleanest. It's not perfect, here's a picture. I have trouble with my kids fighting with each other. They are a mess. People want someone to walk in the trenches with them, not someone who has everything figured out. Not at the end of the day, because we can't relate to perfect people.



## *Question 2:*

**HOW DO YOU MAKE  
MONEY FROM YOUR  
BLOG??**



*Randa Derkson,*  
founder of  
**TheBewitchinKitchen.com**

*I* monetize The Bewitchin' Kitchen with ad revenue from my ad network (*AdThrive*). I also accept sponsored posts and put affiliate links in (*almost*) every blog post on TBK.



*Melissa Will,*  
founder of  
**EmpressOfDirt.net**

*A*ds are my primary source of revenue. Another source of revenue is ebooks. All of my content is available free on my site but I also repackage it under various topics and sell it in ebook format. Readers love the convenience of having it in one handy file. I also put a lot of free downloadable files on my site and during the checkout process an upsell for an ebook always appears.





*Abby Lawson,*  
founder of  
**JustAGirlAndHerBlog.com**

*We* create digital products like eBooks, courses, and printables that help people dive deeper into some of the topics we cover on the blog. We also utilize affiliate marketing, recommending products and services we believe in (*like Ultimate Bundles!*) and that we think will be beneficial to our readers. I also occasionally work with brands and do sponsored posts.



*Gemma  
Bonham-Carter,*  
founder of  
**TheSweetestDigs.com**

*I*'m a huge believer in diversifying your income as a blogger. You don't want to have all of your eggs in one basket. I have monetized my home decor and lifestyle blog with display ads, affiliate income, brand partnerships, and by selling my own custom line of products like bags, home decor, and accessories.



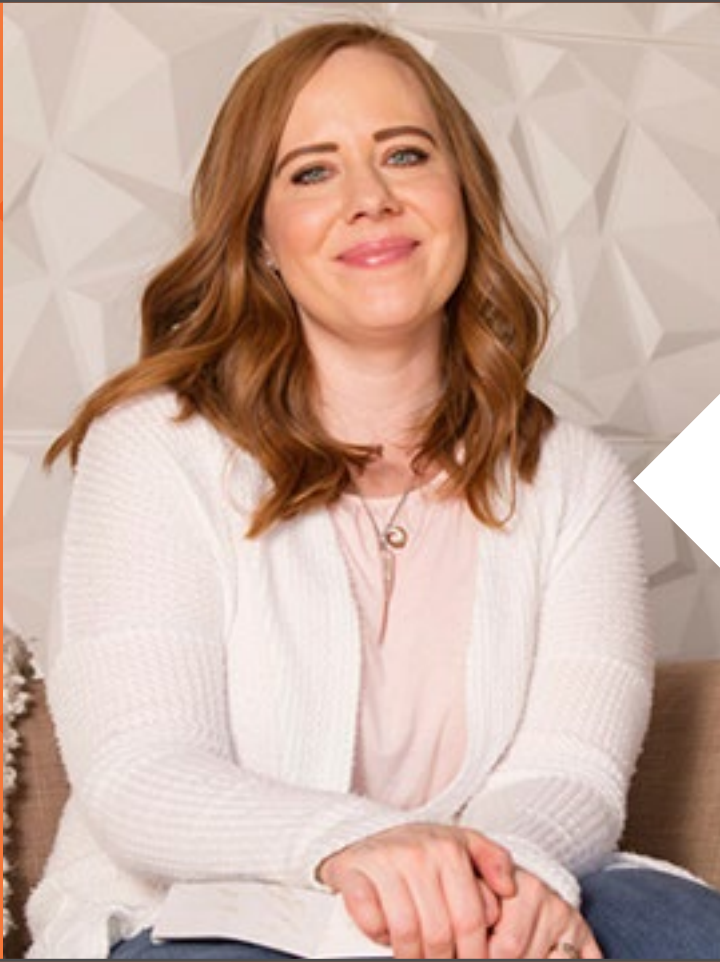
*Becky,*  
founder of  
**[www.CleanMama.net](http://www.CleanMama.net)**

*M*y sources of revenue are digital products, physical products, sponsored content, writing books, AdThrive (*ads*), affiliate links, and Ultimate Bundles.



*Rachael Wynn,*  
founder of  
**AllAboutPlanners.com.au**

*M*y sources of revenue are my printables  
Etsy shop, graphic design supplies Etsy shop,  
online store (*same products as Etsy but my  
own website*), my graphic design ecourses,  
advertising revenue from my blog, my ebooks,  
Ultimate Bundles and affiliate revenue.



*Lindsay Maloney,*  
founder of  
**LindsayMaloney.com**

*I* have a small upsell on my thank you page when someone subscribes to a freebie, a launch Stand Out Coaching Academy every quarter, and I work with a small amount of clients on a 1:1 basis.





*Angela Nelson,*  
founder of  
**TheWorkAtHomeWife.com**

*M*y favorite way to make money has always been affiliate marketing. It's my bread and butter. I supplement that income with display ads and the occasional sponsored post.



*Helene Sula,*  
founder of  
**HeleneInBetween.com**

*I* have multiple streams of income to make money from my blog. I sell online courses, a membership site, advertising, and affiliate marketing. It's essential to have multiple options for making money, especially being self employed.



*Christina Peters,*  
founder of  
**FoodPhotographyClub.com**

*I* use Amazon affiliate links a ton. I have an entire page dedicated to photography equipment and that does really well for me. I also use my blog to sell my other products and programs.



## *Question 3:*

**WHAT STRATEGIES  
DO YOU USE TO  
IMPROVE YOUR  
WRITING SKILLS  
AND PUBLISH  
AWESOME  
CONTENT?**





*Melissa Culbertson,*  
founder of  
**BlogClarity.com**

*T*he more you read, the better you write. Read books, articles, whatever you can as often as you can (*I'm often guilty of not reading enough, but it really does help!*). In addition, reading your content out loud before you publish can really help you catch simple mistakes or awkward sentences. Small tweaks like that add up, and they can be the difference between a polished piece of content and one that's, well, meh. People don't read meh. :)





*Georgia Harding,*  
founder of  
**WellNourished.com.au**

*I* listen to what my audience needs, their sticking points around managing their family's health and wellbeing. I always present a problem and simple, do-able solutions in each post. My recipes are adaptable to various dietary requirements and have simple methods.



*Carly Campbell,*  
founder of  
**MommyOnPurpose.com**

*The* best tip I found anywhere when I was starting out was “edit ruthlessly”. Don’t be afraid to chop and re-work. Can you make the same point with less words? Our readers are not as attached to our words as we are, and they are busy - with short attention spans. *(This is not to say don’t write long posts. This is to say don’t write rambling posts. Different.)*



*Randa Derkson,*  
founder of  
**TheBewitchinKitchen.com**

*I*t took a few years but I have learned that **QUALITY** not **QUANTITY** is what works the best. I don't push out content to have content on my blog, I take my time and ensure every post is my best work.



*Amy Roberts,*  
founder of  
**raisingarrows.net**

*I* am real, and my audience likes that. They see me as an old friend who isn't going to sugar-coat or make them feel less-than. From the beginning, I've been determined to do what I do best — tell my own story in a way that everyone can relate to. You don't get glossy, air-brushed content on Raising Arrows, and I am convinced that is what has contributed to well over a decade of loyal readers.





*Monica Froese,*  
founder of  
**RedefiningMom.com**

Even though I am a blogger, I don't always enjoy writing. I started using the Pomodoro technique which consists of 25-minute, distraction-free, blocks of writing with 5-minute breaks. I set a timer and when the 25 minutes are up, I walk away from my computer. I do stretches, grab a cup of coffee, or read a book I'm interested in. I never do more than 4 of these blocks in a row. It has revolutionized my productivity.





*Rachel Norman,*  
founder of  
**AMotherFarFromHome.com**

*T*he best thing you can do as a writer to write better is to write more. And read a lot. I've taken classes on writing (*Sticky Blogging* and *James Patterson's MasterClass* to name two) and I constantly strive to write in a way that is readable, scannable, practical, and that is likely to give my readers a True Win.



*Melissa Will,*  
founder of  
**EmpressOfDirt.net**

*I*t probably helps that I love this part of blogging. My own goal is to say things as clearly as possible in a friendly manner along with images that inspire and inform the reader. Before publishing, I always allow a gap of several days. This allows me to come back with a fresh perspective and tweak and edit as needed. Fairly often, I end up scrapping a lot of writing in favor of something shorter and better. I also like to analyze articles I've enjoyed to figure out what made them work and apply the same formula to my blog posts.



*Brittany Ann,*  
founder of  
**EquippingGodlyWomen.com**

*T*he best way to be a better writer is just to do it. No one is a great writer when they first start out, but the more you practice, the better you'll get. Reading and analyzing well-written writing can also be really helpful. (*What are they doing and why? Does it work? Why or why not?*), as well as submitting your writing anywhere you can get feedback from people who know what they are talking about.



*Lucrezia,*  
founder of  
**TinyLoveBug.com**

I strive to produce great content and offer substantial value to my readers. So, when I write a blog post, an email for my newsletter or content for my courses, I try to address my audience's struggles and offer actionable solutions to their problem. All my posts are well over 2,000 words and some over 4,000. I might be long-winded but I aim to cover any topic comprehensively and accurately to offer real value to my audience. One of my greatest disadvantages is not being a native English speaker. English is my third language. So, I always worry about my writing not being up to the highest standard, or not sounding natural to native speakers.

I use tools such as Grammarly and for some of my content, I engage the service of our proof-reader.





*Kathy Stowell,*  
founder of  
**BlissBeyondNaptime.com**

I feel my writing has improved organically simply from being a blogger for the last 12 years. I publish a blog post once a week, send out a newsletter that same day, occasionally guest post and send out many emails from corresponding with my clients and collaborators. I have also taken a lot of content writing ecourses over the years and now simply write in the style that emulates the blogs I personally like to read.





*Kate Ahl,*  
founder of  
**SimplePinMedia.com**

*I* follow other people's newsletters and blogs that I admire. I watch how they are marketing, what they are writing and how they speak to their audience. It inspires me to write better and continue to edit myself.



## *Question 4:*

**WHAT STRATEGIES  
HAVE YOU LEARNED  
FOR RUNNING YOUR  
BLOG ON A BUSY  
SCHEDULE?**



*Zise Cartwright,*  
founder of  
**HustleAndGroove.com**

*T*ime blocking and batching has been key for me, particularly when I got started as I was working a full-time job when I got started. Sitting down on a Sunday night and looking at the week ahead is also helpful for me, so I can see what's coming up and plan accordingly. Doing things on the fly doesn't work when you have a busy schedule, so I'm hyper-aware of what is going on in my life so that I can make sure I don't miss things. I use a combination of Google Calendar and a planner to keep track of what I'm doing and when. I schedule everything in and utilize time blocking to create focused hours of work, so that I'm not constantly switching between different tasks. Focused time has really allowed me to keep on top of everything that I do and I don't feel like I'm constantly scrambling, like I did in the beginning.



*Jami Balmet,*  
founder of  
**YoungWivesGuide.com**

*You* would be surprised by how much writing and blogging can you fit in, even in a very busy schedule, when you plan ahead and squeeze it into the small pockets of the day. My early days of blogging were spent fitting in 10 minutes here and there into nap times, right before bed, early in the morning, and even jotting down ideas while the babies nursed. If you are focused on the task at hand, it's amazing how much you can fit into the margins! These little pockets of time even became our family's full time income nearly 3 years ago! The hard work, diligence, and focus can make a world of difference.





*Katie Kimball,*  
founder of  
**KitchenStewardship.com**

*I*'ve tried a million “productivity” strategies to get more done in less time or help me focus on priorities instead of the item on my list that I just want to do that day. They never work, and they never last. The only 2 things I could point to other than “make lists and work your butt off” are hiring a **GOOD** team and learning to delegate well, and setting business goals that you remember each year to help direct your priority decision making.





*Sharon Gourlay,*  
founder of  
**DigitalNomadWannabe.com**

*I*t's not about how much time you have but how you use it — be clear on your goals and learn strategies that will get you there. If you concentrate on just using your time on tasks that will help you reach your goals, and don't get caught up on things that don't really matter (*like being on lots of different social media platforms*), you might be surprised by what you can achieve.



*Raelyn Tan,*  
founder of  
**RaelynTan.com**

*I* have learned to cultivate a “routine” when working on my own business; to “start” and “end” work at the same time every day. Otherwise, you end up either doing no work or working all the time. I want to encourage anyone who is just starting out in blogging to just do it one step at a time.



*Rachel Norman,*  
founder of  
**AMotherFarFromHome.com**

*I* have learned that you should only do things that will directly affect traffic, conversions, or sales. Funnily enough, this also results in creating content or products that are extremely practical for your readers. So it best serves your people and best serves your business. I hired a nanny to come for 15 hours or so a week and that is when I work. I try to be extremely focused and, as a result, it's helped me to hire out certain cumbersome tasks like customer service, and whittle down the things on my list to the truly necessary.



*Brittany Ann,*  
founder of  
**EquippingGodlyWomen.com**

*W*hen you're just starting out, it feels like you have to do **ALL THE THINGS**. You really don't. Just focus on one thing at a time. Focus on getting your website up and running first, then get in the habit of posting consistently, then create an email list, then worry about tackling one social media platform at a time. Remember -- you can always come back and improve things later (*and you will!*). Don't wait until it's "perfect" (*it won't be*). You'll learn as you go.

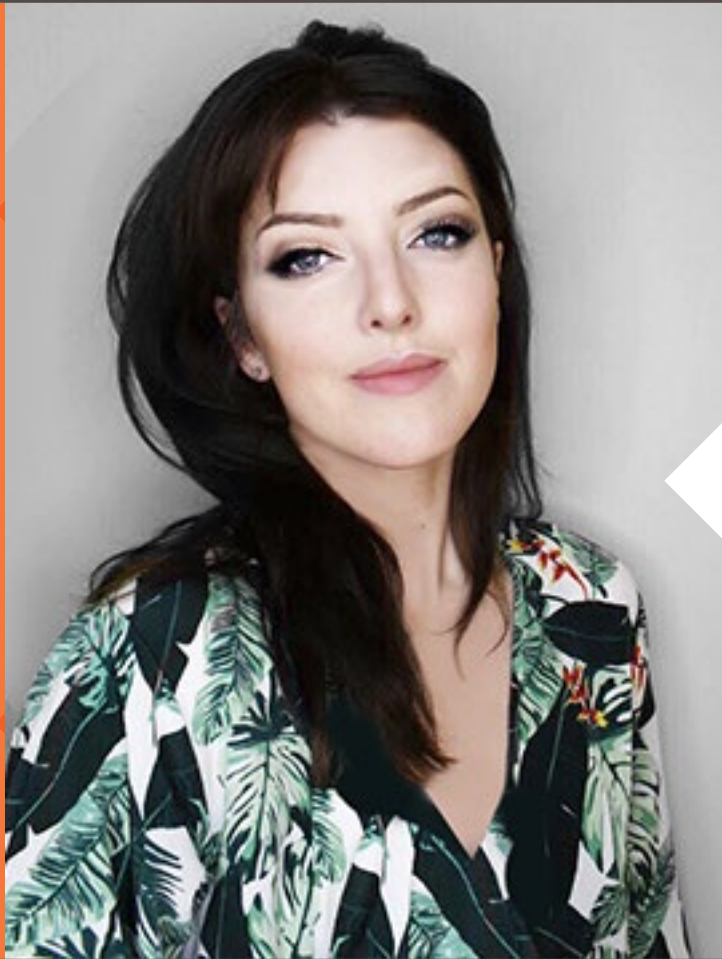




*Ana,*  
founder of  
**TheSheApproach.com**

Considering that I was both studying and working full time for the first year of my blog's life, I picked up a few productivity techniques to help me stay on top of everything. One of these techniques is to theme my days. *(Mondays for example are my content creation days, while Tuesdays I take coaching calls.)* Everything is split into categories, and I work in bulk to get more things done. And creating systems in my blogging business and automating what I can played a huge role in creating a manageable blogging schedule.






*Chelsea Clarke,*  
founder of  
**HerPaperRoute.com**

*M*y biggest bit of advice for managing your blog is to use automation tools to handle the social media promotion side of your blogging business. They will save you so much time! Automate your Pinterest, Facebook, Twitter, everything. I don't spend more than 20 minutes on social media per day, yet my accounts are constantly firing out content there on auto-pilot. Also, treat your blog like a job, because it is. The more effort you put into it, the more it will pay off. I get up early and work for several hours straight every single day, creating content, promoting, writing emails, etc. It never feels like work though, because I'm so happy doing it.



*Nataly Zlances,*  
founder of  
**LoveAndPaperFlowers.com**

*A*s a stay-at-home mom of a 1-year-old and a 4-year old, blogging can be quite challenging some days. That is why it is imperative for me to stay organized and prioritize tasks so that I can use the limited time I have more efficiently. I do so by mapping out a monthly blogging plan at the end of every month. In the month outlook of the calendar I write all general tasks according to their priority and deadlines. Next, I move on to the week



outlook of the calendar where I break each task down into simpler, more attainable tasks. Each task is assigned a checkbox. If the task is completed, I write a checkmark. If I wasn't able to complete the task, I cross it out and move it to the next available date. The goal is that by the end of the month I have completed all scheduled tasks. This method has allowed me to have a clearer outlook on my goals and help keep track of my accomplishments. It also allows for some much needed flexibility and time efficiency.



*Angela Nelson,*  
founder of  
**TheWorkAtHomeWife.com**

*T*urn. Off. Facebook. Seriously. The best piece of advice I can give you is to turn off the noise. All that's over there is a lot of stuff that's going to bring you down and keep you from moving forward. You will start doubting yourself when you see other people talking about their massive success. You will start doubting yourself when you see people talking about how nothing ever worked and they are giving up. Close the tab. Get to work on that to do list.






*Elizabeth Harrin,*  
founder of  
**Elizabeth-Harrin.com**

*I* have a VA who has taken a lot of the administration side of blogging away from me, and that helps immensely. I love the writing part, and communicating with readers, but loading blog articles, formatting pictures and writing promotional tweets doesn't do it for me. However, it all has to be done, so I outsource it.



*Brianna Berner,*  
founder of  
**SpikedParenting.com &  
OrganizedFixology.com**

*W*hen it comes to blogging, if you try to do everything at once, nothing's going to get done. Between creating content, running your social media, growing your list, and connecting with your people, there will always be a million things to do. Plus, you'll always be coming up with all of these amazing ideas. I mean, we're creatives, that's just what happens. But to see results from all of your hard work, you have to be a little strategic with how you



spend your time. So look at everything you want to accomplish and turn it into 2-3 week long projects. Break each project down into the exact steps you need to take to get it done. And then schedule those steps into your calendar. And don't work on 2, 3, or 4 projects at once. Push through one project, and then the next, and so on, and you'll get through your projects a lot faster, meet your goals a lot faster, and see the change in your business that these goals create a lot faster.



## *Question* 5:

**WHAT WOULD YOU  
SAY TO SOMEONE  
WHO IS JUST  
STARTING OUT  
IN BLOGGING  
AND FEELING  
OVERWHELMED?**





*Melissa Culbertson,*  
founder of  
**BlogClarity.com**

*We* ALL started in that very same place. I nearly cried building my first blog because I didn't understand the technology. My advice is to start with writing great content. Money isn't going to happen right off the bat. If you're passionate about the topic you chose to blog about, then fuel that passion by creating your content. Join blogging Facebook groups to learn from others (*and use the group's search feature!*) and soak up all the knowledge you can. Next thing you know, you'll look back at how far you've come!



*Sarah Titus,*  
founder of  
**SarahTitus.com**

**S**top overwhelming yourself. Stop looking around what everyone else is doing, feeling like they have all the answers and you are just nothing. It's not true! You are valuable and worth it and the differences that **YOU** specifically have over your peers is what sets **YOU** apart and will make **YOU** grow!!! Yes, glean principles from your peers, that's just fine, but don't for one second think they are better or more worthy than you just because they have more than you. Just be who you are, cater to your **OWN** audience and **THEIR** specific needs and you'll be just fine. <3



*Jami Balmet,*  
founder of  
**YoungWivesGuide.com**

*T*ake a breath. I know it feels like there are a thousand things that all need to be done at once and a hundred different places you need to be. If you listen to all the experts, you will burn yourself out! So pick one or two important things to work on now and stick with it until it's a well oiled machine, and then add one more small thing! The little small actions and the little small pockets of time really add up! Believe me!!





*Randa Derkson,*  
founder of  
**TheBewitchinKitchen.com**

*O*ne step at a time. Write down everything you need to do, that way it's on paper and you won't forget, and work on a few things a week. It took me almost 10 years to get it all together - you won't do that in a few days. It will come together with time, I promise! I highly recommend the free tool, Asana, to stay organized and to remind you what needs to be done on certain days!





*Monica Froese,*  
founder of  
**RedefiningMom.com**

*D*on't give up. Small, daily, consistent actions are what separate a great blogger from a mediocre blogger. You won't accomplish a major breakthrough every single day. You may not get a single email subscriber or sale every day. The important part is to not give up. Look at blogging like you're building a house. You need to lay the foundation before you decorate!



*Rachel Norman,*  
founder of  
**AMotherFarFromHome.com**

*T*he main reason you're overwhelmed is because you now know exactly what bloggers who have been blogging for 5+ years are doing, but you don't yet have their experience. This makes it feel extremely pressurized and impossible! The truth is you **DON'T** need to do everything from the beginning and you **CAN'T** do it all super well because the only way to get good at something is to put the time in. Work hard on the actual cake, not just the icing. Work on being practical, useful, and the kind of content someone would actually Google. It **WILL** get easier in time if you stick with it, but if your bar is too high at the beginning, that becomes an uphill task!



*Emma & Carla Papas,*  
founders of  
**TheMerrymakerSisters.com**

*K*now that every hurdle, every block, every 'no' is leading you to exactly where you're meant to be going. Time will pass anyway. You're working on something you love... why not enjoy the ride?





*Arabah Joy,*  
founder of  
**ArabahJoy.com**

*B*logging is a marathon and the learning curve can be steep. As such, I think it's important to have realistic expectations. Don't compare your beginning to someone else's middle. Take every disappointment as an opportunity to learn. Find others in your niche to learn from. Find a groove that works for you and put your blinders on to what "everyone else" is doing. Be part of a community that will encourage and support you. And always remember your "why." This will help you push forward when the going gets tough.

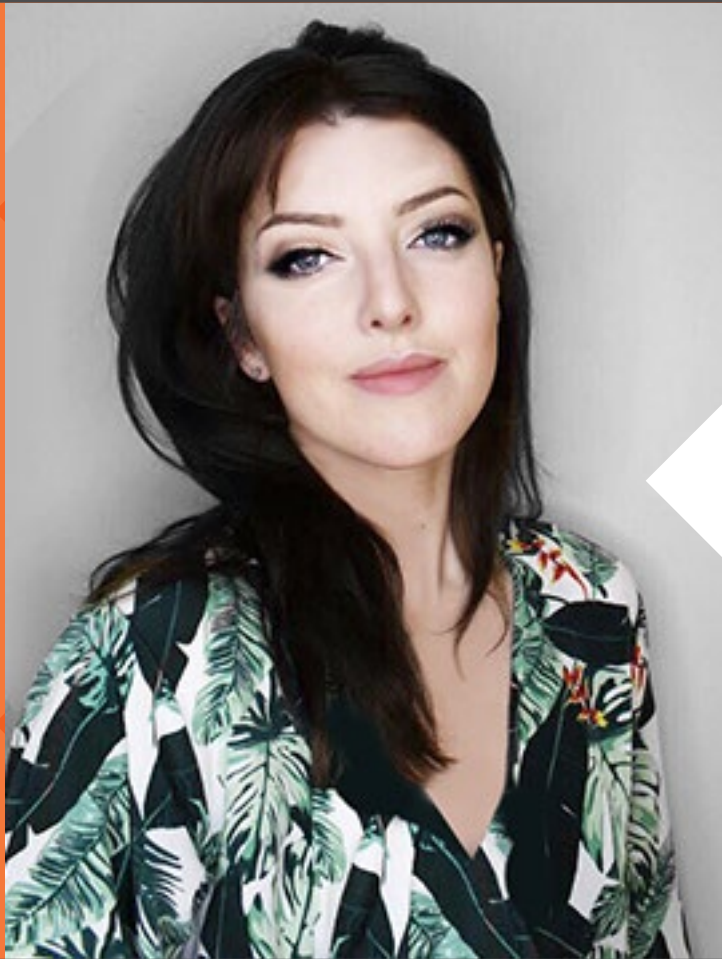




*Ana,*  
founder of  
**TheSheApproach.com**

*A* lot of my blog coaching clients go through this, and that's because they try to learn and master everything before beginning to take real action. As a new blogger, I made a lot (*and I mean a lot*) of mistakes but that's how I learned and how I got better.

I'm still, to this day, improving my old blog posts, editing my pages and ebooks, improving my strategy and learning as I go. So don't be afraid to make mistakes, to try new things without fully mastering them (*because otherwise you'll never get started!*). And if you need some help along the way, just ask! I haven't met nicer people than bloggers.



*Chelsea Clarke,*  
founder of  
**HerPaperRoute.com**

*B*logging is a process, not a race. It's totally normal to get 'shiny object syndrome' and jump from thing to thing, but that only leads to feeling overwhelmed because there are so many things to learn. Don't try to do everything at once, just learn a little bit each day and you will be great!



*Alison Zumbatis,*  
founder of  
**GetYourPrettyOn.com &  
StyleChallenges.com**

*D*on't place the expectation on yourself for everything to be perfect out of the gate. Write from your heart, be authentic and consistent and your tribe will find and love you!



*Kathy Stowell,*  
founder of  
**BlissBeyondNaptime.com**

*B*e playful with your exploration of this medium to begin with. Try writing a short blog post one time and a longer one the next. Experiment with blogging frequency (*once, twice or four times a month*). See if recording a video then having it transcribed works best for you, or if typing with your eyes closed does the trick. Whatever you feel works for you, aim to get consistent with both when you show up and how you show up. Your style and tone will shift over time, but if you're having fun with it, you will maintain that trust and connection with your readers as you grow and your true fans will cheer you on.





*Elna Cain,*  
founder of  
**TwinsMommy.com**

*G*ive yourself grace! Blogging is hard. It's a journey and the best thing you can do is lean on other bloggers that are doing the same thing as you. I have a Facebook group called Mom to Mompreneur where mom bloggers can connect with others and we can help each other start a blog and make money doing it!



*Chrissy Halton,*  
founder of  
**OrganiseMyHouse.com**

*T*ake it one step at a time. Take a course when you need a new skill, as it will save you so much time in the long run (*even though it may feel like spending a lot of money at first*). You really can't do it all, so concentrate on what you **CAN** do and you'll enjoy it so much more.



*Joanie Boeckman,*  
founder of  
**SimpleLivingMama.com**

*T*ake the blogging world one step at a time. I would definitely suggest learning SEO as soon as possible. If I had taken the steps to learn SEO earlier, my readership most likely would have grown faster. Use good images, be authentic, and own what you write about.



*Helene Sula,*  
founder of  
**HeleneInBetween.com**

*We*'ve all been there. Cut yourself some slack. Don't get down and don't compare yourself to others. We're all on different paths with different goals. So take your time on things you love and don't worry about being perfect. You will reach your goals with the right mindset.





*Christina Peters,*  
founder of  
**FoodPhotographyClub.com**

*W*e will always feel overwhelmed at times. The key is to recognize when it's stopping us from moving forward, then controlling it. When I'm really feeling it though, I just stop what I'm doing and do a brain dump. I write everything down that's in my head. Then I organize this into lists in Asana. I run 3 very different companies so it's very easy for me to get scattered. So I do a brain dump on each company regularly and figure out what needs to happen first. Then I go to that big calendar and start planning it out. So I figure out what is absolutely crucial to get done right now, then look at other deadlines and plan from there. Reading David Allen's book, *Getting Stuff Done* was very helpful as well.



*Stacie Vaughan,*  
founder of  
**SimplyStacie.net**

*You* don't have to do it all in one day. Make lists (use Asana!) and tackle a little bit of your to-do list every day. Blogging is **A LOT** of work, but your efforts will pay off.

STARTING  
OCTOBER  
10<sup>TH</sup>

# THE GENIUS BLOGGERS TOOLKIT!

## WANT TO REACH YOUR BLOGGING GOALS FASTER?

We hope this ebook has reminded you that it's not too late to grow a profitable blog and inspired you with different strategies that can help you succeed.

Would you like step-by-step guides to help you implement these techniques and reach your goals faster?

*Ultimate Bundles can help!*

Several of the bloggers featured in this ebook are contributing products to our upcoming Genius Bloggers Toolkit! It's a huge collection of eBooks and eCourses created by successful bloggers and sold at a big discount for 6 days only!

This year's toolkit features over 70 amazing resources, including:

- ▶ **Irresistible Email: The Art of Attracting, Captivating, and Nurturing Your Tribe of Raving Fans** (*Normally \$297.00*)  
Discover how to use content marketing to both grow and nurture an email list in order to create a tribe of raving fans.
- ▶ **Pinning for Profit: Profit from your Passion** (*Normally: \$497.00*)  
Discover exactly how you can optimize your Pinterest profile, pins & boards to get more reach, engagement & conversions. Drive targeted organic traffic to your website and grow your email list!
- ▶ **The Blogging Blueprint: Strategies for Growing a Successful Blog and Making Money Blogging** (*Normally: \$149.00*)  
There is always room out there for quality blogs. Your blog can be one of them. In The Blogging Blueprint online course, you'll learn proven strategies for how newbie bloggers can grow a successful blog.

- ▶ **Proven Workflow Hacks for Busy Entrepreneurs: Get More Done in Less Time (*Normally: \$97.00*)**

Simplify your workflow so you can get more done in less time, grow your traffic, leads, and sales on auto-pilot, and organize everything using ready-to-download Trello boards and Google Sheets.
- ▶ **YouTube Made Simple Quickstart: Growing Your Blog and Business (*Normally: \$97.00*)**

Learn how to build a profitable YouTube channel from the ground up. This course takes the guesswork out of creating a YouTube channel and creating captivating content — using just your cell phone.
- ▶ **Your Wildly Profitable Sales Page: The Proven Formula For Crafting A Sales Page That Converts Like Crazy & Turns Your E-Course Into Your Cash Machine (*Normally: \$127.00*)**

Launching a product? Your Wildly Profitable Sales Page reveals the proven step-by-step process for creating a sales page that converts like crazy (includes done-for-you swipe files!).
- ▶ **Business Brilliance Bootcamp: 30 Days To Simplify & Streamline Your Business (*Normally \$197.00*)**

Learn how to simplify your business and get your time, money and sanity back in just 30 days! With videos, checklists, and a dedicated Facebook group, you can finally be productive AND profitable.
- ▶ **Craft Your Brilliant Webinar (*Normally \$97.00*)**

A roadmap to successful webinars — learn how to choose your topic, set up your presentation, nail the pitch, run an engaging Q&A and keep your audience's attention (with slide templates!)
- ▶ **eBook by Number (*Normally \$97.00*)**

Learn step-by-step how to create, design and launch a successful ebook. This course covers the basics of blogging, helps you build an email list, get the perfect ebook idea, write it, design it, and launch it!



▶ **GDPR Compliant Blog: Everything You Need to Know and Do to Make Your Blog GDPR Compliant (*Normally \$67.00*)**

Created by a lawyer and expert in EU law, the GDPR Compliant Blog e-course leaves aside all the legal mumbo-jumbo and guides you through your full compliance with the GDPR step-by-step.

▶ **Crush CSS: Code School for Bloggers (*Normally \$187.00*)**

This 5 module step-by-step program is designed to take you by the hand and help you learn HTML and CSS fast so you can get to beautifying your blog quickly. No confusing tech talk here!

These are just 11 of the 70+ eBooks and eCourses you'll get in this bundle. If you were to buy all of them today, you would have to spend almost \$6,000. But from October 10th - 15th, during the Genius Bloggers Toolkit, you can get them **all for only \$97 (*a 98% discount!*)**.

Keep an eye on your inbox, where we'll be sending you more information about the upcoming Toolkit — along with three inspirational case studies of people who have recently made their blogging dreams a reality.

*We hope you enjoyed this eBook!*

Sincerely,

*The Ultimate Bundles Team*