

Stop Dreaming; Start Blogging!

6-STEP CHECKLIST

1. CREATE A BRAND NAME

Brand Name: _____

Your name (your brand!) is your most important asset, and should take much consideration. Your blog is going to be a business, right? So, treat it like one from the start!

Consider: What will you be blogging about? Is there a play on words with your name and your passion? Try synonyms or acronyms! You can even make up words that sound like real words, but have different spellings.

Don't use an existing brand name (try a Google search to see if it's taken). Don't make it too long, complicated, or something that can be confused with another brand or worse, something explicit or offensive (perhaps in another language).

2. PURCHASE A DOMAIN NAME

Domain Name: _____

Choosing a brand name and purchasing a domain name should go hand-in-hand. What if the brand name you chose is already taken? Check out www.bluehost.com to see if your domain names are available. And, if you feel so inclined, go ahead purchase all of the major TLDs (.com, .net, .org). Sometimes you can get a deal for purchasing multiple extensions at a time.

3. STAKE SOCIAL MEDIA PLATFORMS

Facebook http://www.facebook.com/	
Twitter https://twitter.com/	
Instagram https://www.instagram.com/	
YouTube https://www.youtube.com/channel/	
Snapchat	
Pinterest https://www.pinterest.com/	

Make sure you stake your name on social media, even if you don't plan on using them from the start (i.e. maybe you don't plan on posting videos right away on YouTube, Snapchat). This will ensure you've got complete control over your brand name right out of the blocks.

4. PURCHASE HOSTING AND INSTALL BLOGGING PLATFORM

Now that you have your domain name, you'll need a place to host your website. This is where all of the files of your website will be stored. Now, there are many options out there, but WordPress is definitely the easiest. Bluehost.com offers 1-click WordPress installation, and will get you up and running in no time! Plus, your blog will always have the latest and greatest version of WordPress, without you having to do anything.

5. WRITE YOUR FIRST BLOG

Your canvas awaits! Introduce yourself to the world! Is there a recipe you've been dying to share? How about a craft you just created? Time to write, and ENJOY!

6. SHARE IT!

Share that amazing passion of yours with the world. Post about it on Facebook, Twitter, Instagram, and make sure you get your friends and family to like and share it as well. And share it with me – I love to follow new blogs and I'd love to see your progress!