

# How To Be A Successful Blogger



**By, Amber Tarr**

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# About Amber

Welcome! If you're here then you probably know who I am or got this guide from a contact who does. As a matter of basic introduction, my name is Amber Tarr and I'm a successful blogger & social media marketer (this is referred to as being an "influencer" but in reality, it's marketing work). I make a full time living doing what I do and have been able to for a few years now. Again, you probably already know all of the different brands that I've worked with or represented and I'm sure you've seen a lot of my work. I decided to create this guide because I got tired of hearing about girls who received terrible, dishonest advice. Plus, I have fun writing things out and love mentoring people.


*Amber*



# Introduction


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For the purpose of this guide, being “successful” refers to being able to earn supplemental or fulltime income from your work online. So, let’s cover some basics first. If this guide is so great, why is it free? I’ll be brutally honest here. Before taking any additional / deeper steps, I want to make sure that everyone fully understands the commitment that they will need to make in order to be successful. I take a lot of pride in my work and my reputation – that’s called brand management and we’ll talk about that later but it’s very important.



There's no such thing as a quick buck and anyone making you promises of becoming successful overnight or in a very short span of time is lying to you. I've been doing this for a long time and I'm not interested in making a quick buck. If what I teach and explain to you turns you off from going forward – that's good! I'd rather someone learn more and realize that it's not something they want to do than spend their money and time chasing something only to discover later that it's not what they thought it would be.

So now you get it, this guide is meant to provide you with an honest overview of what you'll need to do in order to be successful (remember – success = making supplemental or fulltime income).



The first thing that you need to know is what achieving success is going to take. We're going to break this down into a few different categories as the best way to become successful is by creating a comprehensive online presence that you can leverage to reach more people. Your audience reach and niche will ultimately dictate your ability to generate income.





# 1 Choosing Your Niche

If you're like me, you probably like a lot of different things. I'm an absolute dog lover, a big time foodie, a coffee fanatic, I'm obsessed with health & beauty – particularly skin care, I love traveling and that's just a few of the things that I'm passionate about. Now obviously, I can't focus on all of those topics and trying to do everything at once will only guarantee that I fail. That's not to say that you can't expand into new areas as you grow, but in the beginning you want to narrow your focus down to one or two things that are, preferably, related or close to one another. This will allow you to begin developing an audience who is able to understand what you're offering is and thus accept you as a source. Not only is this important with your direct audience, this approach also allows social media platforms and search engines to get a feel for what you're doing and begin presenting it to the appropriate audience so as to help you expand. For example, if you're all about coffee, you'll be presented to coffee lovers as they're what we refer to as your “target audience”.



## *SOCIAL MEDIA PLATFORMS*

The reality is that the vast majority of those who have had success did well through one medium before adding others. For example, some people grew very big on Instagram before launching a blog or Youtube page which also became big. Some people had a major Youtube presence before moving over to and growing their Instagram account. Others yet came from the blogging world and had their own website / newsletter which fueled their success. Everyone is different but you will eventually establish what we call a “leader” which is the digital medium through which you’ll have the most success early on. However, while I do recommend pursuing multiple social media channels, you don’t want to overwhelm yourself and there are some that can wait as they just don’t drive enough value (Twitter for example is not a good initial target). The next few paragraphs will outline the various platforms that I recommend and I want you to note the order as there is a priority sequence to doing this which I’ll explain later.

# 3 *Instagram*



The first platform that I recommend registering with is Instagram. Why is Instagram first? Because I order my recommendations based on value. What do I mean by value? I calculate value based on a few different markers. First, we look your potential for success – is it a platform where you can grow? Is it a platform where you can directly generate revenue? How much work does it take to get started? Do you need any equipment? These are just some of the items that factor into my calculations.

As far as Instagram goes, it has a very low barrier of entry since anyone can sign up and creating content starts out as relatively simple (although it can and does become more involved). When starting out, you don't need an expensive camera or any other equipment. If you have a phone that was made anywhere from 2017 forward – you probably have more than enough to get going.

# *Instagram Continued*



Moreover, Instagram balances casual content like stories with actual posts to your feed so not everything has to have that same level of effort. Finally, there are a lot of brands and potential partners who actively search Instagram and this creates opportunity for you. We'll talk about how to attract brands and how to secure partnerships later but suffice to say, you can do it. As I said, we'll get into the Instagram basics later but the main purpose of this guide is to allow you to understand the commitment required to be successful.

Instagram algorithms require consistency. You will need to post at least 3 times per week on your feed with 5+ stories. Feed posts in particular take time to carefully think through, prepare and present. You will also need to follow others who are in a similar niche as you while engaging with their posts. More on why and how to do so later. Finally, when I quote how much time you will need to dedicate each week, it assumes that you are focused and getting things done. It's easy to waste time on social media by browsing around and looking at random things. If you can't control yourself, assume my time estimations are doubled.

*Estimated time needed each week: **3.5 hours***





# 4 *Blog/Website*

There's no doubt that many people have become very successful on Youtube, Instagram and elsewhere without having a website or blog. However, your chances of having that happen are slim. It's a competitive landscape and your site does a lot more to improve your standing on other platforms than you know. I'm not guiding you towards "hopefully" being able to become successful by going viral one day. I'm guiding you through a step by step process that ENSURES you become successful. As such, we approach building your brand in the best way possible and that includes a website. In the beginning, it doesn't need to be complicated. You'll need a few high quality photos and a couple posts. If you have disposable income, you can get help from a professional but if not, you can use a site like Wix.com to get started.



## *Blog/Website Continued..*

Either way, you're going to have to make a small, minimum, investment of about \$50. That will cover your domain name and hosting costs. Again, if you want to go bigger you most certainly can but do not spend over \$200. The idea isn't to lose money, it's to make money. There's no need to make a big investment early on. Get something presentable out to the public then you can use the money you earn to invest back into your business and upgrade later.

Keep in mind, most web developers love to prey on people who don't know much about creating or owning a website. I can't tell you how many people get ripped off and spend THOUSANDS of dollars on their site. Even when it's time to build a high level, professional site, I will guide you through the basics and teach you how to get it done for a fraction of the cost..



## *Blog/Website Continued,,*

Back to the general idea. A website will not only begin getting you listed for SEO purposes, it will also become part of your portfolio that bolsters your chances of landing paid work with a brand. Even when brands approach you to work together on Instagram or Youtube etc, they often look for your website and that's what separates you from the pack. Moreover, many brands simply need you to post on their behalf even with a smaller site as the backlinks help their own SEO efforts. Don't worry if you don't know what that means. Bottom line is that you need a website, even if it's simple and you don't post often, it's very important.

*Initial Commitment: 10 hours + \$50 minimum*

*Weekly Commitment: 1 hour +*

# CONTACT ME



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