



**“9 HOT STRATEGIES TO BLOGGER
STARDOM & SUCCESS””**

Beginner’s Edition

www.jonrognerud.com

Chapter 1: “The Mental Preparation”



So you want to be a Blogging Rockstar? Do you have dreams of joining the ranks of big name blog players such as Perez Hilton, John Chow, or even Pete Cashmore? Believe it or not, blog fame is more than just a dream, but rather a soon reality for those who understand what it takes to build a blog that readers turn to time and time again for out of this world content. Blogging Rockstars are born, not made. They are natural leaders who have taken their offline persona and placed it on the web for millions to see.

The unfortunate reality of blogging is that the web is filled with them. Millions of them in fact. In order to become a Blogging Rockstar, you'll need that “IT” factor which sets you apart from the rest of the competition. Simply copying Perez Hilton (who we'll study later) is not going to cut it. There are many who have followed in his footsteps, yet have failed miserably in their attempts at building a gossip blog that mimics his style. What is the special ingredient that Perez Hilton possesses and how can you possess it too?

For those who have succeeded in becoming Blogging Rockstars, they have mastered the techniques that you will eventually learn how to utilize in order to offer readers something different than the average blog.

The key to obtaining a well known blog lies in several factors such as your blog's popularity, your ability to effectively monitor traffic, and the overall effect of the content that is contained

within your blog. Without these necessary components your blog may soon find its way into the blogging graveyard where those before it have quickly laid to rest.

Blogging Rockstar is written for both the “newbie” blogger and the more experienced blogger. What you both have in common is the desire to create a traffic and income generating blog, while also becoming recognized as a leader in your niche.

Your niche, or the area in which you specialize blogging about, is what will make or break your blog. For instance, John Chow, owner of JohnChow.com (<http://www.johnchow.com>) is one of the most prolific and highest paid bloggers on the web. Thousands have tried to emulate his style, yet very few have succeeded. His niche: Blogging about Blogs. Yes, you read that correctly. And it’s a hot niche in fact...if you know how to execute it properly.

As a Blogging Rockstar you will need to figure out what the demand is for your niche and learn how to create a buzz around what you have to say. What’s the defining factor that will set you apart from the countless other blogs in your niche? This is something that you’ll need to consider heavily before you even purchase a domain name.

With that in mind, it’s time to get you started on the road towards becoming a Blogging Rockstar.



Does any of the following sound familiar to you?

"I have a blog but I hardly ever get any comments."

"I post everyday and yet the number of my blog hits per day I can count on one hand – and that's on GOOD days!"

"Those who do visit my blog never leave comments."

"My other blogger friends have people reading their blogs but I was the one who started blogging first!"

"I do not exist in the blogosphere. Why should I even keep blogging? I guess I'll just delete my blog and wallow in self-pity."

These are just a few of the frustrations that are expressed by new blog owners.

Most famous bloggers don't start out with the intention to become famous. Instead, they often start blogs that are focused around their passion. Once they've built a following, the fame usually follows as more web surfers tune in or subscribe to what they have to say. Blogging is a lot like an online journal. On any given day you will find millions of bloggers posting online each day. More often than not, these posts are general in nature – some rants, some raves, but for the most part, they serve as an outlet for the blogger.

As a future Blogging Rockstar you'll need to break away from this mentality unless you can blog in a manner that draws people to your content. Simply blogging about your dog doesn't make

you any different than the stay at home mother who does the same thing. However, blogging and documenting the daily life of your dog who lost two legs and now serves as a guide and companion to the elderly might be of interest to readers. The key here is to take your blog a step above the rest. Once you've singled out that factor that makes you different, then and only then can you begin to work out the kinks to taking that idea to the next level.

You Can Be Personal

Many first time bloggers struggle with finding out what to post. Sure their blog is their personal space, but they are often afraid to make their posts too personal. As a Blogging Rockstar you'll need to overcome this fear. Don't be afraid to put yourself out there. The best bloggers have put themselves out there via their posts and in many cases it has paid off handsomely.

Web surfers love to read the views and opinions – even rants and raves of bloggers. It not only makes for great entertainment, but also serves as a great way to spark debate or controversy. Bloggers can accomplish this in a humorous manner, or they can be quite serious.

In order to become a Blogging Rockstar you'll need to overcome this fear quickly. You also have to prepare yourself for the criticisms that may come your way. Many first time bloggers are afraid to post their true feelings because of the backlash that they might receive via comments. Understand that as a blogger – heck, as a human being, not everyone is going to agree with your point of view, however, that should not hold you back for speaking truthfully what is on your mind.



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What Kind of Fame Do You Want?

Have you ever stopped to ask yourself what kind of fame do you want? Blogging fame can be very different than international fame. Blogging fame is usually specific to the World Wide Web. Sure, you may receive the occasional notoriety via media outlets such as television, however, this is very rare unless of course you're covering sensational topics, or you tend to piss off quite a few celebrities such as famous blogger Perez Hilton. International fame on the other hand is likened to celebrity status. While Seth Godin, a bestselling author and Internet entrepreneur, might be a popular search term on Google, he surely isn't a household name such as Britney Spears. In reality, very few bloggers become real rockstars!

So what type of fame do you want? Are you seeking to have your blog read by millions of readers each day, or could you settle with just a few thousand? Are you seeking to become a household name or go to resource, or are fine with just offering tips and advice to whoever may stumble across your blog? These are important questions to ask yourself and answer as you travel along the road to becoming a Blogging Rockstar.

There is a certainly level of responsibility that comes attached to blogging fame. Becoming a Blogging Rockstar affords you a certain level of power. Once people begin to see you as an "authority" in your niche, they tend to trust your opinion more than another similar blog. On the flip side, such fame or authority can also bring risks such as the fact that you can allow all of this newfound power to go to your head. Blogging Rockstars must learn how to balance between the

two. Sure you have authority and a following, however, that doesn't mean that you now should push your own personal agenda and abuse what power you have.



Behind the Scenes of Blogging

“The more popular a person thinks he is in the blogosphere, the thinner his skin and the thicker his hypocrisy. This should be exactly the opposite: the higher you go the thicker the skin and thinner the hypocrisy.” ([Guy Kawasaki](#))

There is a lot of hard work that goes into becoming a famous blogger. A blog isn't as simple as posting a few words and sitting back to watch millions of users instantly rush to your blog in order to read what you have to say. It will never be that simple. Instead, you will need to do continuous footwork in order to not only you're your blog off of the ground, but help it stay afloat amongst the thousands of others competing against it.

There is a level of DAILY commitment that must go into maintaining your blog. While you may decide to forgo writing posts daily to your blog, there are other behind the scenes components that should not be overlooked such as blog promotion, responding to user comments, keeping abreast on news related to your niche, maintaining blog security, establishing blogging relationships, and even managing your advertisers. Becoming a Blogging Rockstar will ultimately prove to you that this is a full-time job. Sure, you could outsource some of the tasks to

others, but if you wish to remain in control over all of what is happening with your blog, you should remain involved in every avenue.

If plan to become a Blogging Rockstar you'll need to plan ahead of time for the financial side of blogging. While you may not bring in any revenue from your blog for months before its popularity increases, you'll still need to come out of pocket for expenses such as hosting. With increased blog traffic comes an increase on the bandwidth you'll need from your hosting provider. This will run you more than the traditional hosting packages. This is also an area that you should not skimp on. Ensure that you are investing in a reliable host who can provide you with all of the necessary tools you'll need to help your blog stay alive – literally. There's nothing worse than for a reader to land at your blog only to see that your blog is experiencing downtime, or is temporarily unavailable due to you exceeding your bandwidth. Tackle these problems before they arise and you won't suffer the consequences in the end.

In order to become a Blogging Rockstar you'll need to adapt a mentality that says: "I have something EVERYONE needs to read." Once you've realized that what you have to say is important, you'll then begin to value what it is you do. You'll work a little harder to make your blog the best there is out there on the web. You might even invest a little more into making sure that your blog is a step above the rest.

Whatever the case, Blogging Rockstars don't settle for mediocrity. Blogging Rockstars are often imitated, but they can never be duplicated because they have something that no other bloggers have – nor can accomplish.

So starting now I am declaring to the blogosphere - **"I AM A BLOGGING GOD!"**

- I'm not kidding I want to appear on *every* blogroll I see...
- I want *100's* of trackbacks and *1000's* of comments on every post I write...
- I want to see countless debates and discussions scattered across cyberspace arguing the minutiae of *my* thoughts and opinions...
- I want my inbox so full of questions and comments that I singlehandedly *crash G-Mail*...
- I *really* want **blog groupies**

Once you realize these important factors, you've finally adopted the mentality of becoming a Blogging Rockstar.

Chapter 2: The Beginning



“Yes, blogging is entertainment. It is performance. Each blog post a show, sometimes an opera, sometimes a 30 second commercial. Like a show, it may start with a bang, lead you along from song to song, have a great climatic moment, then leave the audience wanting more.” ([Lorelle Van Fossen](#))

So I take it that if you’re still reading, then you’ve still got the confidence that you can indeed become a blogging Rockstar. Now that you’ve got the idea of the mentality that you will need in order to have a lasting blog, you now need to understand the basics in functionality to get your blog off the ground and out to the blogosphere.

Setting up a blog isn’t complicated. Posting content to a blog isn’t complicated either. However, both are ineffective if you are not driving traffic to your blog, nor receiving any recompense for your hard work. Let’s begin with the some of the blogging basics that you’ll need in order to advance to becoming a Blogging Rockstar:

Design and Ease of Use

Some of the most famous bloggers are not known for their awesome web design. Instead, their blogs consist of a simple interface that allows readers to navigate with ease. There are no fancy flash animations or out of this world coding and JavaScript applications to get the point across. Instead, it's the content that reigns supreme in getting repeat visitors.

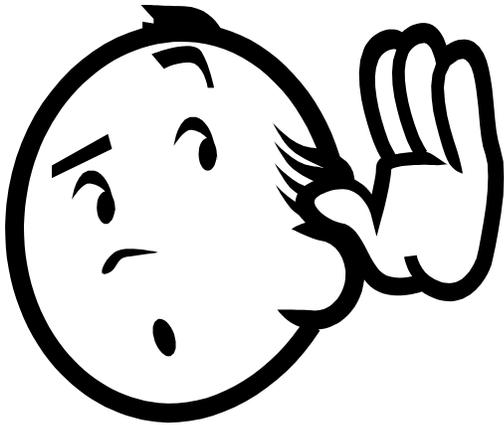
Keeping that in mind, you should think wisely about which type of blogging layout or template you will use. While there are plenty of free templates to choose from, if you plan to use one, ensure that you modify it enough to make it unique to your blog. If you do not possess the type of skills necessary to do so, invest in hiring someone to help you customize the theme to your liking. Understand that readers pay attention to the layout of blogs. If the colors are blinding or the font is too small, you may lose readers as a result.

When working with your blog design, also consider how the blog will function:

- Will users have to register to your blog in order to post comments, or can they add comments without doing so?
- What types of plugins will you use on your blog?
- If you're going to use advertisements, where will they be placed for maximum exposure? Between posts? In the sidebars?
- Will you sell advertising space? If so, where and how big?
- Will you have a combination of pages and categories?

These are just a few of the questions that you should ask yourself before setting up your blog. Consider sitting down and drafting layouts of how you want things to look. Blogging Rockstars may not be known for their killer graphics, but their websites are known for their ease of use and overall deliverability of content.

The quality of your content weighs heavily on you becoming a Blogging Rockstar. It's the backbone of your blog and the difference between first-time and repeat visitors. Given the fact that we've established this, let's look at other ways to keep your readers engaged in your content:



Be an Active Listener

Listen to what your readers have to say. Take the time to pay attention to readers' suggestions through comments or emails. Try to focus on one particular aspect of a comment or question posed and develop that into a blog post. This not only shows readers that you are indeed listening, but it also encourages visitors to discuss new topics or even debate the topic at hand. As a Blogging Rockstar you always want to be on the lips of readers.

Avoid Wordiness

People who search the web don't have time to read 1,000 word posts. Keep your posts to a minimum; preferably 250-450 words, although this varies for each individual blogger. You don't want blog posts that take hours to read as this will more than likely drive your traffic away. Instead, offer your readers quick, to the point advice, news, or solutions.

Drive Traffic

Blogging Rockstars thrive on traffic. You need a steady source of it in order to stay on top of your game. If your blog has interesting content, make your readers yearn for more original content, rest assured that your readers will link to hot topics through their blogs – they may even Twitter about it too. This is important to any Blogging Rockstar as you should work on gaining back-links from other websites. Back-links are what helps your blog rank higher in search engine queries, thus skyrocketing your chance to rank for keywords as well as increasing your link popularity.

Building Your Blog

Don't fall into bad blogging habits. For instance, have you ever come across a Wordpress blog which simply left the standard text intact on an "About Me" page? You know...the standard: "This is a Wordpress page. This is where you tell the world a little about yourself." Don't make the mistake of neglecting aspects of your blog in order to get it up and running. Instead, take the time to say a little about yourself, who you are, and what your particular blog is about.

Work strategically with accuracy and not speed. The time and attention that you put into your blog will show. If you are bent on having an awesome design, consider investing in the right graphic designer to do the job for you. If you would like to optimize your blog for maximum usability, either spend the time to research and do it yourself, or hire a programmer. The point being, whatever goals you have in mind for your blog should be put into action without excuse.

The Lazy Route

Take a moment to think about someone of the web's most renowned bloggers. Whichever one comes to mind, take a moment to think about what you noticed in particular about his blog? Did the blog possess a catchy logo or motto? What about the graphics? Lastly, was it riddled with ads from free advertisers at the header and footer of the blog – or worse, an extension of a free blogging platform?

My guess is you probably answered "yes" to the first two questions and "no" to the last question. The reason behind this reflection is for you to realize that if you wish to have a professional blog, you're going to need to have professional attitude towards building your blog.

Blogging Rockstars **DO NOT** host blogs on Blogger.com or Wordpress.com. Blogging Rockstars instead invest money into purchasing their own domain name and hosting on which they'll build their blog.

Blogging Rockstars **DO NOT** settle for the average free template, but rather they re-invent the proverbial blog wheel with a design that speaks to their blog's personality.

Blogging Rockstars **DO NOT** produce affiliate-filled blogs, but rather learn how to strategically place advertisement revenue streams throughout their blog.

While this brief “do not” list isn’t all inclusive, it contains important tips that any aspiring Blogging Rockstar should commit to memory if they intend to take their blog seriously. Building your blog to rockstardom will take time. It’s not an overnight occurrence and will require plenty of hard work.

Chapter 3: Honing Your Personality



“As I have repeatedly written in one form or other, blogging is not about writing posts. Heck, that’s the least of your challenges. No, blogging is about cultivating a mutually beneficial relationship with an ever-growing online readership, and that’s hard work.”

([Alister Cameron](#))

As a Blogging Rockstar you’ll need to develop a persona that sets you apart from the rest. Are you an excellent tongue-in-cheek writer? What about a quirky fashion writer? Whatever the case may be, you will need to examine what sets you apart from your competition. Doing so will require research on the top blogs in your niche. Use this time wisely to study their writing styles. What is it about them that keeps readers coming back for more? How engaged are their readers in responding to posts? These are all crucial elements that you should look at in order to gauge that particular blog’s success and figure out which areas you will need to work on.

What Will Your Involvement Be With Your Blog?

On your path to becoming a Blogging Rockstar, have you stopped to ask yourself how deeply involved you will be in your blog? Will you be at the forefront of writing all posts and responding to comments, or will you passively take the backseat and post anonymously?

Becoming a Blogging Rockstar doesn't necessarily mean that you have to put your face at the forefront of your blog ALL THE TIME if you don't want to. For instance, Brian Clark, owner of CopyBlogger.com, the leading web copywriting blog (with an estimated 60,000 page views per day), has catapulted his blog to blogging rockstardom, yet, he doesn't do all of the blogging himself. Instead, he often employs the help of multiple guest bloggers to help keep a steady stream of content on his blog. Even in his absence, his blog still continues to be the go to source for tips on writing for the web.

Create a Web Presence & Brand

A lot of this information is starting to sound like you're taking a class in marketing isn't it? In fact, it's partly true. Becoming a Blogging Rockstar will involve you learning how to effectively market your blog in a cut throat atmosphere. Along the way you will find yourself up against thousands of other competitors. With that in mind, you'll need to know how to set your blog apart from the rest.

Do you have a name in mind already for your blog? If not, now would be a great time to take a break and brainstorm a few catchy domain names for your soon to be rockstar blog. What ideas do you have rolling around in your head? How could you turn those ideas into a functional blog?

Take a look at "F My Life" for example. This is a highly brandable name. Why you ask? Simply because it speaks to pretty much what is on everyone's mind at some point or another: my life sucks... 'F' it! FMyLife.com (FML) has risen overnight to blogging rockstardom. It has become the go to place for readers to lay off some steam and tell millions of others the woes of their everyday life. More than just an average blog, FML has a design that is more user-centric than author-centric. In fact, the only time you'll hear from the owners is through the "About Me" page.

While FML is a special case study when it comes to blogging, it ties in nicely to the idea of brandability. Your blog should be something that is easy to roll off the tongue, yet unique in conception and execution. Think about Twitter. Outside of the odd name, Twitter has become a unique micro-blogging tool in that its concept is original and ingenious. This is what Blogging Rockstars do: they re-invent the wheel.

So did you brainstorm your blog's rockstar name yet? If so, it's now time to move on to how you will take that name on to blogging fame.



How-to-Become-Famous Tip #1:

When blogging, consider hot topics such as politics and/or current issues. It's proven; socio-political bloggers tend to get more attention than any other kind of blogger! On your road to blogging rockstardom, all you have to do is be alert for the "politicking" around you, generate your opinion, and express it on your blog. Sounds simple right? Well, it would also help if you put your opinions in sharp, crisp, so-painful-yet-true, blatant and downright "harsh" words. That my friends is what separates you from the thousands of other bloggers who are blogging on the same topic.

How-to-Become-Famous Tip #2:

Following after our Blogging Rockstar idol Perez Hilton, consider making fun of famous people, places and/or things. As mentioned previously, remember to use sharp, crisp, blatant and downright "harsh" words to get your point across. Rudeness is a must. Do not be afraid to hurt the feelings of your readers and the whole world if necessary because an angry reader will more likely leave you a comment. Readers love to gossip and you want to be that very vessel they are gossiping about.

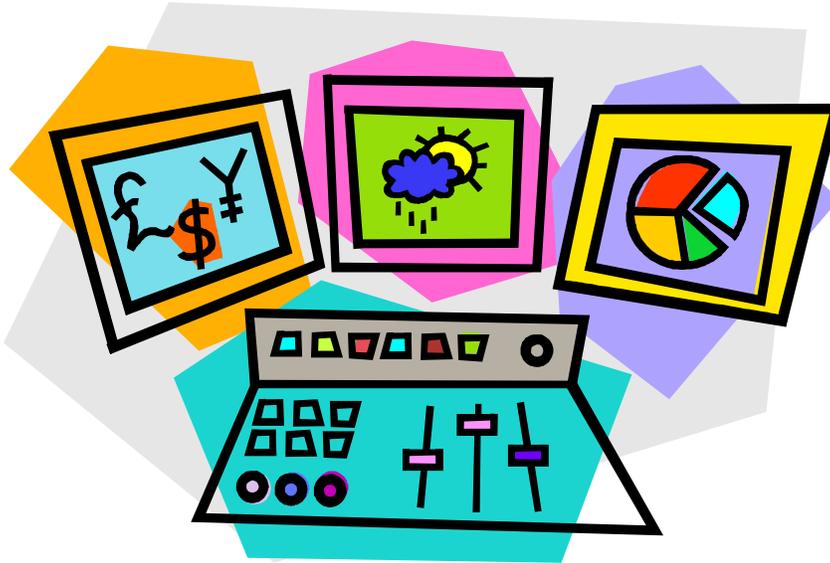
How-to-Become-Famous Tip #3:

The idea of a blog is for a person to express themselves in writing. But if you're not very good with words, don't fret! You can always be artistic instead! Find a famous song or even better, make your own song and post it on YouTube. You don't even have to sing well! The important thing is that the lyrics are put in such-a-way that the message (preferably on politics/current issue/famous things) is sharp, crisp, blatant and downright "rude". You'll have more hits than you can count on all four limbs and then some.

Have you caught on to the trend yet of what it takes to stand out from the crowd? Blogging Rockstars push the envelope of political correctness. They take the ordinary and turn it into something extraordinary that every wants to talk -- or Twitter—about.

Ask yourself: do you have what it takes to become a Blogging Rockstar?

Chapter 4: THE Post



“In at least one way we are atypical bloggers. That’s because we just keep on posting. The typical blogger, like most people who go on diets and budgets, quits after a few months, weeks, or in many cases, days.” (Stephen J. Dubner)

Blogging Rockstars rely on having great content displayed on their webpage. Your content should be something that sets you apart from everyone else --- something that possibly can’t be found elsewhere on the net. The key here is to put your unique spin on what you blog about.

Unfortunately, the reality of blogging is that there are times when you might lose your muse. There could be times where the idea doesn’t seem perfect enough, or worse, nothing comes to mind. As a Blogging Rockstar you should have ideas flowing at all times. In the event that you don’t, or just wish to clear the cobwebs out of your mind to find an inspiring idea, the following are a few tips to employ when you’ve hit a righting plateau:

Don’t Overlook the News

When your ideas are as dry as the Sahara desert, turn to the news for inspiration. Browse over to your favorite news source or open up your favorite news page and see what catches your attention. If your niche is Politics, try posting about what your favorite politicians are up to. Are

there any pending legislations that warrant being blogged about? If your nice is celebrity gossip, rest assured that there is always one celebrity who is in trouble yet again. Use news headlines and newsworthy content to your advantage to help remove dry spells.

As always, remember to place your spin on the new content. As a Blogging Rockstar you should never regurgitate or rehash news that has been told hundreds of times. Think about what you can add to the story, or possibly relate it to another interesting topic in order to avoid repeating content.

Read Other Blogs

As a Blogging Rockstar you should not only be following your competition, but also reading up on other blogs around the web. Take a look at what they are talking about. It just may happen that you have a different perspective than they have on a particular topic – or even a perspective that might make them mad.

Consider using social bookmarking websites to your advantage as well. Here you will find millions of user submitted content of what the web has deemed as “worthy” or “hot” content. Social bookmarking websites such as Digg and StumbleUpon are great resources to find out what the web is interested in.

As mentioned previously, you can also utilize your blog’s comments as inspiration for new posts. Here is where you can expand on topics or questions that may have otherwise went unanswered.

Use Other Forms of Media

Have you read a good book lately? What about watched a good movie? These all make for great blog posts if you know how to put your own spin on it. Try writing about your last read or movie watched. Did you love it or hate it? Offer an honest review to readers. The same goes for television shows that you’ve recently watched. What have you been watching or reading? Have you read any good (or bad) books lately? Try writing a review about your last read. Did you love it or hate it? Don’t be afraid to blast your opinions.

What about movies? Are there any great or pitiful movies that you’ve recently watched in theaters? Consider using a space on your blog that is dedicated solely to book, movie, or even

music reviews. The same goes for television shows. Blogging about a particular series could render you quite a bit of fans and faithful readers who appreciate your honest review of any episodes they may have missed.

Real-World Connections

Readers love to make real-life connections to the content they read. What have you been doing lately? Did you know that your home, co-workers, even crazy once-removed family members all make for great blogging content? The key here is to keep your posts short and amusing and you'll have a great post on your hands.

In fact, you may find that once you introduce a particularly interesting person to your blog, readers will come back for more sequels on what is going on with this person.

Got Skills?

Do you have a special skill that not many people cannot do or wish to learn how to do? If so, blogging about your special skill can draw more attention and readership to your blog.

If you have specialized knowledge in a particular field, consider giving away recipe tips, frugal beauty secrets, or even affordable DIY auto repair advice. If you have a specialized skill such as photography, why not utilize your camera as the basis for your writing? If you found the subject comical or interesting, most likely your readers will too.

The key to overcoming “bloggers block” is to find a post of anything that would be of interest to you and your readers. Your personality will shine through whatever it is you choose to write on.

Chapter 5: The Fame



"Readers subscribe to blogs when they provide an informational or entertainment value so great that it would be a loss to not subscribe to it." ([Maki](#))

Do you have what it takes to be Internet famous? We live in a day and age where the world is literally at our fingertips...the World Wide Web that is. Blogging Rockstars know how to navigate through this testy waters and come out on top. Being Internet famous means that the whole world has access to YOU. Let's find out how you can help yourself shall we?

How to Become a Blogging Rockstar – Are You Ready?

There are two specific types of fame that should be noted when referring to becoming a Blogging Rockstar: (1) world fame – recognized globally with a world audience, and (2) micro-fame – insular fame that is among a small, connected and very tuned in audience. Depending on your level of blogging rockstardom you may find yourself operating between the two. In most cases, Blogging Rockstars fall under the “micro-fame” category as they haven't escalated to becoming household names which is indicative of world fame. The world as a whole is not hip to Matt Cutts, but those in the Internet world study him faithfully in order to learn how to utilize search engine techniques to their advantage.

Being a celebrity blogger is POWER but maybe not as much as we tend to give it credit for. "A lot of the time, we overvalue our Internet celebrity," one person in the conversation said,

referring to the fact that a popular blogger had recommended the Jeff Buckley cover of Leonard Cohen's "Hallelujah" and it promptly shot to the top of the iTunes download chart, seemingly vindicating that blogger's influence". The key here is remember that becoming a Blogging Rockstar affords you a title and level of influence over all those that you reach. You then must learn how to harness this influence effectively.

How to Increase Your Blog's Popularity

Step 1: Set aside time to join EVERY social network there is on the web and try to make as many friends as possible. The main sites you want to become an active member on are MySpace, YouTube, and Facebook. By far, these social networking sites have the largest membership on the web. As it turns out, Internet people are pretty friendly and if you write a friendly message, people will usually check you out and save you as a friend.

Establish some type of relationship with your 'friends' even if it is a simple "Thank you for adding me" or a random comment on their photo. You want to make sure that the first thing you DON'T do is begin spamming your blog address to everyone you come in contact with.

Step 2: Broadcast your IM Screen names, URLs, net addresses and links to every site you visit. If you are a part of forums, be sure to include this information in your forum signature. Any time someone comments on your page or any literature you write, ALWAYS reply back on their profile or public name page. DO NOT PRIVATE MESSAGE ANYONE (unless it is strictly confidential). Why you ask? People are generally nosy. There's no getting around it. If someone else is replying to that person, they are more than likely to check you out as result of reading their public comments.

Step 3: Build a website that suits your personality and update your page on a regular basis. Otherwise people will just pass your site along if you can't keep their interest.

Step 4: Tell all your friends to help endorse you. Trust me, if your friends are real and true to you they wouldn't hesitate. After all, convince them that you will be taking them to cool places once you become famous. That will surely elicit a positive marketing response.

Step 5: Be thoughtful, intelligent and do not respond to petty online arguments, insults or criticism. Always thank people if they leave a constructive comment and always reply back.

Step 6: Be careful of what you share with others. There are a lot of crazy people out there so it is important to be open if you are marketing yourself online but just be careful of how much you share. NEVER SHARE PERSONAL INFORMATION! This also includes names of family members, school, favorite colors, food, number of brothers and sisters etc. Keep blogs and posts related to the topic at all times.

Five Things That Will Make Your Blog Famous

1. Landing on the front page of Digg.
2. Get picked up by an already famous blogger – or even a link back your blog from a famous blogger.
3. Get nominated for a web award.
4. Get picked up on a social bookmarking website’s “Top” list (e.g. “Top Tech Blog” or “Funniest Gossip Blog”)
5. Make national headlines.

As a Blogging Rockstar your fame relies on word of mouth. Your blog should consistently stay on everyone’s mind and you can achieve this by effectively marketing your blog and providing the tools for others in the blogosphere to do so as well.

Chapter 6: Blogging Rockstar Case Studies



There are plenty of examples online to draw from of previous Blogging Rockstars, but none ring as true as those of the likes of Perez Hilton, John Chow, and Christian Lander. The following is a case study on how each Blogging Rockstar got their claim to fame.

Case Study #1: Mario Lavandeira – PerezHilton.com

Very few bloggers online can command \$54,000 from advertisers for a single ad. That is, few except for Mario Lavandeira, the name and face behind PerezHilton.com. In fact, these fortunes are only the tip of the iceberg for Lavandeira.

PerezHilton.com first began as a blog that was dedicated to constant gossip about celebrities. It gained readership of over one million readers per day in such a short period of time for Lavandeira's pen name and alter ego Perez Hilton. Lavandeira made his mark on the web by cutting down celebrities through hand-drawn captions on photos and harsh comments. Furthermore, his insider secrets to which celebrities he knew to be gay was one of the juicy gossip secrets that shot his blog to the top.

Lavandeira is notorious for his trademark which features scribbles and sometimes profane musings across celebrity photos. This trademark earned him quite a huge blog following within the first year of launching and shot his earnings up rather quickly as well.

Making Money through Blogging

Once Lavandeira caught on to just how profitable his visitors were, he began expanding into areas such as advertising for his blog. Like most bloggers, he focused on small text and banner ads, but soon branched out to greener pastures with large-scale wallpapers that even to this day, cover the space behind the blog's theme and posts.

Even more, Lavandeira took things a step further and decided to wedge advertisements between gossip posts in order to further create more revenue for his blog. It is recorded that PerezHilton.com now brings in over \$54,000 per week in advertisements alone, with the least expensive ad selling on his blog for \$2,700 per week.

It is noted that due to the number of ads located on PerezHilton.com as well as the amount that Lavandeira charges, he has become one of the first blogging millionaires in web history. Even more, outside of his blogging ad revenue, Lavandeira continues to bring in revenue for ventures that are unrelated to his blog, yet still keep him in the media spotlight.

Celebrity Blogger

Lavandeira is the perfect example of a Blogging Rockstar whose fame transcended from the Internet into widespread celebrity status. Lavandeira's celebrity blog became so well known that his notoriety led to various clothing deals, television specials (e.g. VH1), a few appearances on local radio shows, and best of all, a print book deal.

Lavandeira has truly experienced success like no other. In his book *Red Carpet Suicide: A Survival Guide on Keeping Up With the Hiltons*, Lavandeira chronicles his experiences with various celebrities as well as add advice as to how anyone can attain celebrity status if they simply find a way to engage in enough attention-grabbing antics. Sound familiar?

Case Study #2: John Chow – JohnChow.com

Next on our Blogging Rockstar case study is John Chow. Chow has been a major Internet personality and success story for over ten years now. His fame is due in part to his ability to harness the power of blogging by turning it into an online case study that proves that you can indeed make money blogging. John Chow is notorious for his reputation in turning his nonexistent income earning blog into a \$40K monthly cash machine in just under two years.

Chow first started his web career with a website called The TechZone in April 1999. Since then, The TechZone has rise to become one of the largest hardware tech websites on the net to date. Chow has been quoted stating that this website not only has over 200,000 page views per day, but also contains over 10,000 pages of hardware tech advice.

Running with his success with The TechZone, Chow started JohnChow.com in 2005. To date, Chow has over 48K subscribers alone who all are vying to find out the secrets to his success. His blog continues to be read by millions of users today including companies and bloggers alike as he is viewed as the “go-to” guy for the latest tips on how to make money online.

JohnChow.com serves as the quintessential blog with a mix of topics on how to make money online in conjunction with his everyday life. This blog combines the best of both worlds. As a Blogging Rockstar, John Chow not only appeals to readers as a guru, but also as a regular human being whose life people wish to follow. Many are not only fascinated of what he did with his blog, but also what he has made himself to be.

Case Study #3: Christian Lander – StuffWhitePeopleLike.com

Christian Lander, a 29-year old Internet copywriter took the web by storm with his blog StuffWhitePeopleLike.com, a groundbreaking blog which shed light on what life is like as a “white person.” Many have hailed his blog as a funny take on racism in our culture, while others have viewed this blog as insight into white privilege and what is like to live a day in the life of a white guy.

Even though many of Lander’s post deal with race, he doesn’t set out to educate bloggers on racial stereotypes, but rather jokes about it. What set Lander’s blog apart from the thousands of witty and well-written blogs like it is that StuffWhitePeopleLike.com informs readers of “whiteness” and why the main audience of white culture is enthusiastic about mocking the rundown of their culture.

StuffWhitePeopleLike.com has risen to notoriety making its way not only to grace the presence of the likes of Oprah, but has also garnered Lander a \$300,000 book deal to turn the hilariously funny blog into a tell-all book. At this point, it’s safe to say that Lander has reached Blogging Rockstardom.

StuffWhitePeopleLike.com is a place for white people to gather and chuckle at the various oddities of race and class. All the while avoiding the needed to examine these issues any further. Other readers on the other hand find that StuffWhitePeopleLike.com is a place to learn more about white culture and mock them in the process. This blog by far has provided great material for many standup comics.

The core message that Lander portrays through his blog is that is “ok” to white rich as long as you can find the time laugh about it. Lander doesn’t present his blog as a way to analyze race relations, but rather just serves as a place to chill out and have fun.

So what makes Lander a Blogging Rockstar besides his quarter of a million dollar book deal and millions of fans? Well it suffices to say that no other person of color has achieved blogging rockstardom such as Lander. Sure many of them write well and have a sense of humor, yet they’re not landing six-figure book deals nor are they creating as much buzz as Lander has.

People of color also appreciate StuffWhitePeopleLike.com because it resounds what they've have joked about all along. Lander's blog makes visible what was once invisible in white culture. As a result, it showcases white culture as a distinct and peculiar phenomenon, all of which makes for an interesting and buzz worthy blog.

Chapter 7: Measuring Your Fame



Blogging Rockstars must pay attention to not only posting quality content on the front end, but also building up their reputation on the backend. There is a plethora of blogging tools set in place that help bloggers measure just how successful their blog is.

Despite there being countless blogs on the Internet, you should figure out what it is that will make your blog stand out from the rest. Simply put: this lies in your content. Your readers want to feast on good content. Anytime you have good content, you can expect ad revenue to follow as well.

So How Do You Find Out Who Likes You?

1. Your fame can be measured by the amount of RSS subscribers your blog has. When you have great content, many times readers want to make sure they are notified when you update. Don't worry if your subscribers are not where you want them to be at the moment. It takes time to build a large subscriber list, but when it happens, you'll see a continuous stream of traffic daily to your website.

2. How many backlinks does your blog contain? Backlinks are not only important when ranking in search engines, but they also allow you to see who actually is linking to content from your blog. Think of backlinks as a type of business card. They show the web who you are and what you do. The more backlinks you have, the greater chance of someone arriving at your blog.

A great tool to use to find out the number of blogs or websites linking to your blog is Backlink Watch. It shows you in real time how many links your blog has as well as the page rank and outbound links of the source linking to you.

3. Have you been Twittered about? You can also check your blog's reputation through Twitter. A simple search of your blog address or title of a post will turn up results if indeed you are the talk of the virtual town.

4. Analyze your comments. A good sign of active readership is to measure how many people are leaving comments about your content. If you've written engaging or even thought provoking content, comments are sure to ensue.

5. Good press. Great blogs typically have a level of fame that is making web headlines. Periodically Google your blog address to find out what is being said about you and your blog.

Chapter 8: Staying Famous

Blogging Rockstars are not fly by night bloggers. You work hard to stay on top, and you can't do that if you don't have the knowledge on how to utilize resources to keep your blog at the forefront of readers. The following are a list of 10 of the most crucial tips you can employ to help keep your blog on top of the competition!

- 1) **Quality Content** – We've mentioned it time and time again. Your readers are here for what you have to say. Don't waste their time by supplying them with anything less than stellar content! Interesting content will keep your readers returning time and time again. In order to do this you must update your blog regularly.
- 2) **Socialize** – A little comment can do a long way. Becoming a Blogging Rockstar means that you are also out on the web getting the face of your blog out to as many persons in your niche as you possibly can. It means that you are networking constantly, and even leaving messages on other blog. The beauty of blogging is that your comments are like a digital advertisement. Consider this: If you leave one relevant comment on a blog that is related to your niche, you have the ability to drive traffic every time someone clicks on the link connected to your comment. Imagine leaving 100 comments over the course of a month. Not only are you gaining possible back-links, but you also have the ability to gain 100 new readers of your blog.
- 3) **Take advantage of RSS/Atom/XML feeds** - RSS feeds are the perfect tool to keep readers updated about any new content that you post.
- 4) **Optimize the titles of your posts** - Take on the mind frame of your readers and create titles on what you believe other internet users may be searching for. Be sure to use keywords in your titles. The more targeted your keywords are, the greater your chances of ranking higher in search engines.
- 5) **Get active on Twitter** - It goes without saying that Twitter is the hottest tool in micro-blogging. If you want to put your content at the face of thousands of people in mere seconds, Twitter is the perfect tool to have in your social networking arsenal.
- 6) **Social Bookmark your content** - While you expect your readers to help spread the word about your blog, if you want to stay on top, you'll need to social bookmark content each

time you post. Or, like many bloggers, you can have your readers do all the work for you by providing plugins that add links to popular social bookmarking sites at the end of each post. By far, this is one of the greatest tools to help drive traffic and keep people informed about your content as these bookmarks stay indexed for the life of the social bookmarking website.

- 7) **Got a press release?** Press releases are a great tool to use to drive traffic and keep your blog on everyone's lips if used correctly. Only consider using press releases if you have newsworthy content to mention. For instance, a press release about the latest celebrity divorce won't make the cut, however, a press release about your blog's case study on Microsoft is worthy of release.
- 8) **Consider article marketing** - Depending on your niche, you can maintain your level of fame by article marketing. For instance, the realm of Internet Marketing is constantly evolving. Use your knowledge to create articles related to those changes and submit them to article directories. Be sure to include a resource box in your article and link to your blog.
- 9) **Ping your heart out** – Pinging is a great way to maintain the popularity of your blog. Pinging is a system that allows you to send out a ping to blogs and search engine spiders each time you update your blog.
- 10) **Maintain a blogroll** – Be sure to link to other blog. Blogrolling allows you to maintain a list of your favorite blogs. In return, you typically ask the receiving blog to do the same for you. Not only does this help keep your blog at the forefront of readers, but it also helps you establish those much needed backlinks.

Staying famous requires just as much effort as it takes to produce content. The best way to increase your popularity over time is to spend time getting to know people. Whatever free time you have in between skyrocketing your blog to rockstardom should be spent reading blogs, leaving feedback, and building friendships. Then and only then can you sit back and watch the traffic roll in. Overtime you'll see that you're not only building a network of reader, but loyal supporters and friends.

Chapter 9: Blogging Awards

Do you know that you've reached an ultimate level of blogging rockstardom once you've received an award for all of your hard work? A blogging award is defined as an award that is based upon what the web considered the "best" blog in a given category. Many blog awards are usually based upon public vote, while others are based upon criteria set by judges.

There are various organizations on the web that have started blog award websites; however, each has had varying degrees of success. While many have failed, the ones that have come out on top include: Best of Blogs, The Weblog Awards, and The Bloggies.

Just like a usual television or film award committee, blog awards are typically started by a group of blog enthusiasts. These are individuals whose mission is to scourer the web to find what is hot in the blogosphere.

Even obtaining a nominee from a blog award website is a great accomplishment, especially for Blogging Rockstars. Nominees are announced online as well as through other means such as radio stations, press releases or by way of the newspaper. This allows increased exposure to your website even if you are not the selected winner in a given category.

Typical categories for blog awards include: Best Design, Best Blog Site, Best Single Post, and a host of others. Nominees are usually user selected for a certain period of time. Once the entry period is closed and the panel of judges have made their final sections, the winners are announced in a ceremonial night that is oftentimes held through a larger, offline venue.

Major Blog Awards in Review

Among the major blog awards websites are [The Weblog Award](#), [the Bloggies](#), and [the BOBs](#) (Best of Blogs). These blogs have the longest running history on the web where others have seemingly fell flat.

Best of Blogs (BOB)

Deutsche Welle, the bestower of the BOB awards has characterized BOB as one of the world's largest international blog competitions. Since 2004, BOB has annually selected blog experts, media experts, and independent journalists for numerous awards and accolades.

Weblog Award

The Weblog Awards also joins the rank of the world's largest blog competition, with a record shattering 500,000 votes cast in the over 2007 blog competition.

The Bloggies

Rounding out the list of famous blog competition websites is The Bloggies. This annual non-profit ceremony celebrates the best in blogging across many different categories. The Bloggies is the Web's longest-running blog awards. Perhaps this is due in part to its user-approved approach to voting which puts the finalist selection in the hands of the blog reader.

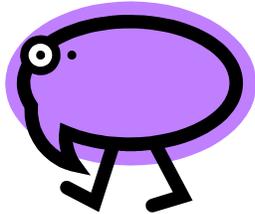
How to Enter Blogging Award Competitions

Contests for blogging award competitions are generally open during the beginning of a new year and end mid-way in order to tally votes and award a winner. Typically there is only one vote allowed per person and each vote must be confirmed through a validated email address to prevent excessive voting.

Users have the ability to vote for multiple categories, however, only one blog can be chosen per category. Users also have the ability to submit a URL for a blog they may not find on the list, but feel would make a great nomination.

Final Words

So what is the end result of becoming a Blogging Rockstar?



I suppose this is the perfect question to end what it means to become a Blogging Rockstar. You know that you've reached a level of stardom when millions of readers all agree that your blog is worthy of such a high honor. Obtaining the title of "Blogging Rockstar" shows you that all of your hard work has paid off. Your rants and raves did not go unnoticed, nor did the days and nights you spent researching and writing content.

It should be said though that becoming a Blogging Rockstar is about more than just obtaining fame. Sure you want to be known for what you have to say, however, Blogging Rockstars not only inform, but they *transform* as well. Achieving the title of "Best" or "Rockstar" speaks volumes of your ability to create content that not only provides for an interesting read, but has helped your readers in one way or another. In the end, it signifies that you have done more to enhance someone's experience on the web and for this you should be proud as you have proven that you can indeed claim the title of "Blogging Rockstar."

P.S.



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