

Influential Blogger Interviews

By Jamie Harrop

<http://www.bloggingzest.com/influential-blogger-interviews-free-ebook-to-download/>

Series Analysis

Jamie Harrop

Chris Garrett

Jeremy “Shoemoney” Schoemaker

Liz Strauss

Darren “ProBlogger” Rowse

Ben Barden

Al Carlton

Hunter Nuttall

Cath Lawson

Erica Douglass

Series Analysis

The interviews have racked up a total of nearly 6,000 words and 100 comments, but it's now time to bring them to a close. Of course, no interview series would be complete without a customary wrap up and analysis. So, without further ado, here are the lessons learned from the interviews plus every single interview in their entirety. Enjoy!

The Wrap Up & Analysis

Here are the basic results from the four questions that I asked each blogger.

1. If, while running a new blog, you were allowed to promote your blog using just two methods, what would those two methods be and why?

Comment on other blogs - 5

Write quality content - 4

Social Media - 3

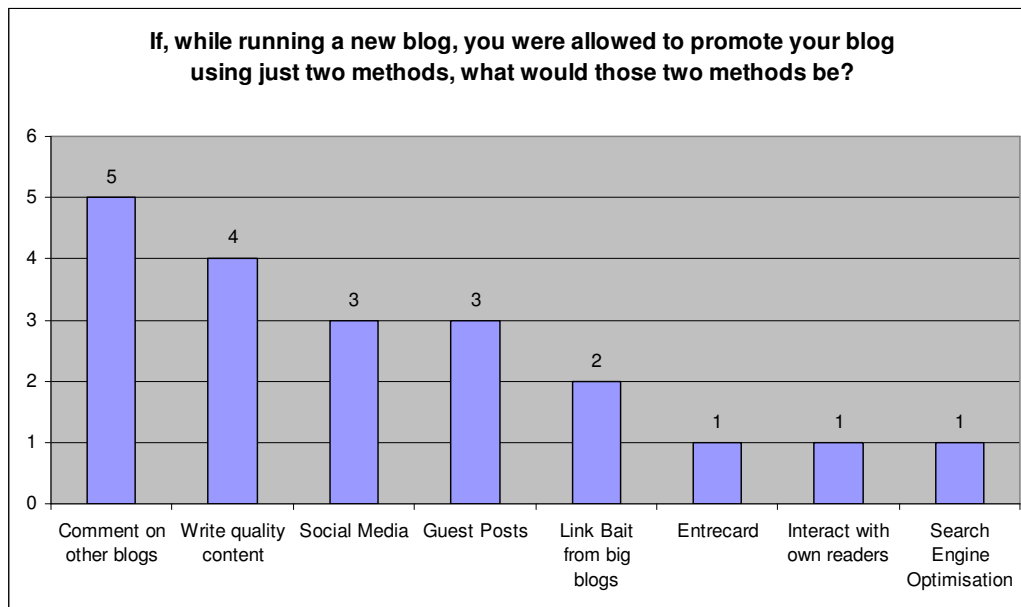
Guest Posts - 3

Link Bait from big blogs - 2

Entrecard - 1

Interact with current readers - 1

Search Engine Optimisation – 1



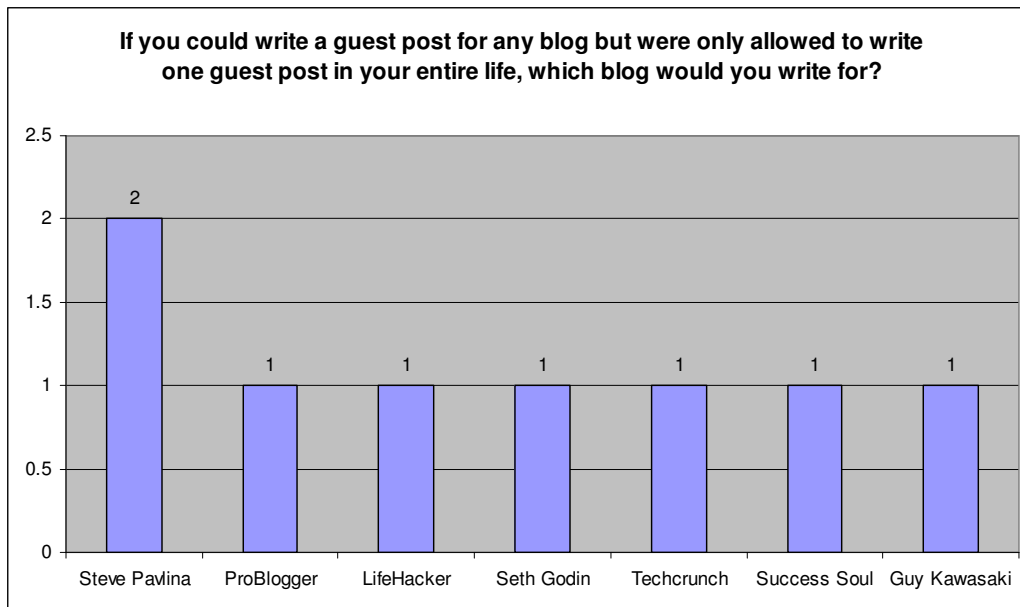
Commenting on other blogs certainly wasn't a surprise to see at the top. It really is the basic play that does nothing but work. I'm surprised guest posts was so low on the list, but I suspect

that is because most people still haven't tried using that method of promotion. From somebody who has and continues to try guest posts, I highly recommend it.

I think the big point that comes out of those results is how we all continue to focus on new readers, rather than putting the focus on our current readers. Only one of those answers focuses entirely on your current readerbase, and that is "Interact with current readers" which came from Liz Strauss.

2. If you could write a guest post for any blog but were only allowed to write one guest post in your entire life, which blog would you write for and why?

- Steve Pavlina - 2
- ProBlogger - 1
- LifeHacker - 1
- Seth Godin - 1
- Techcrunch - 1
- Success Soul - 1
- Guy Kawasaki - 1

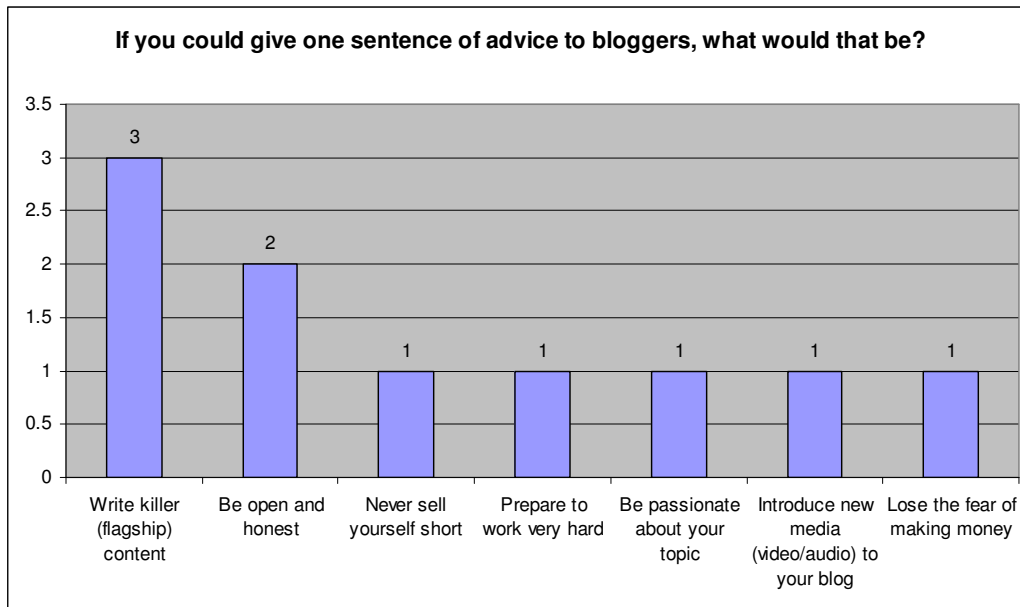


I was a little surprised to not see more trends with this question. I guess it shows just how diverse the blogosphere is. We all have our favourite blogs, bloggers and audiences. Of course, you now have seven top blogs to target with your own guest posts.

3. If you could give one sentence of advice to bloggers, what would that be?

- Write killer (flagship) content - 3
- Be open and honest - 2

- Never sell yourself short - 1
- Prepare to work very hard - 1
- Be passionate about your topic - 1
- Introduce new media (video/audio) to your blog - 1
- Lose the fear of making money – 1



Blogging is about the writing. Never forget that. That seems to be the theme in this set of answers. You can promote, sell, market and Tweet all you like. But if the killer content isn't there, visitors won't stay.

4. Please give us a link to your favourite post on your blog

The Millionaire Homeless Guy - Jamie Harrop –

<http://www.jamieharrop.com/2008/06/26/the-millionaire-homeless-guy/>

Killer Flagship Content - Free Ebook to Download - Chris Garrett -

<http://www.chrisg.com/killer-flagship-content-free-ebook-to-download/>

“I used to be FAT until I had A Duodenal Switch – Shoemoney -

<http://www.shoemoney.com/2006/05/14/biliopancreatic-diversion-duodenal-switch-not-bariatric-gastric-bypass/>

Change the World - One World Sized Idea - Liz Strauss –

<http://www.successful-blog.com/1/change-the-world-one-world-sized-idea/>

How to Craft a Blog Post - 10 Crucial Points to Pause – ProBlogger -

<http://www.problogger.net/archives/2008/08/12/how-to-craft-a-blog-post-10-crucial-points-to-pause/>

A Beginners Guide to Search Engine Optimisation - Ben Barden -

<http://www.benbarden.com/view.php/article/1025/a-beginners-guide-to-search-engine-optimisation-seo>

Really Cool Portable GPS Tracker - Al Carlton –

<http://www.coolest-gadgets.com/20060405/really-cool-portable-gps-tracker/>

The Introverts Strike Back - Hunter Nuttall –

<http://hunternuttall.com/blog/2008/07/the-introverts-strike-back/>

6 Things You Can Learn from the Man Who Had No Shoes - Cath Lawson -

<http://cathlawson.com/blog/2007/09/11/6-things-you-can-learn-from-the-man-who-had-no-shoes/>

The Real American Dream (Hint: It's NOT Owning a House!) - Erica Douglass -

<http://www.ERICA.biz/2008/the-real-american-dream-hint-its-not-owning-a-house/>

Jamie Harrop

www.jamieharrop.com

Q. If, while running a new blog, you were allowed to promote your blog using just two methods, what would those two methods be and why?

I would write comments on other blogs, and then I would write comments on the blogs of the blogs I have already commented on.

Why? Because it's simple. And it works. Last month, I gained 20 subscribers in three days by commenting on blogs I already read, then following links from other comments to find new blogs and then commenting on those blogs.

Q. If you could write a guest post for any blog but were only allowed to write one guest post in your entire life, which blog would you write for and why?

I just realised how hard this question is to answer. Wow. I think I would have to say Shilpan's Success Soul (www.successsoul.com/blog/). Shilpan's blog is relatively new, exciting, engaging and inspiring. It's not the biggest blog around. But it's moving and shaking, with articles consistently receiving waves of Digg traffic (including Mark Twains Thoughts on 3 Topics You'd Rather Not Discuss, with nearly 2,000 Diggs). The blog is going places, and being a part of that would be an honour.

Q. At the end of every talk I do, I include a "Random Trick to Tip" slide. This is one sentence of advice, usually entirely unrelated to the rest of the presentation. If you could give one sentence of advice to bloggers, what would that be?

Add some welcome media. Find a place on your blog for a short welcome video or welcome audio. Introduce yourself. Introduce your blog. Be open and engaging. If you use video or audio only one place on your blog, do so for your opening statement.

Q. Please give us a link to your favourite post on your blog. This doesn't have to be your most popular post. Just the post which is your own favourite.

I would have to say "The Millionaire Homeless Guy". (www.jamieharrop.com/2008/06/26/the-millionaire-homeless-guy/) This is probably my most popular post, but at the same time it is also my favourite. It brought great joy while writing and seeing the results after I published was even better. It makes me smile every time I read the post and the comments.

Chris Garrett

www.chrisg.com

This is the second interview in my Blogger Interview Series. It comes from full time blogger, speaker and co-author of the ProBlogger Book, Chris Garrett. Chris has a subscriber base of almost 9,000 at his ChrisG.com blog and has built himself a honest and well deserved reputation in his field of blogging.

Q. If, while running a new blog, you were allowed to promote your blog using just two methods, what would those two methods be and why?

Guest posting and StumbleUpon. Guest posting has many obvious advantages such as links, exposure and networking. It just works. StumbleUpon is just so easy, why would you not?

Q. If you could write a guest post for any blog but were only allowed to write one guest post in your entire life, which blog would you write for and why?

The benefits of guest posting really come when combined. One guest post wouldn't provide me any real incentive. That said, if pressed, it would likely be a blog that hasn't launched yet and I would guest post to help them get started.

Q. At the end of every talk I do, I include a "Random Trick to Tip" slide. This is one sentence of advice, usually entirely unrelated to the rest of the presentation. If you could give one sentence of advice to bloggers, what would that be?

Create flagship content. It sums up a great deal of my strategy and wraps up a lot of my working philosophy.

Q. Please give us a link to your favourite post on your blog. This doesn't have to be your most popular post. Just the post which is your own favourite.

Funnily enough, it is the article that explains my previous answer - Killer Flagship Content - Free Ebook to Download - www.chrisg.com/killer-flagship-content-free-ebook-to-download/

Guest Posting in Bulk

Of all the guest bloggers you have seen, which ones do you remember? Is it the people who had just one guest post on a blog and were never seen again? Or is it the guest bloggers who blog in bulk on one blog, or across multiple blogs? The Jane May's (Jane was an early regular at John Chow Dot Com). The Skellie's (Skellie guest blogged in bulk across a wide range of blogs, including ProBlogger).

If you're going to guest blog, you need to have a strategy. You need to plan to write a series of guest posts. Writing one post on ProBlogger might bring you 50 or 100 visitors, but writing a series will do far more. Building your brand is as important as the amount of visitors you receive. Guest blogging in bulk is one of the most effective ways to stick your name in the minds of thousands of people around the world.

StumbleUpon Made Easy

If I had read Chris' interview at the start of this year, I would be very surprised when he said achieving great results using StumbleUpon is easy. However, he's right. Compared to all other social media, bringing in large numbers of quality visitors from SU is very simple. The key is to attract Stumblers to your blog. Once you have two or three people who Stumble new blog posts on a regular basis, you will find that most of your quality content is Stumbled. Look for Stumbled content in your niche then find out who first submitted it to StumbleUpon. Then target them (in a good way). Find their blog and start commentating. Do what you would normally do to attract a new person to your blog. Once you have them subscribed, as long as you write good quality content, you'll find your StumbleUpon traffic in free flow.

Jeremy "Shoemoney" Schoemaker

www.shoemoney.com

This is the third interview in my Blogger Interview Series. It comes from one of the Internet's most famous faces, and indeed one of the blogosphere's highest earners, Jeremy "Shoemoney" Schoemaker. With his subscriber base of over 17,000, Jeremy has made his name in the "Make Money Online" niche of the blogosphere, having become famous for many things, including the photograph of himself holding a cheque from Google AdSense for almost \$133,000.

Q. If, while running a new blog, you were allowed to promote your blog using just two methods, what would those two methods be and why?

"I would focus on writing good content and being active in communities. People get to know you and click they will follow your profiles to your blog/homepage where they will find your great content."

Q. If you could write a guest post for any blog but were only allowed to write one guest post in your entire life, which blog would you write for and why?

"Probably Techcrunch. I love geek meets venture capital stuff plus having a 1million+ readership doesn't hurt."

Q. At the end of every talk I do, I include a “Random Trick to Tip” slide. This is one sentence of advice, usually entirely unrelated to the rest of the presentation. If you could give one sentence of advice to bloggers, what would that be?

“Just be honest. Share your failures as well as your successes.”

Q. Please give us a link to your favourite post on your blog. This doesn't have to be your most popular post. Just the post which is your own favourite.

“I used to be FAT until I had A Duodenal Switch - It took a lot of courage for me to write that post and share some of my darker times in life.” -

www.shoemoney.com/2006/05/14/biliopancreatic-diversion-duodenal-switch-not-bariatric-gastric-bypass/

Liz Strauss

www.successful-blog.com

This is the fourth interview in my Blogger Interview Series. It comes from one of the blogospheres most famous and influential females, and an absolute authority on relational blogging. On a daily basis, Liz Strauss provides her readers at Successful and Outstanding Bloggers with discussion and commentary regarding life, social media and blogging. Liz is also the founder of popular blogger conference, SobCon.

Q. If, while running a new blog, you were allowed to promote your blog using just two methods, what would those two methods be and why?

“Writing great content and interacting with my readers. The reason is simple. Other forms of promotion won't have a lasting effect if you don't get those two right! :)”

Q. If you could write a guest post for any blog but were only allowed to write one guest post in your entire life, which blog would you write for and why?

“I think I'd want to write for Seth's blog (<http://sethgodin.typepad.com/>) He and I think alike on so many things and I'd like to riff on Seth's greatest moments. I never see guest posts there. It would be quite an honor.”

Q. At the end of every talk I do, I include a “Random Trick to Tip” slide. This is one sentence of advice, usually entirely unrelated to the rest of the presentation. If you could give one sentence of advice to bloggers, what would that be?

“Blog your experience the way you might talk to a friend about your new business, don't make up unnecessary rules and don't hold onto rules that don't serve you. Write for the people who come to find you.”

Q. Please give us a link to your favourite post on your blog. This doesn't have to be your most popular post. Just the post which is your own favourite.

"Change the World: One World-Sized Idea" - www.successful-blog.com/1/change-the-world-one-world-sized-idea/

All Fails Without Content and Communication

Liz makes a very strong point when she says no form of promotion will last if you don't write good content and communicate with your readers. It goes without saying what good content means, but communicating with your readers can mean so many things. From communicating with them through the design of your blog, to subconsciously letting them communicate with you via a thorough "About" page, to good old-fashioned replying to readers comments and emails. Communication really is a key aspect of blogging.

Darren "ProBlogger" Rowse

www.problogger.net

This is the fifth interview in my Blogger Interview Series. It comes from the authority on blogging. Darren Rowse is a pioneer in blogging about the art of blogging. Several times a day, Darren provides his 50,000 readers at ProBlogger with killer pillar articles about the art of blogging and Internet marketing.

Q. If, while running a new blog, you were allowed to promote your blog using just two methods, what would those two methods be and why?

"It would depend upon the blog quite a bit but here's what I'd probably start with:

Guest posts - if there were other blogs on the same topic already out there with established audiences I'd work hard to produce great content that I could offer these blogs to publish as guest posts. The reason for this is that other blogs on my topic have readers who are interested in what I'd be writing - so a guest post puts my name in their faces and potentially can drive traffic back to my blog.

Social Media - I'd get as active as I could on social media sites that have people using them on the topics that I'm writing about. This could be Twitter, Digg, StumbleUpon, Plurk.... depending upon the topic.

I wrote a series with 5 things that I'd do to promote a new blog -
www.problogger.net/archives/2008/03/11/how-id-promote-my-blog-if-i-were-starting-out-again/

Some combination of those 5 things would be my starting point - again, depending upon the topic of the blog.”

Q. If you could write a guest post for any blog but were only allowed to write one guest post in your entire life, which blog would you write for and why?

“Tough question - I guess it depends a little again upon why I'd be writing it and for which blog I'd be promoting (if it was for the purposes of promoting another blog at all).

The key with guest posts is to find another blog that has some overlap of audience with yours. So for ProBlogger or Digital Photography School I'd probably choose a blog with a tech topic and with a 'how to' type approach. Perhaps a LifeHacker (<http://lifelifehacker.com>), or one of the Yahoo tech blogs.”

Q. At the end of every talk I do, I include a “Random Trick to Tip” slide. This is one sentence of advice, usually entirely unrelated to the rest of the presentation. If you could give one sentence of advice to bloggers, what would that be?

“Produce the kind of content that people just can't stop but passing on to others.”

Q. Please give us a link to your favourite post on your blog. This doesn't have to be your most popular post. Just the post which is your own favourite.

“At the moment it's a series that I'm developing on crafting blog posts“ -
www.problogger.net/archives/2008/08/12/how-to-craft-a-blog-post-10-crucial-points-to-pause/

Ben Barden

www.benbarden.com

This is the sixth interview in my Blogger Interview Series. It comes from Ben Barden, an up and coming member of the blogosphere and founder of the content management system, Injader. www.injader.com

Q. If, while running a new blog, you were allowed to promote your blog using just two methods, what would those two methods be and why?

“For new blogs I highly recommend Entrecard. www.entrecard.com There has been a lot of discussion about Entrecard on various blogs, and how it doesn't work for everyone. I think

your chances are pretty good as a new blogger on Entrecard, in fact they are far better than with other blogging network. But if you try to get people to visit a site that doesn't really have a clear focus and lacks quality content, I don't think any blogging network will magically bring subscribers to your site. Furthermore, you get out what you put in, so if you drop cards and post in the forums, Entrecard can generate extremely positive results.

I'd recommend StumbleUpon because it's brought some huge traffic spikes to my blog, but this isn't really something you should do yourself - submitting your own posts is a bad idea (I'm speaking from my own experience here). So the other method I'd suggest is one of the two that you suggested in your "self interview" - commenting on other blogs. It really helps to get your name out there. Of course, you do have to write good comments. Writing "nice post" on all the high traffic blogs you can find won't make a huge amount of difference, and some may view you as a spammer."

Q. If you could write a guest post for any blog but were only allowed to write one guest post in your entire life, which blog would you write for and why?

"I'd write for ProBlogger because Darren consistently writes high quality content and I would be honoured to have one of my posts published there. Exposure would be good as he has a large number of subscribers. The main reason I haven't done this yet is because sometimes you do only get one shot, and the impact of writing a bad post on a high traffic site is potentially lethal to a blog. Some people say that bad publicity is still publicity, but I wouldn't want my first high profile guest post to be bad."

Q. At the end of every talk I do, I include a "Random Trick to Tip" slide. This is one sentence of advice, usually entirely unrelated to the rest of the presentation. If you could give one sentence of advice to bloggers, what would that be?

"Write what you know and what you like, because blogging should be achievable and enjoyable."

Q. Please give us a link to your favourite post on your blog. This doesn't have to be your most popular post. Just the post which is your own favourite.

"I think that my beginner's guide to search engine optimisation is worth a mention.
www.benbarden.com/view.php/article/1025/a-beginners-guide-to-search-engine-optimisation-seo

In the post I have taken a different approach to most other blogs who write about this subject. I've mostly avoided the things that you shouldn't have to worry about, and focused on the things you can control."

Having the Balls to Write a Guest Post

A lot of people are scared about blogging. The fear of pressing that publish button is very real for many people. But even more people are scared about writing as a guest blogger.

My own opinion is you just have to go for it. The first ever guest post I wrote was for John Chow. In the post, I claimed "PageRank is Dead!". It was pure controversy, because I thought that was a good way to blog. Ugh. I look back on that and realise I've learnt so many lessons. I no longer try to use controversy because it creates a bad image (in my opinion). In the end, the post was well treated by most people, it received 124 comments (it's up there with the most comments of any post on John's blog, I think), but it also received a lot of attack. Many people didn't like it and went out of their way to publicly attack me. It was an awful choice of guest post, but in the end I learnt a heck of a lot of lessons. I don't regret writing the post because I learnt a lot. I came out of it a better blogger, even if it wasn't the best blog post in the world.

Al Carlton

www.selfmademinds.com

This is the seventh interview in my Blogger Interview Series. It comes from Al Carlton of Self Made Minds and Coolest Gadgets. Coolest Gadgets alone has over 65,000 subscribers and in December 2007 made Al over \$61.5k.

Q. If, while running a new blog, you were allowed to promote your blog using just two methods, what would those two methods be and why?

"Firstly would be to create a link bait article or tool that when fellow bloggers read they would feel the desire to share and link to. An example of this would be something like Which Blogs Have the Most Feed Subscribers? (www.selfmademinds.com/200704/which-blogs-have-the-most-feed-subscribers/) , it got noticed by the sites mentioned which led to exponential traffic.

Next method would be simply quality unique content. If you keep producing content like that it will achieve links organically and you'll build up your subscriber base."

Q. If you could write a guest post for any blog but were only allowed to write one guest post in your entire life, which blog would you write for and why?

"Depends what blog I was trying to promote, though it would have to be the one with the most reach (web, email and RSS) in the same niche. "

Q. At the end of every talk I do, I include a “Random Trick to Tip” slide. This is one sentence of advice, usually entirely unrelated to the rest of the presentation. If you could give one sentence of advice to bloggers, what would that be?

“It takes time, work and commitment to write a successful blog. The first six months is the time of building the foundations which can be difficult but worth it in the long run.”

Q. Please give us a link to your favourite post on your blog. This doesn't have to be your most popular post. Just the post which is your own favourite.

“Good question. There are quite a few I like for different reasons. I have a few posts that have generated \$xx,xxx from affiliate commissions and others that have had 100s of comments and great discussions. But I reckon my favourite is one of my early ones: The Really Cool Portable GPS Tracker. It was a really cool product to write about (I was working at the time and remember taking an 'extended' lunch break to write it) and also had an affiliate scheme to pay a bit of commission. The post took off and became my first Digg front page sending about 30K visitors (which for me then was shed loads) and I sold around a 100 and it confirmed to me that I could make some money in this game.” www.coolest-gadgets.com/20060405/really-cool-portable-gps-tracker/

Hunter Nuttall

www.hunternuttall.com/blog

Hunter Nuttall is an up and coming personal development blogger. Having being mentioned in the late Randy Pausch's book, “The Last Lecture”, Hunter has attracted an attractive base of 500 readers to his blog and has a good working relationship with a number of successful people throughout the blogosphere.

Q. If, while running a new blog, you were allowed to promote your blog using just two methods, what would those two methods be and why?

My first preferred method is leaving comments on other blogs. I think the ability to leave comments is one of the best things about blogging. It creates a level of interaction that's just priceless, and there's no way I could stop commenting on blogs even if I decided that it wasn't an effective strategy. Luckily, it turns out to be very effective if done right.

My natural inclination is to comment on my favorite blogs over and over. Unfortunately, this usually doesn't work too well. And that makes sense, because once the readers of a particular blog know who you are, further exposure to the same people becomes less and less likely to get them to subscribe if they haven't already. While a few the blogs that I comment on regularly are among my top traffic sources, most of them aren't.

I think that you get better results when you make an effort to reach out to bloggers who don't know you. Look over the comments on the blogs you read, and see if there are any names there that you don't recognize. Pay them a visit and leave a comment, and maybe subscribe to their blog. Now you've made a connection with a new person, and that has a very good chance of paying off in one way or another.

I love it when I get to be one of the first people to comment on a new blog, because I remember how important small milestones were to me when I was just starting. When you do this, it's entirely possible that they'll subscribe to your blog right away. If not, at least they'll remember you. Then when they see your name a few more times they might subscribe, and possibly more. Jamie, I doubt I'd be doing this interview if we hadn't commented on each other's blog. But we did, and so now I get some exposure to a fresh audience, while you get to take a well-deserved day off from blogging.

My second preferred method is leveraging big blogs. There are different ways of doing this, but the idea is that if you grab just a little bit of attention from a big blog, the payoff can be huge. Here are some examples:

- After blogging for 2 or 3 months, I had finally built up to 20 subscribers. Then IttyBiz linked to my Automatic Blog Post Rehasher, and I instantly shot up to 40 subscribers. What took me 2 or 3 months to do took Naomi just a couple of minutes.

- When I wrote my free ebook *The Zen of Blogging*, I sent it to Darren Rowse and he linked to it. I had 44 subscribers at the time, which was right before I went on vacation. When I came back, I was shocked to find that I had 205 subscribers. That one link did what would have taken me many months to do otherwise.

- When Skellie gave an open invitation for people to write their trump card post and get a link from her, I was like "OK, that's a no-brainer." This resulted in a great post that I otherwise wouldn't have written, and it got a lot of comments and links.

- Similarly, Steve Pavlina offered to link to people who wrote a "How to Be a Woman" post to complement his post on "How to Be a Man." This was obviously a challenge for me, but I gave it a shot and it worked. I got great traffic from a great audience.

- Recently, I wrote two posts about why introverts rock. One I posted on my own blog, and one I submitted as a guest post to Pick The Brain. While the one on my own blog was clearly better, the one on Pick The Brain got 1,100 more digs, by virtue of having a large audience of Digg-savvy readers.

As you can see, there are many different ways of leveraging big blogs, so you just have to keep an eye open for opportunities, and do what you can to create them.

Q. If you could write a guest post for any blog but were only allowed to write one guest post in your entire life, which blog would you write for and why?

If I could only write one guest post in my entire life, then I wouldn't be looking for what would bring me the most traffic in the short term. I'd be trying to get my post in front of the right people, not necessarily the most people. Without a doubt, I'd want to post on Steve Pavlina's blog. www.stevepavlina.com/blog/

He doesn't display his RSS count, so I couldn't tell you if he has 10,000 subscribers or 100,000. But it doesn't matter. Judging from his forums, his readers are far smarter on average than those of the other large blogs on similar topics. As Seth Godin says, "who vs. how many."

Q. At the end of every talk I do, I include a "Random Trick to Tip" slide. This is one sentence of advice, usually entirely unrelated to the rest of the presentation. If you could give one sentence of advice to bloggers, what would that be?

Don't sell yourself short. There will be enough other people doing that for you, and you don't need to help them.

Jamie, when you announced that you were going to be conducting interviews with authoritative bloggers, I said to myself, "Wow, I'd really like to be able to do that. I wish I was an authoritative blogger. Maybe someday..." Then you emailed me, asking me to participate. And then I realized that the only thing that was stopping me from being authoritative was my believing that I wasn't.

Q. Please give us a link to your favourite post on your blog. This doesn't have to be your most popular post. Just the post which is your own, personal favourite.

There are a few possibilities that come to mind, but I'm going to go with "The Introverts Strike Back" (<http://hunternuttall.com/blog/2008/07/the-introverts-strike-back/>). I'd like to think that it will be the start of liberating 2 billion people from an ignorant stereotype.

Cath Lawson

www.cathlawson.com/blog

Cath is a women who has gone through plenty of ups and downs in business. In Spring 2007 she set out to share with the world her successes and mistakes and since then has built up a solid reputation as the go-to female entrepreneur blogger.

Q. If, while running a new blog, you were allowed to promote your blog using just two methods, what would those two methods be and why?

“Joining in the communities of readers and SEO. I don’t like to over optimize my posts but some SEO is essential. And joining in the communities of your readers at their blogs helps you to get to know them better - which is vital.”

Q. If you could write a guest post for any blog but were only allowed to write one guest post in your entire life, which blog would you write for and why?

“Tough choice - there’s so many. I think I would have to say Guy Kawasaki’s blog: How To Change The World“. - <http://blog.guykawasaki.com/>

Q. At the end of every talk I do, I include a "Random Trick to Tip" slide. This is one sentence of advice, usually entirely unrelated to the rest of the presentation. If you could give one sentence of advice to bloggers, what would that be?

“Keep writing great stuff, even when you think nobody is listening and never ever give up.

Q. Please give us a link to your favourite post on your blog. This doesn’t have to be your most popular post. Just the post which is your own, personal favourite.

“I like this one best, as it gives people hope when they’re struggling in business: 6 Things You Can Learn From the Man Who Had No Shoes“ - <http://cathlawson.com/blog/2007/09/11/6-things-you-can-learn-from-the-man-who-had-no-shoes/>

Erica Douglass

[www.ericabiz](http://www.ericabiz.com)

Erica sold her Web hosting business in 2007, at age 26, for \$1.1 million. She is now “semi-retired”, committed to teaching her readers how to build an inspired, successful business. She also encourages her readers to think differently about investing, real estate, and negotiation.

Q. If, while running a new blog, you were allowed to promote your blog using just two methods, what would those two methods be and why?

Guest posts are excellent. Also, writing great content that other bloggers pick up on and blog a response to.

Q. If you could write a guest post for any blog but were only allowed to write one guest post in your entire life, which blog would you write for and why?

I'd pick Steve Pavlina's blog and write a somewhat controversial post. He has a great audience -- full of passionate people who really want to do something with their lives. It's an audience I aspire to have, too.

Q. At the end of every talk I do, I include a "Random Trick to Tip" slide. This is one sentence of advice, usually entirely unrelated to the rest of the presentation. If you could give one sentence of advice to bloggers, what would that be?

Don't be afraid to monetize your writing. Selling ads will earn you a poverty-level income, but selling ebooks, videos, podcasts, interviews, and more can earn you an income big enough to turn your passion -- writing great content -- into your career.

Your blog shouldn't be all about selling your content -- good free content is essential to keep growing your readership -- but most bloggers I see don't sell enough, and often have to hold down full-time jobs. These bloggers are excellent writers and can garner an audience of thousands of subscribers, but they can't make ends meet with their blog. It's a travesty to see them unable to earn a living doing not only something they love, but that their readers clearly get a lot of value from.

Q. Please give us a link to your favourite post on your blog. This doesn't have to be your most popular post. Just the post which is your own, personal favourite.

One of the most consistently popular posts on my blog is called "The REAL American Dream (Hint: It's NOT Owning A House!)" www.ericabiz.com/2008/the-real-american-dream-hint-its-not-owning-a-house/

This post is controversial and flips traditional values on their head. I've received many "thank you" emails from people who saw a fallacy in paying thousands of dollars more per month to own a house than to rent an equivalent one. It's great to know I can be an influence in helping people make better financial decisions.