



# Blogging for Authors

Get More Visibility, Leads, and Sales by Becoming a Blogging Master!

# Who is Sue Kennedy?

Founder & CEO of Author Academy, Sue Kennedy Publishing & Author Academy  
Bookstore

#1 Best Selling Author

Written & Published 8 Books

Signature Write.Edit.Publish.Profit. Online Masterclass

Writing Groups

Publisher & Author Coach



# Learning Outcomes

- Learn the importance of blogging
- 5 reasons you need a blog
- Who is your target audience
- Where to start with your blog
- Ideas to get your readers engaged
- Discover the different types of blogs you can write
- Writing effective blogs
- Converting casual blog visitors into loyal subscribers
- 8 Blogging mistakes you need to avoid
- Your blogging schedule



# What is a blog?



# 5 Reasons you need a blog

- A More Personal Connection
- Expertise & Credibility
- Customised Marketing
- Search Engine Benefits
- Visibility for your products & Services



# Where to start with your blog

➤ Define your target audience



# Blog Examples



## How a life tragedy turned into a story of healing

You may wonder how on earth a life tragedy could possibly turn into a story of healing. Well it actually happens quite regularly in my line of business as an author coach and publisher. In particular, I would love to share the journey of one of my amazing published authors so that you can understand how [...]

[Continue reading...](#)

in CASE STUDIES by Sue

## Why is an Author Coach important

Having an author coach is no longer a luxury, it's important if you want to achieve your dream of becoming a published author. Let me ask you the following questions: Are you someone that has an amazing story to share and really hate the thought of working in a group or on your own? Do you need [...]



### Recent Posts

[How a life tragedy turned into a story of healing](#) »

[Why is an Author Coach important](#) »

[Tips to help you with Writer's Block](#) »

[How to get the most out of Blogging](#) »

[The Biggest Struggle People Have With Blogging](#) »

### Categories

[Blogging](#) »

# How a life tragedy turned into a story of healing



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In particular, I would love to share the journey of one of my amazing published authors so that you can understand how this has changed her life.

It was a Tuesday night and I was about to start teaching a creative writing course that ran for 8 weeks. I really love teaching this class where I get to meet some really amazing people that have such vivid imaginations and heartfelt stories to share.

The variety of genres is endless, there are children's stories, life stories, thrillers, science fiction, mystery and the list goes on.



## Recent Posts

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How to get the most out of Blogging »

The Biggest Struggle People Have With Blogging »

## Categories

Blogging »

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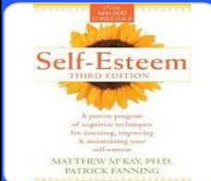
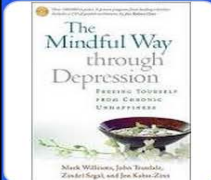
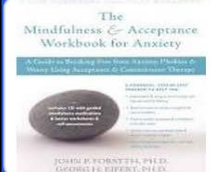
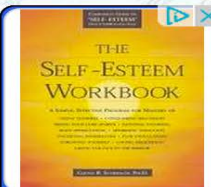
Writer's Block »

[Buy Scrivener for Mac](#)



thelongestlistofthelongeststuffatthelongestdomainnameatlonglast.com

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**You've come to the right place, the website with the longest name.**  
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## THE LONGEST LIST:

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- Abbreviation
- Academy Awards
- Advertisement
- Aerobics class
- After-dinner speech
- Aircraft carrier
- Airplane
- Airplane - commercial
- Airplane flight
- Airplane flight - commercial
- Balancing on one foot
- Balloon chain
- Balloon flight
- Banana split
- Banzai skydive
- Barn
- Baseball bat
- Baseball game
- Baseball game - MLB
- Baseball game - pro
- Baseball playoff game
- Baseball throw
- Album title
- Alphabet
- American State
- Animal
- Apartment building
- Applause
- Apple peel
- Arch
- Arm hair
- At bat
- Bill
- Birdie streak
- Blackout
- Board
- Boardwalk
- Body piercing session
- Book
- Book title
- Border
- Boxing match
- Bra
- Bra chain

#### MENU

The Longest List  
Interesting Trivia  
Most Expensive  
World's Smallest  
Old Wives' Tales  
Famous Firsts  
Sloppy Seconds  
Banner Ad Museum  
Olympic Medals  
Haunted Houses  
Lost Treasures  
Fun Sites  
Who Won?  
The World's Most  
What Are The Odds?  
Famous Lasts  
Ancient Myths  
World's Largest  
Famous Pirates  
World's Fastest  
The Longest Zoo  
How Stuff Works  
Cool Collectibles  
Cliff Clavin Trivia

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# Readbud

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sâmbătă, 19 februarie 2011

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## Persoane interesate

 **Înscrieți-vă pe acest site**  
Google Friend Connect

Membri (17)



Sunteți deja membru? [Conectați-vă](#)

## Despre mine

 Alex

Vizualizați profilul  
meu complet

## Arhivă blog

▼ 2011 (1)

▼  
februarie  
(1)  
Read  
bud



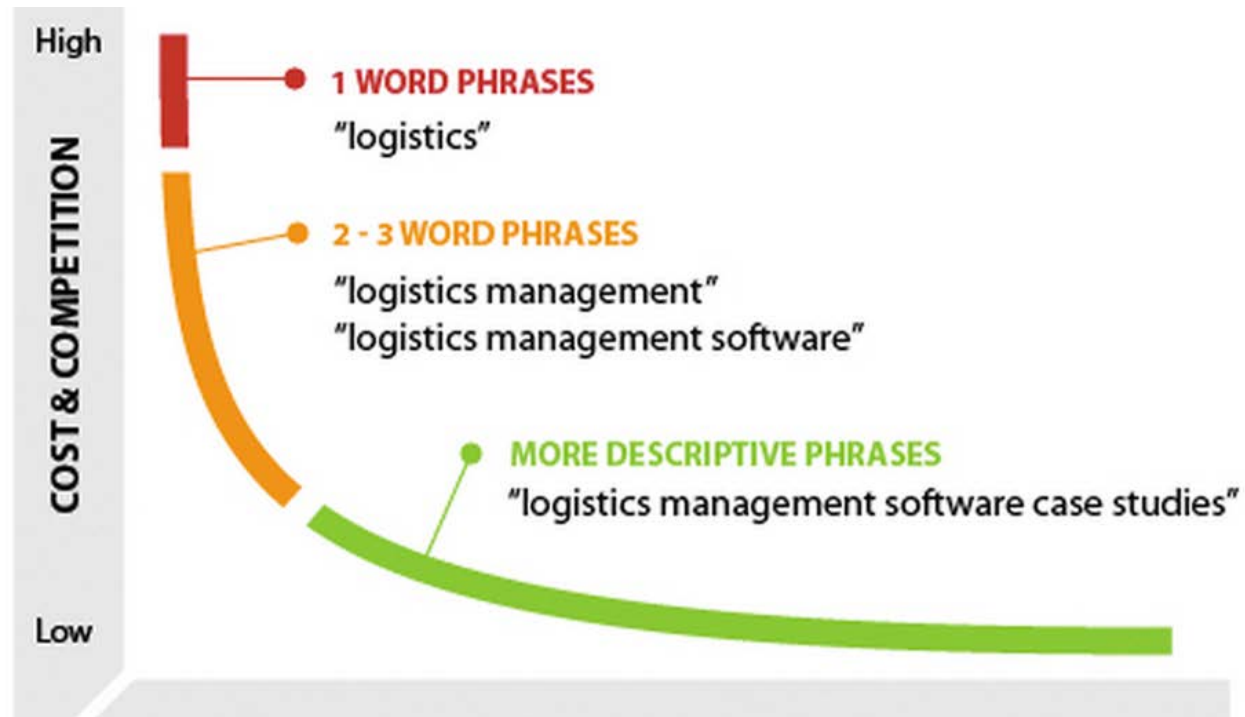
# Where to start with your blog

- Your blog's goal
- Brainstorm categories
- Choosing keywords



- <https://adwords.google.com.au/KeywordPlanner>





# Where to start with your blog





**What's Next?**

**Module 2**

**Ideas to get your  
readers engaged**

Chrome File Edit View History Bookmarks People Window Help

Google Adwords and Keyw x

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Steve Didier

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Published on Oct 24, 2013

http://FindFreedomFirst.com

This video tutorial is geared toward helping the beginner identify what keywords to target in their website or blog content and WHY. The Google Keyword Planner is a perfect, free tool that only takes a few

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