

# HOW TO START A SUCCESSFUL BLOG...TODAY!



WITH HOST  
**@POSTPLANNER**

AND SPECIAL GUEST DIANA ADAMS  
**@ADAMSCONSULTING**



## WHERE DO YOU GET INSPIRED? HOW DO YOU COME UP WITH BLOG IDEAS?

**Diana Adams** #viralchat

I love writing so I'm always ready to write. :) I'm constantly thinking about things to blog about. I keep an ongoing list



**Joel Renner** #viralchat

When I come across an idea, quote or theory I try 2 apply it 2 something different love how ideas can be applied to anything



**MidAtlantic Foodie** #viralchat

Blog post ideas are everywhere! When you're a blogger, you have to keep your eyes, mind, & heart open to the possibilities



**Rebekah Radice** #viralchat

I use a swipe file to easily swipe ideas as I make my way across the web. Saves time when looking for inspiration later!



## BLOGGING TAKES TIME. A LOT OF TIME. HOW DO YOU MAKE TIME FOR BLOGGING?

**Diana Adams** #viralchat

I'm blessed with insomnia. I write between 3am - 7am. If I don't do it first in the day, I won't do it. Know yourself. LOL



**Jack Kosakowski** #viralchat

You have no choice whether to blog or not... It's the life blood of your brand... #MAKETIME



**Jack Kosakowski** #viralchat

Schedule time on your calendar just like you do for appointments or working out. Make it an appointment!



## SO WHAT DO YOU DO WHEN YOU HIT WRITER'S BLOCK?

**Diana Adams** #viralchat

I don't get writer's block anymore because I don't wait for inspiration to strike before I write. I just do it. It's a habit.



**Maegan Holloway** #viralchat

When you hit writers block, walk away. Do something to free your mind. Then, revisit the situation with a fresh mind.



**Aaron Lee** #viralchat

When I have a writer's block, I exercise! it relaxes me and gives me ideas.



## HOW DO YOU FIND BLOG IDEAS OR TOPICS YOUR AUDIENCE LOVES?

**Diana Adams** #viralchat

Don't be too broad. Focus your topics. I learned that from @PegFitzpatrick. For me: tech, #sm and geek stuff like #StarWars



**Heather Mundt** #viralchat

I write what I know or interests me, which should naturally translate to audience.



**Miri Rodriguez** #viralchat

Learn your audience, understand what inspires them. Listen first then meet them at their place.



## HEADLINES ARE IMPORTANT, HOW DO YOU WRITE AN ATTENTION GRABBING HEADLINE?

**Diana Adams** #viralchat

Attention grabbing headlines are not boring. If it looks like a title that will get lost in your #Twitter stream, rework it



**Aaron Lee** #viralchat

I write at least 5 headlines for each blog post and pick the best for my blog.



**Adam Baker** #viralchat

As a former reporter, I really like headlines. Think billboard. Sell it in as few words as possible.



## #VIRALCHAT BY THE NUMBERS

**2592**  
TWEETS

**2.3M**  
REACH

**3.8M**  
IMPRESSIONS