

Become A Blogger

Presents:



By: Leslie Samuel



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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

Hello, hello, hello and welcome to another episode of [Learning with Leslie](#), the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from becomeablogger.com where we're changing the world one blog at a time. And, as usual, I have another exciting episode for you today. In today's episode, I'm going to be talking about *how to leverage your blog for professional opportunities*.

Many people start their blogs because they want to build online businesses. That's why, I started my blog and since then, amazing things have happened as a result of those blogs. I'm being interviewed on a bunch of podcasts. I'm being invited to speak at a number of conferences, landing a job as a University professor, and a doctoral program and being invited to create content for Khan Academy.

However, these things, they don't just happen. And yes, there are things that you can do to set yourself up for success. That's what I'm going to be talking about today.

What is the Khan Academy?

Yes, indeed. Some exciting stuff to talk about today. It's exciting to me. I'm actually right now in San Francisco, California, and I'm here to be working with Khan Academy. I've been making videos over the last few days. It's been an amazing experience.

If you don't know about Khan Academy, I would encourage you to go and check it out. It's out KhanAcademy.org. It's a website that was started by a guy. His name is Sal Khan and it has grown to become a monster. That's what I can describe it, a monster in the field of education

and the main idea behind Khan Academy is to be able to provide a free world-class education to anyone anywhere.

Let me tell you this. They are killing it.

One of the inspirations behind me even starting my Biology blog was, I remember one day, I was on YouTube and I watched a talk that he gave. When he was talking about the fact that individuals like you and I have the ability today more than ever before to change the world. And, he was talking about how he started Khan Academy. It was something that he started just to help out, I think his niece that was struggling with Math. And, he started putting videos on YouTube and they started getting a bunch of views and it has just grown to become something that really is changing the world and it's just inspirational to see what they have been doing.

I'm down here now because a few months ago, I think this was back in December, yes, it was back in December, I got an email from one of the guys over here from Khan Academy inviting me to take place in a competition to create content for Khan Academy, to create videos. When I got that invitation, I was like, "Yes, I'd love to do that! I mean, it's Khan Academy."



So, I sent in my application with some sample videos. It took a while because they got a bunch of applications but, later in January, I got a call from the same guy telling me that I was selected to be one of the people that will be creating content. And, they wanted me to come down here and fly down here for the training and now, I'm down here for the training.

Man, I am having a great time. I am learning so much not just about what Khan Academy is doing but, also about what I can be doing. There's so many ways that I can improve, so many of which I've never even thought of and to see how they are doing it, how they are killing it, how they are helping millions of people all over the world. It's such an inspiration. It makes me want to do even more and I will be doing even more just based on the things that I've learned down here and I will continue to learn over the next few days.

Today is Wednesday. I'm here until Monday. It's definitely been eye opening to see what the ultimate potential looks like. And now that I have seen that, I have no choice in my mind but, to go towards that and of course, to share that with you as I'm going towards that.

I want to let you know this. Blogging, it's awesome. I don't know that I've said that before, okay maybe I have said it a few times or maybe a lot of times but, I really really do believe it. Blogging is bigger than a lot of people think. A lot of people think, well, first of all, the first level where people think, you know a blog is just an online diary.

It's obvious that it's no longer just that. And then, there are people that think a blog is a good way to get your name out there and it is that. It is a good place for you to get your name out there. It can be an online diary but, it can be so much more.

Bloggging is legit especially if you're doing it to have a significant impact on the world. Let me tell you, if you can accomplish great things, my Biology blog right now reaches about 60,000 people per month and that will continue to grow.

I have thousands of emails from people letting me know what my blog is doing for them, how it's helping them, literally thousands and I'm not exaggerating. The last time I checked which was months ago, it was something like 3000 emails from people thanking me for what I'm doing on my blog. Guys, let me tell you this.

This is legit. Back in the days, if you wanted to start a business, there were a lot of things that were involved that are not necessarily required today. So, for example, you have to get a building or an office or some place where you can do business. You'd have to end up buying a bunch of equipment depending on the type of business you're doing. You have to make a huge investment and there was so much involved in starting a business that it was not as accessible for everyone. It was less accessible for everyone.

Now, today, with minimal investment, I mean, you pay for hosting. You can get a hosting for less than \$10 a month. You get a mailing list. You can do that for free or you can pay for it, and you're pretty much good to go. Okay so, you might spend a little bit on training and it's something I highly recommend. You might spend a few hundred dollars on training or even a few thousand dollars. But, you know what? It is worth it because the difference between back then and today, one of the differences is back then, if you wanted to take a business, there was a huge financial investment. Today, it's more about the sweat equity that you put in, more about the hard work, the grinding to make things happen, the hustling and getting things done.

I wish I would have thought about these things, the things I'm going to talk about today, in terms of leveraging your blog for professional opportunities, I wish I would have thought about these things when I first started. But, in retrospect, as I look back, I realize that these are some of the things that I did subconsciously. I wasn't even aware that I was doing it but, they really

resulted in me being able to have some really great opportunities and I want to talk about those with you.

So, how do you leverage your blog for professional opportunities?

Regardless of what you're blogging about, you should be thinking along these lines. You should be thinking about, you know, if you are following the stuff that I have been doing and you're really trying to have an impact and you're really trying to build something significant, or you're really just trying to build a business, you should be taking these into consideration.

#1: What is your ultimate goal?

The first thing I want you to do is answer this question: What is your ultimate goal? What do you want to do? That sounds like one of those questions that you get in Kindergarten. I want to be this when I grow up. I want to be an astronaut. I want to be a doctor. I want to be a dancer. Whatever the case might be, I want you to answer your question, taking the topic that you are blogging about into consideration.



What is your ultimate goal? Are you trying to land a job? Is there a specific job you're trying to land? I know this online business thing, a lot of people don't talk about that but, quite frankly, my Biology blog landed me a job as a University professor. So, it is extremely possible for that to happen.

Answer the question, what is your ultimate goal? Are you trying to be a sought after speaker? You want to be traveling the world and speaking on specific topics. You want to be a coach. What is your ultimate goal? And, that's the first thing I want you to do. Just answer that question. Write it down so that, you know what that is. That's number one. This is actually going to be a relatively short podcast episode, I think, because I got to get back to making more content for Khan Academy.

#2: Create the content that leads to that end goal.

Once you've decided what your ultimate goal is, create the content that leads to that ultimate goal. So, if you want to teach Biology, well then, start teaching Biology. You no longer have to wait for that degree. It might not be as recognized by some people as someone with a degree but, it doesn't matter. Start taking action and doing that thing that leads to that end goal or that

is part of that end goal. So, if you want to teach Biology like I wanted to teach Biology, then just start teaching Biology.

If you want to speak at conferences, since that was one of the examples that I used, then focus on the topics that you want to speak on and create that type of content. Create videos. Create articles.

Create a podcast that is dealing with that specific topic that you want to speak at. Let's continue along the speaking line, if that's something that you want to do then, do some low-budget speaking and maybe take video. Speak for free at some type of a local event and take a video of that and post it on your blog. Why not? That's the type of thing that you want to do anyhow so, make opportunities to do that.



Make your own speaking events. It doesn't have to be anything huge. It could be to a group of friends that you want to inspire in a certain direction. Get them together in a room and talk about that and talk about it passionately, whatever it is you want to do, whatever your ultimate goal is, do that. Start creating content that leads directly towards that. That's number two.

So, number one, ask yourself the question, what is your ultimate goal? Number two, create the content that leads to that ultimate goal.

#3: Make sure your blog looks professional.

This is one that, as I look around at a lot of bloggers, they're not really taking fully into consideration but, make sure that your blog looks professional. It makes sense. If you're building a blog and you want to leverage it for professional opportunities, you want to do some big things, make sure your blog looks professional.

My perspective on this has changed over the last few months. If you ask me a few months ago, how do you get the most professional looking blog especially when you're just starting up, I would say hire a really good designer.

Now, I'm reverting back to just say, "Hey, just go with the premium theme from a very trusted company." So, for example, I love [Woo Themes](http://www.becomeablogger.com).

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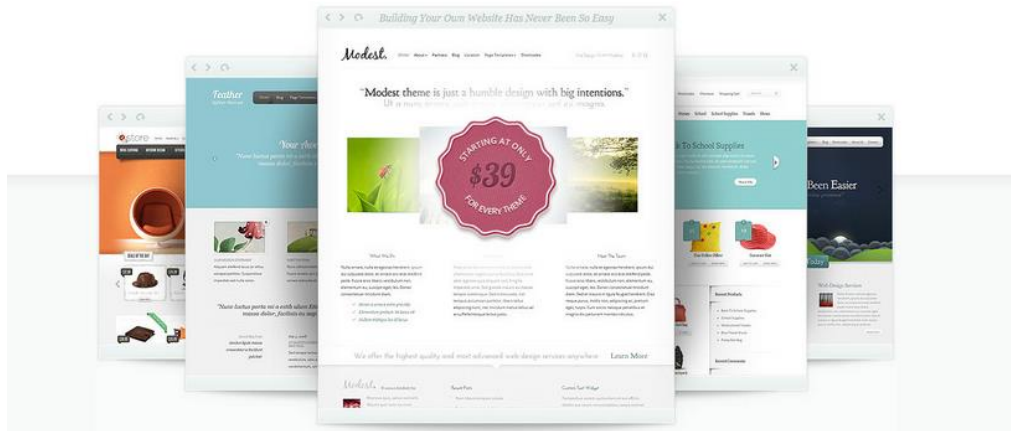
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[Elegant Themes](#) now has a theme that has become my ultimate favorite theme and it's called [DiVi](#), and the flexibility, the beauty, the awesomeness, I'm in love with it so much so that I'm thinking about changing all my blogs to that theme.

And, I'm not joking. I'm dead serious. It's flexible though so you can make it look, well, not exactly how you want but, in the confines that they give you. There's so much that you can do and it looks awesome. If you want to check them out, becomeablogger.com/elegantthemes.

You'll see that the main ones we're promoting now is called DiVi. If you haven't seen it, check it out. Trust me. You're going to love it.

Now, let me explain why I've gone back to standard themes.

Become a Blogger right now is on a custom theme that was built specifically for Become a Blogger. That theme, I think it cost me two thousand something dollars to get it developed. And, it's beautiful. I love the design.

But, here's the thing, if something goes wrong with it, I have to hire somebody to fix it or I need to go back to the guy that designed it. If I do that, it's going to take a long time and all that stuff.

Here's the thing, with Wordpress unfortunately, actually not just for the Wordpress, with any platform online today, there can be security issues from time to time and if I don't have a team of people that are working on my design and development, and these guys are there or this person is there, anytime I have some issues and they can work on it, then it leads me vulnerable.

So, if there are security issues with something that happened to the code of the design or something of that sort, I have to go out and try to find someone that can fix it. I rather just go with the standard theme, and if anything goes wrong with it, I can just re-install that standard theme from that website. It just makes it much more easy and much easier and the fact that



they have an entire team over there that's working on making sure that those themes are free from security issues, those themes are up to date, that is extremely comforting.

So, from now on until I have an in-house team or a team of developers or designers and people that are working on that for me, I'm just going to go with standard premium themes from now on. Anyhow, that's kind of like a side tangent.

Okay so, number three, the key thing is just make sure your blog looks professional.

#4: Make sure your About Page is legit.

Let it stand out. Let it be different. Let it be informative. Let it be inspiring. Let it really give a good idea of what your blog is about, not just what it's about right now but, what your ultimate vision is. You want people to read that and be like, "You know what? This is awesome stuff." Of course, you want your About Page to say who you are, too so not just what your blog is about but, who you are.

And, if there are certain things that you've accomplished that's along the lines of the niche that you are entering, share that. Share your accomplishments. I'm not saying to embellish. You go to some About Pages and there are things that people claim that they are, you can kind of tell, "Okay, you're not that."

So, be real. Be authentic. And, if you have certain accomplishments, and if it's relevant then, include it. For example, if you go to my About Page in my Biology blog, I talk about the site but, I do it in a fun way and then, I talk about who I am and then, I list the publications that I've been involved in, so the articles that I've been published in or the articles that I have published, the professional presentations that have been done and I've been quoted on and those types of things. That helps to bring authority even more authority to what you are doing on your blog. That's number four.

Who's Leslie Samuel?

Well hello there. My name is Leslie Samuel and I'm the main guy behind Become A Blogger and the creator of [Interactive Biology](#) – the blog dedicated to [Making Biology Fun!](#)

I'm a Anatomy Professor in a Doctor of Physical Therapy Program, the husband of one AWESOME wife named [Marguerite](#), father of an AWESOME little boy named [Noah](#) and the son of an AWESOME God!

Yes, it's true. I believe that YOU, yes you, have the ability to change the world (and we all know that this world needs some changing).

I do what I do because I want to help you build a platform where you can [Create Content](#) that [Inspires Others](#) and even [Change The World](#). I know, I know – you've been hearing that over and over by reading around here. But I truly believe that you can do it, while building your online business/empire.

If you'd like to find out more about me, check out [my about page](#).



So far, number one, ask yourself, what is your ultimate goal? Number two, create the content that leads to that ultimate goal. Number three, make sure your blog looks professional. Number four, make sure your About Page is legit.

#5: Take a professional picture.

Number five, very simple one but, makes a huge difference. Take a professional picture.

It doesn't cost that much. You might even have a friend with a nice camera that can really take a professional picture. Pay somebody to do it if that's what you need to do.

Now, I'm not just talking about some stuffy boring picture that you might take at Walmart with one of those big cheesy smiles and that kind of stuff. No, but something that s you, whatever that is, something that reflects who you are.

Take a professional picture and use that on your blog. That's number five.

#6: Build an AWESOME and UNIQUE blog.

This one I shouldn't need to say but, I'm going to say it. It is build an AWESOME and UNIQUE blog. Don't do what everybody else in your niche is doing. If you see everybody is doing this, you don't do that. You do something that is different so that, when someone comes to your blog, they'll say, "Man, I like that idea. That's different. This is a blog that I want to follow."

And, if your blog says that, if your blog is that, if it's unique, then people are going to be more likely to provide you with these opportunities. That's not the right way to say it. You're going to be more likely to get these opportunities. So, how can you do this?

Maybe you can look at someone else in a totally different niche. You don't have to always come up with all the ideas but, you look at somebody else, you take awesome ideas from other niches and apply them to yours.

So, for me, it was actually quite simple. I looked around Biology blogs and I see everybody was, they had a bunch of content, a bunch of written content. They had a bunch of research articles and it was kind of boring.

A lot of people make Biology extremely boring. I saw that from many other niches, people were making video blogs. People have autoresponders with interesting follow up sequences and so on.

I said, “You know what? That’s the direction that I want to go. I’m going to take that concept and I’m going to apply it for Biology which is something that when you see, when I tell people I’m a Biology blogger and they’re kind of like, ‘Really? A Biology blogger? What’s that?’”

Take awesome ideas from other niches and apply them to yours.

#7: Reach out to the right people.

Number seven, this is the last one. Reach out to the right people. When it comes to opportunities, it’s all about having the right connections, knowing the right people. And, if you know the right people, you can get the right things done.

Are there other bloggers or are there other influencers in your niche? Are there people that are doing things that you want to be a part of, potentially be a part of? Reach out to those people. Attend conferences that these people are give. This is like the best tip ever. Attend the conferences that these people are going to meet in or the events.

It doesn’t have to be a conference. Your niche might not have conferences. It might have events. Whatever the case might be, attend those events and get to know those people. I’m not talking about going out to those people and say, “Hey, I have this cool blog. You should check it out.”

I’m talking about getting to know these people.

“Hey, how are you doing? What do you do? What’s life about for you? What do you enjoy doing?” Not even that, just talk about stuff. It doesn’t have to be anything in particular. It doesn’t even have to be about that specific niche.

For me, it doesn’t have to be about Biology. It could just be about, “Hey, how is your family doing?”

“What’s going on with... Wow, you have a new son! You have a new daughter! So, do I. My son is 15 months old and he did this really cool thing the other day...”

Just have a real conversation with these people. You want to reach out to the right people and get to know them.



That opens up opportunities.

Recap

Just to recap all of these points, number one, first ask your question, what is your ultimate goal? Number two, create content that leads to that ultimate goal. Number three, make sure your blog looks professional. It's not that hard. Number four, make sure your About Page is legit. Make sure that thing is awesome. Number five, take a professional picture especially for your About Page. I'm not talking about every single picture on your blog. I'm talking about that About Page picture. Let it be professional. Number six, build an awesome and unique blog. Number seven, reach out to the right people.

Outro

So, that's pretty much it. Great things can happen as a result of that blog that you're building. And, if you have not been looking at it as the thing that can open doors, start doing that because it really and surely can open amazing doors. I'm a testament to that.

I hope you got value from this. Of course, if you're enjoying this podcast, I appreciate it if you could hop over to iTunes and leave an honest review, becomeablogger.com/itunes. That just helps more people to find out more about the podcast. For me, this podcast really is about helping people realize that they can do something bigger and that blogging is a great vehicle to get them there.

So, help me to change the world one blog at a time.

If you're trying to create a blog, you're trying to start a blog, well, you can create content, inspire others, and change the world, hey, I have a free course that you can check out, freebloggingvideos.com. You basically get to watch me as I show you exactly these are the things that I did. This is how I got my blog started. This is how I started coming up with content. This is how I turned it into a business, how many others have done the same and how you can do the same.

That's pretty much it. Freebloggingvideos.com, until next time, take care and God bless!