

# Breaking The Bloggers Code:

Biggest Lies In Blogging Exposed!

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# Chapter 1 ~ The Biggest Lies In Blogging Exposed

Whether you know it or not, there are certain lies that you've been told when it comes to blogging.

And if you're goal is to be successful, you have to know exactly what those lies are.

It took me about a full year of blogging (mistakes and all) to know what those lies were, study and understand *why* they were lies and learn from them.

And I think it's only right that I pay this knowledge forward for two very specific reasons:

1. *Its information that's vital to know that can literally determine your success blogging.*
2. *Too many people unknowingly fall for these lies because some of these "experts" are the ones that telling them. In some cases, those "experts" encourage them to continue on knowing full well its lies.*

Let's get one thing clear, when it comes to blogging, you no longer can just write down your thoughts, insert a couple of keywords, hit publish, share it with a few people and voila!

It just doesn't work that way. Not anymore.

Maybe that worked in 2001 ... or even 2005 but we're a

long way from that point in time. And truth be told, that's one of the biggest thing I dislike about blogging and about the lies these "*experts*" are telling people.

They're actively telling these lies to people on a day-to-day basis. The whole deception that they do is disgusting. They have people thinking that the very *second* they start their own blogs, everything is going to be so simple.

They'll get subscribers ... no problem.

They'll get traffic like {snaps finger} that.

Everything will be easy ... everything will be fun.

Oh, how wrong they are.

It took me almost a full year to figure out what I'm about to share with you.

But the fact that I went that long to see through the web of lies and start looking at the entire concept of blogging differently than I do now, is what *really* gets on my nerves.

But, my main goal with this eBook is to expose those lies and hopefully after I'm done doing that, you'll start looking at blogging differently than you currently do.

Because at the end of the day, these "*experts*" lie to you from the very beginning when it comes to blogging. And many people just aren't able to see through those lies and make their way.

Hopefully with this eBook, they'll at least be on the path towards the truth.

So without further ado, let's dive in.

## Chapter 2 ~ Biggest Lie #1

# Exposed: You Have To Write Daily

You know, it never ceases to amaze me when I hear people talking about this. It's probably one of the most discussed topics out there. And I bet that at one point in time, you were told this lie when you first started *your* blog.

I bet you probably felt like a kid who's anxious to open their Christmas present during the holidays.

Let's be completely honest now.

We **all** were like that when we first started because that's what we were told. We were told to just dedicate an hour or so to each post, publish it as soon as possible and then turn around and do the same exact thing the very next day.

What's wrong with that, you ask? After all, you get more traffic if you have more content out there, right?

Wrong!

Regardless of what a lot of “*experts*” say, writing a blog post every day is NOT the way to go and get your content out there. The **ONLY** way/reason a blogger should be writing blog posts every day is if they have:

1. A news blog
2. An entertainment blog

### 3. A gossip blog.

And even with that, these types of blogs should at least have multiple contributors to their site.

If you're a solo blogger, there's absolutely NO reason to write a blog post every day BECAUSE what you do on the blog is not as important as what you do off it.

Let me repeat that. There's no reason to post a blog post every day. This doesn't mean that you can't write every day, just as long as you don't actually publish the content.

Think about it.

Sure you want to be successful with your blog, but how can you be successful if you don't have any time to *promote* your blog posts?

What's that? You say that some of these “*experts*” swear by the strategy of posting a new blog post every day?

You know what? I believe you.

I really do.

I just think it's a shame that some of the biggest, most popular bloggers in the world who give this *advice* seem to either have no logical sense on the matter or they just love leading beginners down the wrong path.

Let me give you a clearer example:

Blogger Type	# Of Subscribers	Daily Traffic	Writes Everyday	Additional Notes
Popular Blogger	20000	1500	Yes	Has an established network of bloggers promoting their content.
Newbie Blogger	100	20	Yes	Has no network or relationships with other bloggers yet.

Say you have two bloggers. One is a popular blogger who has 20,000 subscribers and posts everyday – the other is a beginner blogger who has 100 subscribers and also posts every day.

The popular blogger might receive 1,500 visits a day while the beginner blogger only receives 20 visits a day even through they're both in the same niche and write about the same topic.

Now, if that popular blogger chose to write every day, what's the **ONE** reason that'll make it ok for them to do it but not ok for the beginner blogger?

Got an answer? If not, here's the reason:

The reason is because the popular blogger has an established network of subscribers, readers and followers that, if the post is good enough, will promote the post for them.

The beginner blogger doesn't have this to their advantage and will have to take time to promote each of their blog posts that they write.

But, since they're dedicated to writing every day, they have no time devoted to promoting their content.



Sure you can (potentially) get more traffic by simply writing more but it doesn't work that way for someone starting out.

Plus, promoting the content that you already published is much more important than trying to come out with new content every day.

This is one of the biggest lies that's being told out there that needs to be corrected and addressed immediately because if you make it, you're damaging that precious brand that you're trying to build.

So the simplest solution would be to set a schedule where you publish a blog post (1 – 3 times a week) and set some necessary time aside to actively promote your blog post.

For every hour you spend on that blog post, you should be spending 3x that amount of time promoting it. There should be no reason as to why you should be publishing a blog post everyday if you don't have the audience to see it.

## Chapter 3 ~ Biggest Lie #2

# Exposed: Build It and They Will Come

Ever see the movie Field Of Dreams?

Somehow that old Kevin Costner line “*If you build it, he will come*” has become the staple for apparent success in blogging.

I’m not sure who, in the blogging world, first transformed that line into “*Build it and they will come*” but they really mislead and lied to a lot of people ... even to this day.

Unfortunately, this is one of the biggest lies out there that’s being told to new bloggers.

Apparently the thinking is, that if you just write great content and that’s it, visitors will *magically* find your blog and blog posts.

They’ll share it, comment on it, the whole nine yards ... as long as you just create it.

Interesting to think that could happen despite the fact that there are hundreds of millions of other blogs out there as well and thousands are being created every minute.

But nope ... it doesn’t matter. As long as you write great content, people will discover you. As long as you’re patient

enough, people will discover you. As long as you actually *want* to help people, then people will discover you.

People ... will ... discover ... you!

Guess that's why if you build it, they will come ... only problem is, no one will **ever** shows up.

And the reason no one ever shows up is because they've never *heard* of you. And that's partially your problem ... as crappy as that may seem.

To illustrate my point, let's use another example:

Let's say you're a baker that decides to create a blog one day and you're sharing ALL of your secrets, techniques and ideas on how to bake delicious, rich cakes and other treats.

You know you can bake.

Other people have told you that you can bake.

You've entered various baking competitions and actually won. That's the reason you created the blog in the first place.

Now, on your blog you include videos in your blog posts to show, step-by-step, how anyone can bake delicious treats just like you do.

On top of that, you post "*insider*" information on how to win at baking competitions, what judges are looking for, amateur mistakes that can cost you, etc.

Your blog is full of information that you keep on updating twice a week.

But the thing is, you never see any real results or activity on your blog. You check your Analytics and you're getting 20 visits a day (if that) when you know that there's people worldwide looking for the information you published.

You get no comments.

No shares.

Nada.

Though this is just an example, this type of situation happens to hundreds, maybe even thousands of bloggers **every hour**. So much for if you build it they will come, right?

The real truth is, YOU have to be active.

YOU have to get YOUR name out there.

YOU have to make it happen.

You can have the best, most interesting, informative blog out there but it'll just sit there if YOU don't give it the necessary attention and promotion it needs.

Do NOT fall for this blatant lie. Why "*experts*" are still telling bloggers that "if they build it, they will come" makes no sense at all.

But at least you're now equipped with the knowledge of

knowing that this is a lie and you have to deal with it accordingly.

This means that you create your content and actively promote it to various communities, forums, wherever your audience hangs out.

Remember what was talked about towards the end of the last chapter, it's worth saying again. For every hour you spend on that blog post, you should be spending 3x that amount of time promoting it.

As long as you remember that, you should have little to no problems.

## Chapter 4 ~ Biggest Lie #3

### Exposed: Be Everywhere

Many of you reading this has probably heard the name Pat Flynn before. And if you have, you'll know that this strategy is really a brain child of his.

Now, God bless Pat Flynn and everything great he's doing on his site and with his brand – and even though he's not the one that's telling this lie, it still is partially his fault.

And when you think about it, it's not even fair to partially blame him for this either because he has TOLD people that the “*Be Everywhere*” strategy is not to be used all at once.

Regardless of that, people keep on messing this one up and they end up worse than before.

Let me provide you with some background on this.

Someone, probably seeing Pat's success and what he's doing to achieve that, started telling people that to be successful online, you need to apply the “*Be Everywhere*” strategy.

And the main point of applying this strategy is to maximize your exposure. For example, if you just have a blog, you pretty much have to rely on people finding your blog posts to see what your blog has to offer.

Sure, you can use social media to promote it, but you just have that one outlet – which is your blog.

Now, let's say you're planning to apply the "*Be Everywhere*" strategy.

This means that you're no longer just relying on having just a blog as your main source of getting exposure. You're taking action to get your name out there in as many ways as possible.

That means:

- Creating a podcast and submitting it to various podcasting directories like iTunes, Stitcher, etc.
- Creating a Facebook page and constantly engaging with people by asking questions, holding contents, giving away prizes, etc.
- Being active on Twitter and sharing other people's content and, more importantly, thanking them for when they share yours.
- Interaction on Google+ and conducting various Google Hangouts.
- Creating FREE webinars on occasion to provide quality information and actionable tips to readers that they could use. (This one is huge)
- Creating You Tube videos on how to do certain things and making a tutorial of it.

This means ALL of those things. And you do these things for two reasons:

1. To get new eyes on your blog and your brand.
2. To position yourself as an expert because you appear to

have more authority from being in all those places.

But as great as it sounds, people that are told about this strategy are being told that they should do it ALL AT ONCE!!!

That's not only impossible, but really stupid.

Let me enlighten you to what the "*Be Everywhere*" strategy is really about – in my own opinion of course.

1. You start off with your blog.
2. From there, you expand to some type of social media ... but not all at once.
3. When you're comfortable enough with one, then you move on to the next one.
4. Once you've gained your comfort level, you can choose to start a podcast or do You Tube videos.
5. Once you gained your comfort level from those, then you move onto the next thing.

It's a very slow process, and should be taken very slowly. Trying to do everything all at once will eventually lead to you getting nowhere.

Being everywhere really means to be strategic about it and tackle one thing at a time and only move on when you think you've mastered it.

Always remember that.



## Chapter 5 ~ Biggest Lie #4

# Exposed: People Care About What You're Interested In

I can almost see the confused look on some of your faces. I bet that you're probably saying to yourself, "*But it's my blog!*"

Sure, and people are coming to *your blog* because they like what you have to say, right? They like your blog posts, right? They like you, right?

Listen here ... and I'm going to be really upfront and honest with you. Nobody really cares about what you're interested in. All they care about is getting the information that they want and are looking for.

And it's such a shame that some bloggers fail because of this – but it's true.

In fact, I'll be bold enough to say that this is pretty up there as one of the main reasons they fail. And they fail because they're told this bold faced lie by these so called "*experts.*"

And because of that lie, they **only** publish what they want and are interested in and don't actually research or consider what anyone in their target audience actually wants to read about.

Like for example, say I went to a blog that specializes in helping people get traffic to their blogs. I go there expecting to

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