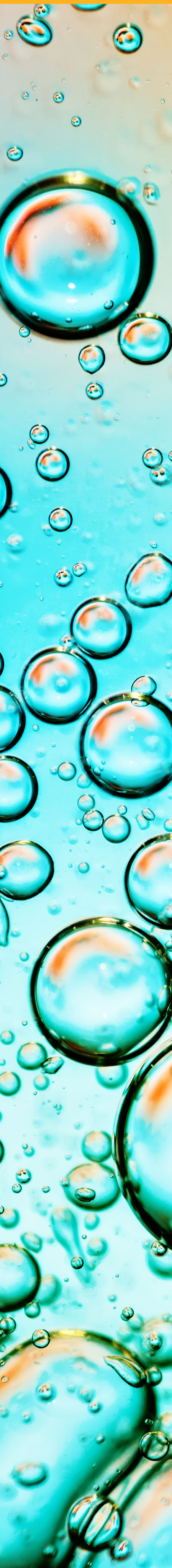


11 MYTHS

ABOUT BLOGS YOU NEED TO
KNOW BEFORE YOU START



www.mktbeginner.com



| | |
|---|-----------|
| Introduction | 2 |
| 1 Blogging is a hobby | 3 |
| 2 Everyone can create a blog today and succeed | 4 |
| 3 The beginning is difficult, so everything goes its way | 5 |
| 4 You can get rich from blogs | 6 |
| 5 You don't need capital to create a blog | 7 |
| 6 If you write well, you will succeed | 8 |
| 7 If you have good content, people will read you | 10 |
| 8 If you are popular in your circle, you will get a large audience | 11 |
| 9 You don't need to spend a lot of time blogging | 12 |
| 10 You don't need to study or study to become a blogger | 13 |
| 11 You can count on other people's efforts to have content | 14 |
| Conclusion | 15 |

TABLE OF CONTENTS

Introduction

There are many myths about blogging and working on the internet. These can easily misinform and disorient those who do not know the site.

This is a world that, for many seem to be the magic and easy way to achieve what they dream of: money, recognition, authority, fame!
It can be like that for a few, after systematic work.

But be careful. Not always what shines is gold!

Especially on the internet, you can easily be fooled by some who promise instant profits and high traffic.

According to a previous New York Times article, 95% of people who start a blog will quit soon.

This happens because usually, new bloggers arrive with high expectations that quickly become dashed.

As with any endeavor, whether you decide to enter the blogging world for business or entertainment and communication, the results will depend on your efforts.

Some of the most common myths are presented below, so be prepared before taking the big step.



1 Blogging is a hobby



Blogs started as a hobby, with early blogs looking more like online calendars, where some, often anonymously or under a pseudonym, shared their ideas.

For a large percentage, blogging is a profession, business, or tool of their work.

Blogging can be a full-time job for many bloggers or sometimes for some of us.

It requires dedication and discipline, constant information, and systematic engagement.

Do not fool yourself! To create a blog with repercussions and success, you will have to work hard and deal with many different things simultaneously.

It also requires consistency and great self-discipline, perseverance, and patience.

Because contrary to what many of nowadays self-proclaimed "gurus" promises when selling their services or books, good results don't come so easily!

2 Everyone can create a blog today and succeed

Theoretically, yes, anyone who has some knowledge and comfort with the internet can set up a blog today. How anyone can cook, paint or learn to drive.

That doesn't mean everyone will do it successfully!

It takes many ingredients to create and maintain a popular blog - it's not enough to write well or take great pictures.

If you want to take advantage of this professionally, you need to study online and content marketing and know a lot about web design - unless someone else has created your blog.

So it depends on how success is perceived.

For some, it is enough to be read by some friends and acquaintances.

For others, it's a matter of survival - much of their work is based there, or it's their work.

For me, MKTBeginner.com is currently an essential tool in my work.

80% of my clients in recent years have found me through it, although it has unimaginably helped treat me as an expert.

I am expected to take this professionally and seriously.

3 The beginning is difficult, so everything goes its way

The beginning is challenging for a beginner who starts creating a blog on his own. It takes hours of work, a lot of studies, and research.

But this is a play.



The most challenging thing is maintaining your blog, updating its content, structure, and image when necessary, observing what your competitors are doing and interacting with your audience, taking corrective actions where necessary, and innovating or differentiating yourself from the mass.

It's a living thing that requires constant engagement.

As you progress, demands and ambitions increase.

We may have been thrilled when some readers discovered our article and read it.

Today, when one month has less traffic than last year, which now translates to thousands of visits, we start to worry and wonder what's going on, and there's a crash, looking for ways to fix it.

For many bloggers, traffic translates into ad revenue, affiliate links, and sponsors or potential customers.

4 You can get rich from blogs

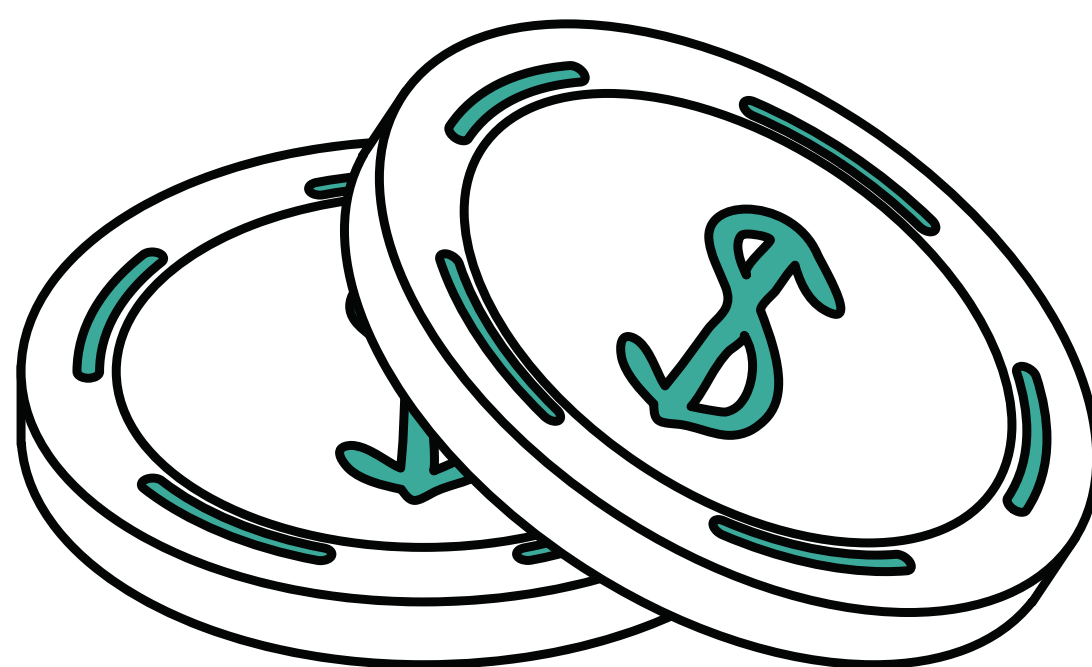
This is probably the biggest blogging myth in the world.

Money is the strongest motivation to start something for some, so perpetuating these lies serves the industry.

Few in the world are those who get rich with blogs. The rest misinform and mock.

Making a living from blogging is a far cry from making a fortune!

But even those who got rich or rather helped their career as a blogger didn't do it without investing money and time in it.



It's like any other business. Many will open fast food, but few will become KFC or Mc Donalds.

Some will even close very soon.

Read the 5 essential requirements for a blog or text that sells.

5 You don't need capital to create a blog

You can create an amateur blog for little or no money. This, of course, means that you don't count in the chapter how much time you're going to devote, which is valuable.

If you want a professional-looking blog, you should definitely pay for your own domain name and hosting, possibly for a professionally designed web designer.

If you're going to advertise it correctly, you will need to call in a digital marketer at some point.

In the process, if you designate other people to write, you'll have to pay them (yes, in Portugal, my homeland, that's a joke!).

And, of course, you'll pay to advertise it.

The big blogs have entire teams working on them.



6 If you write well, you will succeed

If you write well and your blog is text-based, you'll have less difficulty. This doesn't mean that a writer has more chances of success!

It will likely be more difficult to adapt to the requirements of online writing, which is more simplistic and has other conditions and rules.

If you follow the internet printing rules, just don't read it! They prevent and tire the reader.

And I see many bloggers doing this.

If we want our content to be 'reader-friendly, we need to study what successful blogs do.

The formatting, the fonts we use, the text and background color, the small paragraphs, the many headings that separate the text, and the inserted images determine how easily our text will be read, so how long will it keep the reader.

Also, if we want our blog to be easily located and promoted by search engines, we must follow some rules (SEO) that have nothing to do with writing in print!

Also, if we want to promote or sell services or products with our text, we need additional content marketing knowledge to do so successfully.

In my point of view, the best way to learn all this is by reading the right books.

"**Everybody Writes**: Your Go-To Guide to Creating Ridiculously Good Content" by Ann Handley,

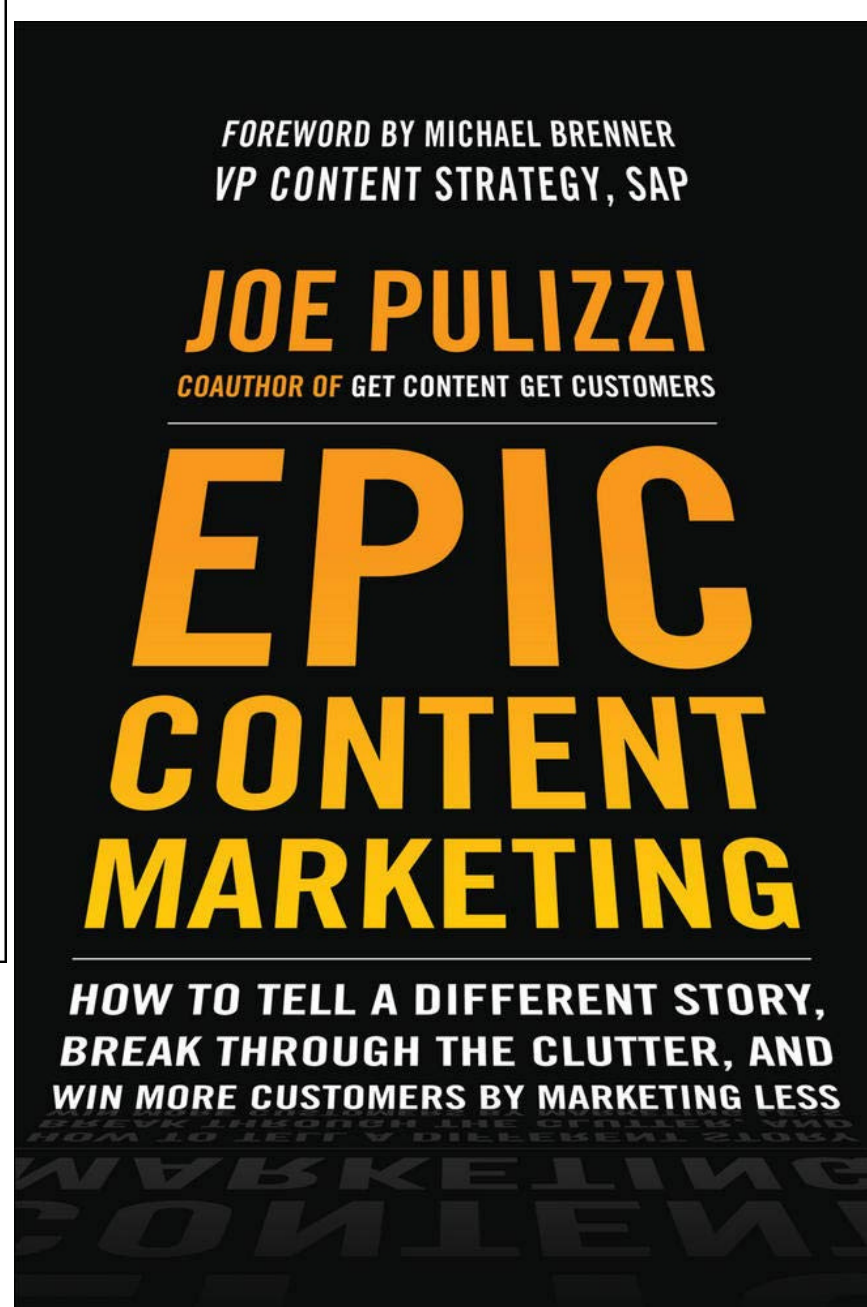
"**Epic Content Marketing**: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less" by Joe Pulizzi

"**They Ask You Answer**: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer" by Marcus Sheridan.

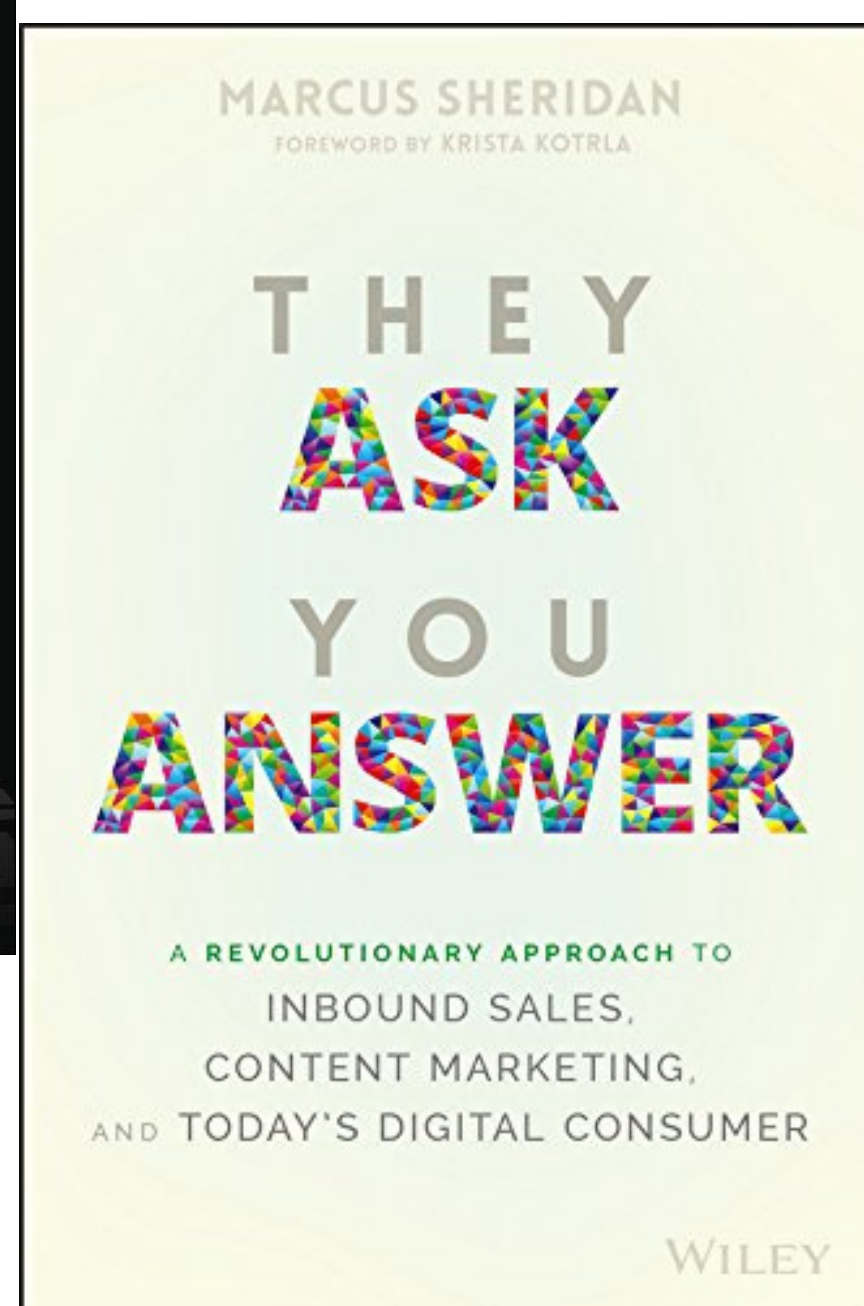
By clicking the title in **bold**, you will be redirected to my books site, where you can read these suggestions summary and many others that can be useful either for your business as a blogger or for your personal growth.



CLICK HERE TO BUY



CLICK HERE TO BUY



CLICK HERE TO BUY



7 If you have good content, people will read you

Probably enough to find you!

But for the reader to discover it, you must have done a lot of promotion and publicity work in every way possible.

Many people think that just create a blog or website, and everyone who wants to will visit it automatically.

Nothing is further from the truth!

In the chaotic and competitive world of the internet, it is very easy to be invisible!

It takes hard work, SEO knowledge, and relentless promotion in various ways to be discovered by chance through search engines.

Again, this may never be the case if you don't have good, original content for Google to rank your articles.



8 If you are popular in your circle, you will get a large audience

Unless your circle is made up of people who are very interested in the subject of your blog, your friends are unlikely to read you regularly.

Initially, many will come to read your articles when you invite them.

However, few of them will remain loyal readers, those who are really interested in your topic.

If bloggers expected their friends to read them, they would be sorely disappointed!

Likes on social media rarely match visits to our articles. Or less than actual visits or more.

Wherever you see many tastes, keep a small basket!

Blogs with many loyal readers and many subscribers are the ones that offer a target audience what interests them.

A trusted blog with a particular topic can have more loyal readers than a big blog with various content, where we can all be there occasionally, but we won't be visiting again.

Our ultimate goal should be regular visits from search engines like Google, especially when our goals are business.

It takes time, quality content, and the right strategy.

Also, it's much better to target our loyal audience to our newsletter subscribers (those who trust us with their email) than followers on social media who don't belong to us and can easily opt-out or even be eliminated!

See what happened to MySpace and Google+, for example.



9 You don't need to spend much time blogging

At first glance, how much time you spend on your blog is obvious - at least to an experienced eye!

Due to the volume and quality of the material, its general framework, the frequency of publications.

An abandoned or obsolete blog, which immediately stands out only for its configuration and image, immediately loses a lot of its credibility.

If you can't spend hours in front of one or more screens without getting tired and upset, forget it!

Behind every quality and successful blog hides a passionate blogger (or more) and countless hours of work by one or more people in different fields and specialties.

Some of my [Marketing Beginner`s](#) articles took days of work and research, not just hours.

But it was worth it, as they always send clients to my office, whom I no longer need to convince of my knowledge and value. My texts have already done this work!

Some of my articles are worth thousands of euros!

10 You don't need to study or study to become a blogger

In fact, there are still no university studies about the blog itself.

However, you will find many seminars and studies on a blog and how to promote it (content marketing, SEO, web design, graphic design, digital marketing, etc.).

It takes a lot of studies to create a successful blog that resonates.

Things on the internet are changing every day, and everything is moving at breakneck speed.

New possibilities are created and new requirements arise.

Ongoing information and training are needed to keep a blog up to date and provide fresh, quality content in whatever field we choose.



11 You can count on other people's efforts to have content

Unfortunately, that's what the vast majority of blogs on the internet do!

They rely on the effort of third parties. Either they copy/paste or republish entire articles from other blogs without permission, just citing a link.

This is unethical and illegal, but bloggers themselves are not always aware of this.



First, who will visit the original source after reading the entire article elsewhere?

If you think you can create a blog based on other people's efforts, be careful not to fall in love with a blogger who will chase you - like me!

Because the ways (and the laws) exist, many just ignore them!

Google can even punish offenders with 'disappearing' results, which does not promote articles based on reproductions in the first place.

CONCLUSION

The good news is that it is now possible, with relative ease, to try your hand at blogging and find out if you like and fit into one.

It's not for everyone and it's not easy - however, misleading the phenomenal!

However, it is currently the easiest way to reach a specific audience at a low cost.

Something that a few years ago was impossible for most of us. It takes perseverance, patience, dedication, discipline, good knowledge and love for the internet and the computer.

So it's worth a try.

If you are aware of what you will face, you will not give up on the first difficulty.

Many of us indeed feel our blog like a child.



There is a lot in common.

It's something that we've created from scratch that we put a lot of time and care into watching it grow slowly and progress, that we spend the night with it, that we're happy about its successes, and we're disappointed in its failures.

Having built something from ZERO, our satisfaction is enormous, especially when our efforts begin to bear fruit and we gradually reach our goals.

If you wish you can write in the box below all the goals and dreams you wish to achieve as a new blogger!

GOALS

“

”