

SPECIAL REPORT

How To Start A Free Blog



Brought To You By: MLMBrilliance.com

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About Tim Sales

After 11 years with the US Navy Underwater Bomb Squad Team, I answered an ad in the Washington Post that would change my life forever. This ad led me to the first and only Network Marketing Company I ever joined — and after just two years of working the business part-time I was making \$60,000 per month.

Five years later my income reached \$150,000 per month with 2,000+ new distributors joining my team each and every month. My distributor organization eventually grew to 56,000 people in 26 countries.



I decided to retire from active network marketing nearly ten years ago, but I still continue to receive a substantial passive income from my business. This ability to build passive income is one of the hallmarks of network marketing. Few opportunities can offer that and perhaps this is one of the reasons why you're reading this special report.

Out of my passion for teaching and training others to achieve success in MLM, I've created several sets of tools and programs to help you find prospects, invite them to learn about your opportunity, present that opportunity to them and ultimately train your new distributors to do the same.

These tools and programs are used by millions all over the world. My hope is that you will use these tools yourself. I am certain they can help you achieve your MLM goals and build a huge business – even if you're starting out part-time.

Blogging Basics And Best Practices

Create A New Blog On Blogger.com

Blogger.com is a free blogging platform that is perfect for the beginner blogger. While there are many other free blogging platforms on the web, Blogger.com is by far the quickest and easiest platform to get started with.

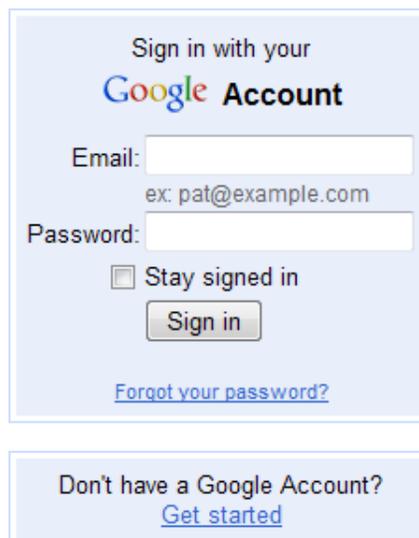
If you're brand new to blogging and would prefer to spend more time creating and sharing great content than on the technical side of setting up a blog, you should strongly consider starting with Blogger.com.

This report contains a step-by-step outline of starting a new Blogger.com account, setting up your new blog, making your first post and more.

Step 1: Create a Blogger.com Account

Navigate to www.Blogger.com and click the "Get Started" link below the signup box.

Note: If you already have a Google account elsewhere (Gmail, Google Groups or Orkut) you can just sign in using those account details.



The image shows a sign-in form for a Google Account. The form is light blue and contains the following elements: the text "Sign in with your Google Account", an "Email:" label followed by a text input field with the example "ex: pat@example.com", a "Password:" label followed by a text input field, a checkbox labeled "Stay signed in", a "Sign in" button, and a link "Forgot your password?". Below the main form is a separate box with the text "Don't have a Google Account?" and a link "Get started".

Step 2: Create Blog

From your dashboard, click the **“Create a Blog”** link next to manage blogs.



Step 3: Name Your Blog

Enter the title of your blog & the url on blogspot.com that you'd like to have (check that it's available). Next enter the captcha security verification code. Click **“Continue”** once you are done.

Name your blog

Blog title	<input type="text"/> <small>Your blog's title will appear on your published blog, on your dashboard and in your profile.</small>
Blog address (URL)	http:// <input type="text"/> .blogspot.com Check Availability <small>The URL you select will be used by visitors to access your blog. Learn more</small>
Word Verification	 <input type="text"/>  <small>Type the characters you see in the picture.</small>

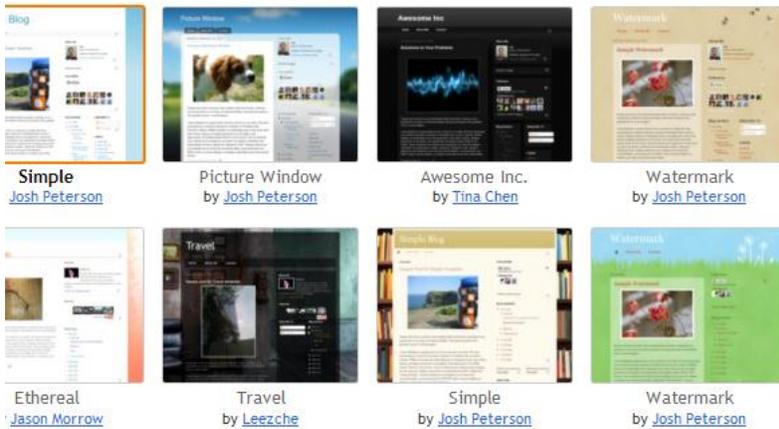


Step 4: Select a Template

There are many templates available. You can choose a template that fits your topic the best and then customize it later with the Template Designer. Remember, starting with a simple, clean template is the best. Also, remember that you can always change your template whenever you want. So have fun, try out some different designs and pick the one you like best. Click "**Continue**" once you are done.

Choose a **starter** template

You can change your template later, and even customize it with the Template Designer.



Step 5: Start Blogging

Once you've selected your template and hit continue, you'll see a confirmation page as shown here. Click "**Start Blogging**".

 Your **blog** has been created!

We've just created a blog for you. You can [start posting now](#) or [customize how your blog looks](#).

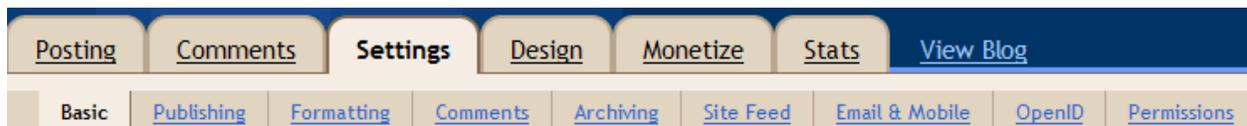


► [Advanced Setup Options](#)

Step 6: Customize Blog Settings

Before you start making posts, you'll want to customize your blog a bit more. To do this, navigate to the **Settings** tab. Here you'll be able to:

- Change the title of your blog
- Add a description (what your blog is about)
- Choose whether or not to add the blog to Blogger.com's listings (you should do this)
- Choose if you want the search engines to be able to find your blog (yes)
- Turn off or on the option to show Quick Edits on your blog
- Show email post links
- Set whether or not the contents of your blog is for adults only (If yes, it will show a warning message to viewers stating it is adult content & asking them to confirm that they want to proceed.)
- Determine global settings that apply to all of your blogs (if you create more than one – such as, one blog that focuses on your product and another that focuses on your business opportunity).



Blog Tools

[Import blog](#) - [Export blog](#) - [Delete blog](#)

You can import posts and comments from a previously exported Blogger blog, export this blog, or permanently delete it.

Once you're finished with your settings, click the **Save Settings** button.

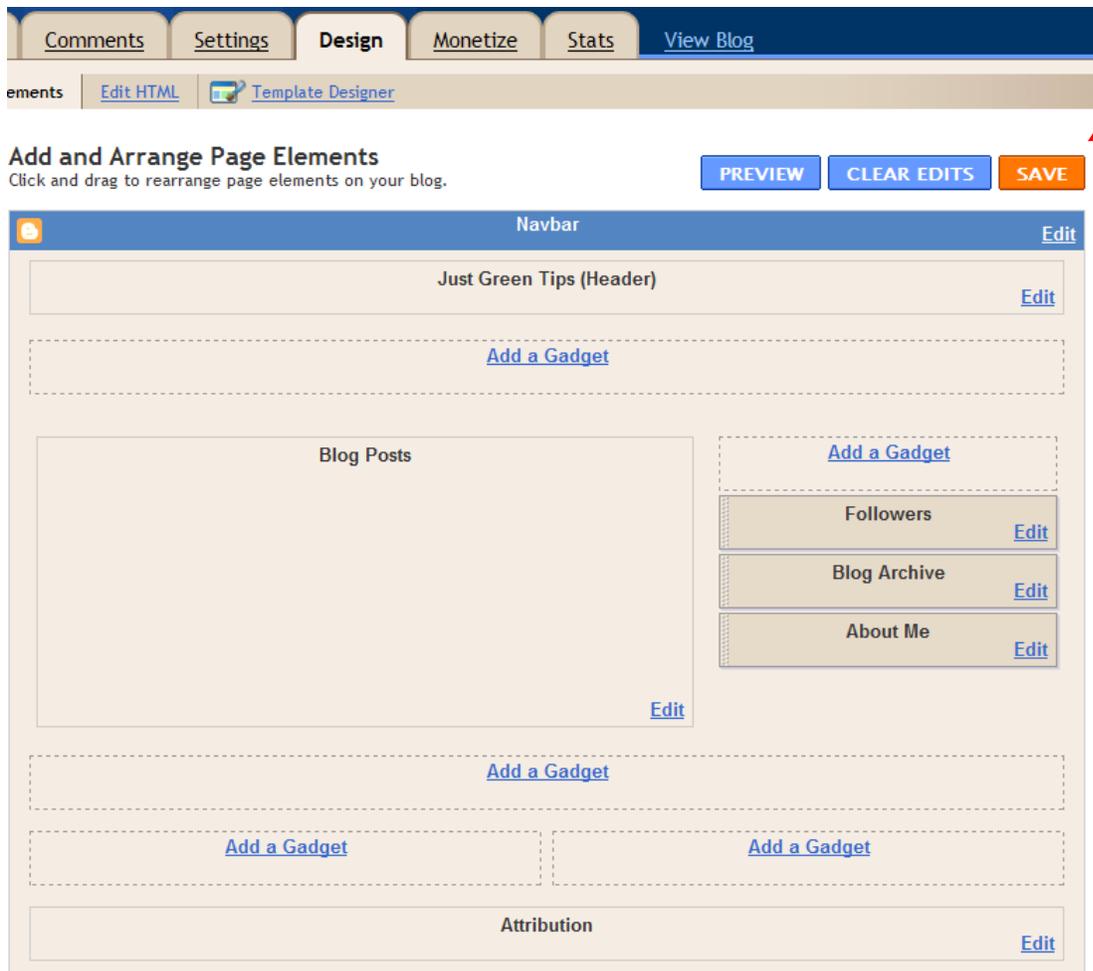
SAVE SETTINGS

Step 7: Arrange Page Elements

Clicking the **Design tab** will allow you to add and arrange the elements on your blog page. Simply click Edit on each of the elements to edit that area. You can preview your edits and clear them if you decide you like the original layout best.

If you're handy with html, you can edit the html on the page and use the template designer to design a custom style.

Click **Save** when you're finished.



Adding a New Post to Blog

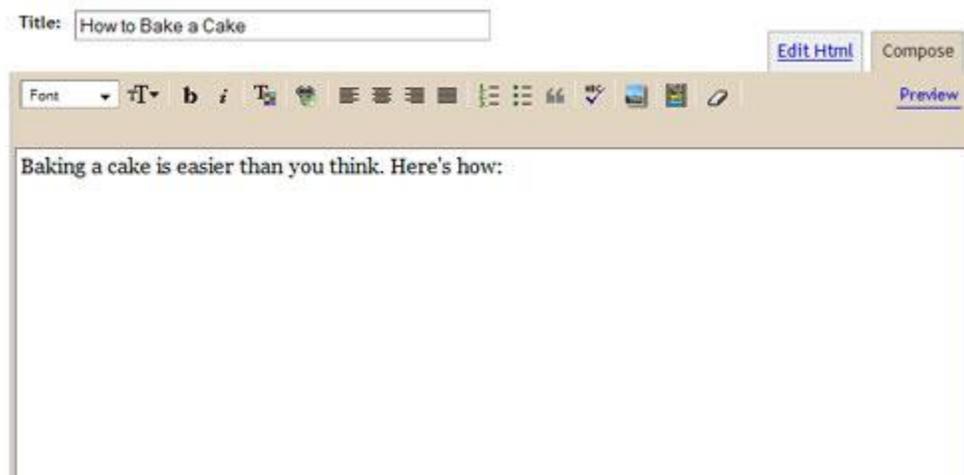
Step 1: Navigate To Dashboard

Log in to your Blogger account. From the dashboard, click **New Post**.



Step 2: Create Blog Post

Enter your post title, the body of the article or post that you're adding. Just like with standard word editors, you can adjust the font, add links, align text, add images, and so forth.



You can edit the HTML for your post, anytime by clicking the HTML tab on the top right corner. You can also click "Preview" to see what your post will look like online.



At the bottom of the screen, click the arrow next to "Post Option" to set whether or not you want readers to be able to post comments. You can also change the post date and time.



Step 3: Labels

At the bottom right of the post box, you'll see a place for Labels. Labels are like tags or categories that you add to your post so they can easily be found when people search your blog. They're also good for search engines to pick up so be sure to use keywords.

Below the labels box is where you adjust the post date and time.



Click Publish Post to make the post live or Save Now to save it as a draft.



Set Blogger Blog to A Custom Domain

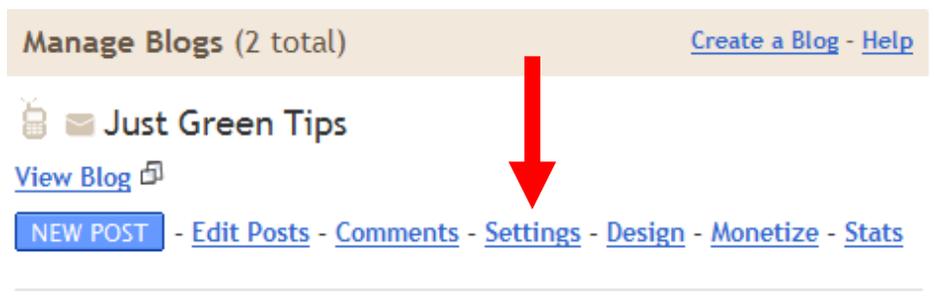
A “custom domain” is simply a URL that you’ve purchased such as www.YourName.com that you want to forward to your blog. So, when you send prospects to www.YourName.com your blog will show up.

What you’ll need:

- Blogger account
- Existing or newly created blog
- Purchased domain (optional)

Step 1: Navigate to blog settings

Log in to your account. On the dashboard, you’ll see a list of the blogs you have created. Click the **Settings** link.



Step 2: Open Publishing Settings

Click the “**Publishing**” link



Step 3: Switch to Custom Domain

Click the **Custom Domain** link

You're publishing on [blogspot.com](#)

Switch to: • [Custom Domain](#) (Point your own registered domain name to your blog)

Step 4: Purchase Domain / Continue To Advanced Area

If you purchased a domain in advance and have it set up, you will click the **Switch To Advanced Settings** link. Otherwise, you can purchase a domain by entering the domain name & following the steps given on the site.

Publish on a custom domain

Switch to: • [blogspot.com](#) (Blogger's free hosting service)

Buy a domain for your blog

Already own a domain? [Switch to advanced settings](#)
Use our [Getting Started Guide!](#)

What address would you like your blog to have? .com

Domains are registered through a Google partner and cost \$10 (USD) for one year. As part of registration, you will also get a [Google Apps](#) account for your new domain.

Step 5: Advanced Settings

Enter the domain where you wish to host your blog. You must include the www or it will not be accepted. Skip the missing file host option (leave it set as no), enter the security code then click **Save Settings**.

Advanced Settings

Your Domain http:// (Ex: blog.example.com)
Your domain must be properly registered first. ([setup instructions](#))

We won't leave your readers behind!
http://justgreentips.blogspot.com will redirect to your custom domain.

Use a missing files host? Yes No
If you specify a missing files host, Blogger will look there if it cannot find a specified file on your regular domain. ([Learn more](#))

Word Verification





Type the characters you see in the picture.

SAVE SETTINGS

You'll see a yellow confirmation message once the settings have been saved.

Settings Were Saved Successfully

Adding AdSense and Amazon Ads to a Blogger Blog

AdSense enables you to earn money by placing targeted text and image ads on your blog. Google will automatically choose which ads to show based on your blog's content. You earn money when visitors view or click on these ads.

Step 1: Navigate To Dashboard

Log in to your Blogger account. From the dashboard, click **Monetize**.



Step 2: Select Layout

Select the way you want your ads to be displayed. Click **Next** when you're finished.

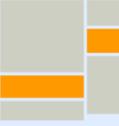
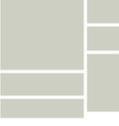
Set Up AdSense

AdSense For Feeds

Amazon Associates

Make Money with AdSense

Earn money by configuring Google AdSense for your blog.

-  Display ads in my **sidebar and posts**
Recommended. Ads will be displayed in your sidebar and below each post.
-  Display ads in my **sidebar**
Ads will be displayed in your sidebar.
-  Display ads below my **posts**
Ads will be displayed below each post.
-  Don't add new ads. Just enable AdSense reporting.
If you already manually enabled ads on your blog, choose this option to start seeing AdSense reports on the Monetize tab.

NEXT

Step 3: Name Your Blog

If you already have an AdSense account, select option 2 & enter your AdSense account information. Otherwise, select option 1 and create a new AdSense account.

Click **Next** after making your selection.

- Create a **new** AdSense account
Choose this option if you don't already have an AdSense account.

Use an **existing** AdSense account
Choose this option if you have an existing AdSense account associated with a different email address.

AdSense email

PIN Postal code or Last 5 digits of phone

[BACK](#) [NEXT](#)

Step 4: Verification & Edit Options

Once Step 3 is complete, you'll see the following message.

AdSense is enabled for your blog!
Your ads are currently serving with publisher ID

At the bottom of the confirmation page, you will see more options to customize the layouts, ads, and view your reports. These are also accessible from the main Monetize tab once it is set up.

[View Blog \(in a new window\)](#) | [Edit Layout](#)
[AdSense Reports](#) | [Switch AdSense Account](#) | [Customize/Add Ads](#) | [Remove Ads](#) | [Help](#)

Other Advertising Options

Going back to the Monetize tab, you'll see two more options for setting up advertising on your blog. The first is AdSense for Feeds.



AdSense for Feeds

AdSense for Feeds: Setup

Please configure how you would like ads to begin displaying on your feed.

Ad type Text/image ads
 Text ads only
 Image ads only

Frequency

Post length

Position At the bottom of the feed item
 At the top of the feed item

NEXT

Select the **AdSense For Feeds** link as shown above. Set the type of ad, frequency, length and position of the ads.

Click **Next** to complete the setup.

Amazon Ads

Setup Amazon Associates

If you are an Amazon.com Associate (Amazon's free affiliate marketing program), you can earn up to [15% in referrals](#) advertising Amazon products.

And whether or not you are an Associate, you can post links in your blog or use Amazon sidebar gadgets to refer products to your readers.

Sign up for an Associates Account now

I want to create a new Associates ID
Choose this option if you don't have an Amazon Associates Account and want to create one.

I already have an Amazon.com Associates ID
Choose this option to enter your Associates ID and start making money.

[SET UP AMAZON ASSOCIATES](#)

Select the **Amazon Associates** link as shown above. If you already have an Amazon associate ID, select option 2. Otherwise, choose option 1 to create an account.

Click **Set Up Amazon Associates** to finish the process.

Congratulations! You just set up your blog!