



Success With Soul: Episode 2 - Is Blogging Dead? 9 Reasons to Start a Blog TODAY!

Welcome. It is Episode Two of the success with soul podcast and I'm your host Kate Kordsmeier. Today we are doing a solo episode, which I'm actually very excited about. I'm going to be answering the question is blogging dead? Now I'm sure you could probably guess what my answer is considering I run a successful blog and I have a course called the six figure blog Academy. But just in case you still weren't sure I'm going to be answering this question and also giving you nine reasons you should start a blog today, as in April 23 2020, it is not too late. Let's get into it.

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You're listening to the success with soul podcast with Kate Kordsmeier, ex journalist turned CEO of a multi six figure blog and online business. But it wasn't that long ago that Kate was a struggling entrepreneur who lacked confidence, clarity and let's be honest and money. But all those failures, experiments and lessons learned helped Kate create a thriving business that impacts thousands and brings freedom, flexibility and fulfillment to her life. If you're ready to do the same and make something happen with holistic, soulful, step by step strategies from Kate and other experts, you're in the right place. here's your host, writer, educator, Mom, recovering perfectionist, bookworm and sushi connoisseur Kate Kordsmeier.

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Okay, so I promised to answer whether or not blogging is dead. And I know a lot of you probably think that or at least you think maybe it's oversaturated you'll never be successful if you start today. None of that is true. So whether you're a beginner you already have a business or you simply want to make money today I'm gonna prove why blogging is still relevant, necessary and a great idea. So I'm giving you all the inspiration you need to take the plunge. Let's do it. Alright, so you're thinking about starting a blog, but maybe you've heard rumors from other quote unquote experts about how blogging is dead. One of my mentors even says that she would not recommend starting a blog today. And I everytime she says that I want to just scream and say, No, you're wrong. Don't tell people this. There's still so much money and opportunity in blogging. Okay, so there's plenty of people out there, eager to rain on your parade. And a lot of them are sharing stories about how they've worked tirelessly on their blog for years and they've never made a dime. And nobody reads blogs anymore. That's what they often say, Well, here's my little PSA. Don't let the people who couldn't figure it out, make you believe that. You can't either. Look at me. I started my blog in 2015. Rutan rebel calm By the way, if anybody's not sure what my blog is, but I started it in 2015 way after blogging his heyday, and just four years later, we've

had over 2.5 million unique visitors that have read my content. Over 60 actually think now we're closer to 70,000 people have signed up for my email list. And I made nearly \$200,000 from my blog last year, which was just my fourth year blogging. So if I can do it, so can you Alright, let's get into the meat of this episode. I'm going to give you nine compelling reasons why you should start a blog today. So the first is that blogs are virtually free to start. What other business can you start for about 100 bucks. All you need is a domain name and hosting You can get started seriously, I am challenging anybody to show me a single other business or even a hobby that doesn't require some startup costs. So to get started, I recommend buying both your domain and your hosting with Bluehost. There are dozens of hosting services out there, but in my opinion, the best, cheapest and easiest. Hear me on that last one easiest option for beginning bloggers is Bluehost. So they've got a few different plans, but I recommend starting with their basic plan, which is just 295 a month and that's a special deal just for my readers. Normally it's, well I say readers, my listeners, see, you can tell I'm used to blogging still new to this whole podcasting game. So this special deal of 295 a month is just for my listeners. Normally it's 799 a month, so I recommend choosing their 36 month plan that's going to help you save money. too. And the best part is that when you go with Bluehost, you get your domain name for free. And you also get WordPress automatically installed with just one click. So you can pick a theme right away and get started blogging after about 10 minutes worth of setup, pretty amazing. To learn more about how to get started blogging, I'll link to our six step guide in the show notes. And you can also sign up for our workshop which will also link but it goes deep dive into like the tech and the nitty gritty of how to really start your blog right from day one. So here's the thing. While blogs are virtually free to start, I do still recommend investing some money into it in the early days if you want to see success faster. So if you're serious about wanting to grow your blog, and thus your income, even if it's just part time, this is exactly why I recommend Investing some money into it, you need to treat it like a business. And this is one of the reasons that I think so many bloggers don't find success is because they don't treat it like a business. They treat it like a hobby. This is like saying, I want to open my own restaurant, but I'm not going to spend any money on ingredients. So newsflash, you cannot open a restaurant without food. And even if you are just a hobby blogger To get started, I challenge you to show me one other hobby that exists that doesn't require a dime for activities or materials, etc. So if you want to start or grow a blog with zero investment, it's okay. It's possible. I mean, you will still have to have the cost of the domain and the hosting, right? But it's going to take you way longer to reach your income goals and be much more demanding on your energy. So smart investments are where I think At all too often I hear people talk about how the cost of starting a blog or any business holds them back. People simply say it's too expensive or I can't afford it and proceeded to tell me 20 reasons why the thing that they want isn't possible right now. And to be honest, after hearing this so many times, I'm kind of starting to lose my patience, I find it a little bit infuriating. Now, I'm not saying you should spend money willy nilly or that it's never true that spending money on business at a particular time is a bad idea. But almost always, people argue for their limitations rather than fighting for their desires. Let me say that again. Because it's so important. People argue for their limitations, rather than fighting for their desires. If you spend tons of energy telling me about all the reasons why you can't be do have whatever it is that you want, ask yourself instead While you're not spending that energy, focusing on what it is you truly want, and then figuring out a solution and a roadmap for you to get there, it is up to you to make it happen. Don't waste your energy coming up with all the reasons you can't do something, take that energy and figure out a way to make it happen. Okay, off my soapbox. Reason number two, you should start a blog today blogs grow your existing business. So maybe you already have a business like maybe you're a health coach or a web designer, maybe you offer some kind of consulting or coaching services, or maybe you even own a brick and mortar business. No matter what business you currently have. You're probably wondering why on earth given your whole ready way too busy schedule and existing demands that you already have as an entrepreneur and a business owner, why you should even consider starting a blog and adding Anything more to your plate. Or maybe you even already have a small blog on your website and you're wondering why it matters and why you need to make time for it. So here are just a few stats for all my left brain people out there to get your head just wrapped around just how important and lucrative blogging can be. So

first step, b2b marketers who use blogs generate 67% more leads than those who do not hear me. If you have a blog, you will get 67 more leads than those businesses that do not have a blog. I'll put all the sources for this data in the show notes. So I don't want to spend time citing them verbally here. But if you're curious and you want to know, where do you even get this stat, check out the show notes. Okay. marketers who prioritize blogging are 13 times more likely to have a positive ROI. Their efforts. So think of your blog as a marketing strategy. And you will have 13 times more positive ROI on your efforts. 57% of marketers say they've gained customers specifically through blogging. So this is really important because I think what one thing people tend to overlook is, is that blogs are a great way to get people to find you. So blogs are awesome for SEO and Google search results. And if you have content that people are searching for, and they find your blog through that, they then find your business through your blog, and you get more customers. So small businesses that blog see 126% more lead growth than businesses that don't and in case you're like, really, I don't know are people even reading blogs anymore? 77% of people who Use the internet, read blogs and us bloggers are projected to have a readership of 31.7 million by 2020, which we're in 2020. Now, so 31.7 million people read blogs in the US. If you don't think there is some piece of that pie that you could take and get some readers This is about something much deeper than whether or not blogs are dead. Internet users in the US actually spend three times more time on blogs than they do on email. This is crazy to me right because I don't know about you but I live in my inbox. I feel like some days it's all I do bane of my existence, right. Many people feel that way. And yet, people are spending three times more time on blogs than they do on email. Final stat. 81% of us online consumers trust information and advice from blogs. So you have this great opportunity to really connect with people gain that know like and trust factor and boost your business because US consumers are already primed

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to trust blogs and their information.

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This episode is brought to you by my free blogging quiz. If you love the idea of blogging, but have

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no idea what you even want to blog about, I got you take our free quiz to find out what kind of blog you should start at KateKordsmeier.com/quiz. Your results reveal which of the six types of profitable blogs best suits you plus step by step actions on what to do next to get started.

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That's KateKordsmeier.com/quiz if you're ready to get direction and finally start the blog of your dreams.

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Okay, so are you convinced yet

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if not Just to drive this point home a little bit further, I've got to mention Google. I kind of mentioned this already. But Google is obviously the number one traffic source for almost all websites. And Google loves blogs. So companies who blog get 97% more links to their websites, they receive 434% more indexed pages, which basically just means Google is crawling your pages, and showing that relevant content then to people searching for things that you're writing about. Companies that blog have 55% more visitors to their websites. This is amazing guys, businesses, that blog experienced twice as much email traffic as businesses who don't. So even if you have another business or creative project and you feel like I don't need a blog, I already have this other thing. Just remember that adding a blog to your existing website is such a no brainer. It helps your

audience gain trust with you. It helps you build your email list, which we know is like the number one way to sell things and make money from your tribe. And so when you launch your new program or podcast or book or you have a sale in your products, whatever your business may be, those other projects will be more successful if you have a blog. Okay, that was a lot of stats. Let's talk about something a little more concept based. So Reason number three, you should start a blog today. You own it, you own your blog, unlike social media, so of course, yes, social media is very important in 2020. But what Trumps all of that is your own website and as an extension, your email list. Why? Because your blog and your email list are your routes to communicate directly with your audience and they are the only things that you truly own and have control over. So I hear a lot A lot of people saying, Well, no, I feel like Instagram is where it's at. I just want to focus on Instagram. But think about this at any moment, Facebook, Instagram, Twitter, Pinterest, whatever, they could pull the plug. They could go under, they could change their rules or their algorithm, something new could come out and totally take over and Instagram goes by the wayside. Whatever fan base you've grown on those platforms could totally disappear. And that's why I never recommend anyone just be an Instagram influencer, for example, because you could have 1 million people following you, but you don't have control over it. So get your own website, get your own email list. those platforms are yours for forever. They also have much more likelihood that your people will see the content that you put out there. You're not having to deal with a constantly changing algorithm, particularly with your email list. And again, you own it, you have control, you're in the driver's seat. So don't ignore social media. That's not the message and the message is not social media is worthless. It's just that blogs have so much more power in them because you own it. And if something were to happen or change, you own everything, you would not lose all of your content, you would not lose all of your followers. Okay, number four. The fourth reason you should start a blog today, you can make money from day one. Okay? You're not going to make six figures on day one, but I love that with blogging, you can monetize immediately. How is this possible? So first, you can monetize through affiliate marketing, which is recommending other people's products or services like maybe something on Amazon. One of our best affiliate partners is a company called butcher box. That does meet delivery to your door. There's a million brands that you could partner with. And most of them have no requirements for like followers or traffic or anything like that. So you can just start sharing affiliate links on your blog from day one and start making money right away. You can also monetize from day one by creating a product for sale, like an E book or a course or menu plans, whatever it might be that fits your niche. So in addition to creating a product, you can also sell your services like coaching or consulting or copywriting or speaking, all of these things you can monetize immediately through your blog. In fact, according to blog, her 61% of us online consumers have made a purchase based on recommendations from a blog that is so powerful. So if you start a blog today, you can truly start making money from day one with a limited List potential as you grow. All right, we are up to Reason number five, you should start a blog today. authority and credibility. So building an archive of content makes you credible. And over time, it's going to establish you as an expert in your niche. This can lead to speaking gigs and book deals and podcast, interviews, TV show segments, like the sky is truly the limit. But you just need to start putting yourself out there and creating a platform for your knowledge for these other things to come to fruition. But this kind of authority and credibility you're just not going to find as easily somewhere else. Blogging makes it so easy to establish yourself as an expert in your field. Reason number six, and this is perhaps my favorite reason you should start a blog. You get to serve and help people. So at the root of it all blogging comes back to being of service, you're not going to be successful at blogging or owning a business of any kind. If your audience and your customers aren't receiving value from you, too simple as that. Plus, you're most likely not going to enjoy what you're doing in the long term or have it feel rewarding or sustainable if you can't connect into that bigger picture of why you're doing what you're doing. So that why is so important. blogging, like any job can be hard. I'm not gonna lie, there are many days I want to throw in the towel. But then I get a beautiful email from a reader telling me how much I've helped them. And everything comes back into perspective. That reminder of why I'm doing this in the first place just renews my inspiration and motivation. And truly it's cheesy, but nothing feels better than

getting to help someone else. So I love that blogging provides me with this opportunity. To reach thousands of strangers that I never would have known, otherwise, it's the coolest thing in the world.

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This episode is brought to you by my workshop, how to finally start a blog. The hardest part is just getting started. So I'm going to teach you step by step how to build your blog the right way from day one. Because let's be honest, it's time to finally start taking your dream seriously. Most people never start a blog because they get overwhelmed and intimidated by what to do first and exactly how to build a solid foundation. But what have you had someone who's done it before and could help you break this blogging thing down piece by piece in a way that you can actually understand? No confusing tech lingo. So you can get your blog up and running in a matter of days or even hours. By the end of this game changing two hour workshop you'll have found the confidence Just do the dang thing. Go narrow down your niche, claim your space online including domain name, web hosting, blogging platform, etc. We're going to help you design your blog and get all the right plugins installed. I'm sharing everything you need to finally start taking action on your blog, you'll get the two hour workshop recording a downloadable PDF workbook, lifetime access a q&a vault and our quickstart guide. All you've got to do is give me two hours and I'll give you everything you need to start a profitable blog from day one. Even if you have no clue what you want to blog about, even if you started a blog, but got lost figuring out all the tech even if the thought of becoming a blogger is totally overwhelming and reeks of imposter syndrome. Even if you're worried. Blogging is too saturated. There's so much competition and just no room for you. And especially if you struggle with self doubt, uncertainty And feel like there is no way you could be successful with this whole blogging thing, or ever actually make money. Remember, everyone starts somewhere, you just need to start. Don't wait until you're confident to show up, show up until you're confident. Only action will bring clarity. So instead of fighting for your limitations, let's embrace where you are and commit to yourself right now that you're no longer going to do things the hard way, or do nothing at all. You won't need to after you take this training, change actually starts with just one small commitment and all you have to commit to right now is step number one. Join me in my workshop to get all my top tips and get started blogging hacks for a one time investment of just \$197. Your new blog will start earning back that investment and so much more in no time. I'm going to show you how I had to KateKordsmeier.com/workshop to join me today.

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That's KateKordsmeier.com/workshop. I'll see on the inside.

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Reason number seven you should start a blog today is that blogging fuels

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your creativity and helps you learn new skills. This is another one that's so important to me. One thing I just love, love love about blogging is that I'm constantly learning new skills, I'm challenged and I get to flex my creative muscles. So whether it's designing images, or emails or sales pages are creating, you know, compelling stories to improve my thinking or writing skills. Or I'm learning new tech, or, I don't know, I'm strengthening my knowledge on subjects I'm passionate about, and it just never gets dull. I never feel complacent or bored. It's such a good creative outlet for anybody who has creative energy. Something just weighing on their heart that they need to get out into the world. Blogging is such a good outlet for that. And if you're like me, and you're just like a lifelong learner and you love being challenged and trying new things, oh man, you will get a lot of that in blogging. Okay, reason number eight, you should start a blog today, location independence. As long as you have an internet connection and a portable computer, you have the luxury of working whenever and wherever you dang well, please. So I've worked from the mountains of Central America, the beaches of Hawaii. I've worked from a jungle in Thailand. I've worked from my parents cottage on Cape

Cod. I've worked in hotels and cities all around the world at my parents lake house, you name it, I have probably worked there. Blogging gives you the ultimate freedom of location independence, and this could be just like you want to travel The world full time, I have friends that are bloggers that live in an RV, and they're just constantly on the road. And they're able to still make a crazy good income through their blog. Maybe you just want location independent so that you can take some family vacations each year and not have to worry about not having the time off or requesting you know, something from a boss where you have to get their approval. This location independence is invaluable. And, and even just the working whenever you please also, maybe you're a morning person and you want to wake up super early. And then you want to be done with work at like two in the afternoon. You can do that. Maybe you're a night owl and you want to spend your day doing something else and then you're going to work on the blog at night and that's how you make your living. It's possible you are your own boss, you get to decide. Which brings me to the final reason number nine. You should start a blog today you are your own boss. So there are a few things I love more than being an entrepreneur. Of course, my family takes the cake but being my own boss is seriously, there are no words, I cannot describe the fulfillment I get from having the ultimate freedom and flexibility of being the boss. So seriously, if this sounds appealing to you Just imagine what if you had a flexible schedule and the freedom to work from home, watch your kids grow up, do whatever you want, and you don't have to sacrifice self care? What if you could financially contribute to your family, pay off your debt or travel the world, all while working on your terms? What if you could grow your blog from a passion project or a hobby into a legit profitable full time career and stop trading your time for dollars, what if you didn't have to work so hard? Right? One of the best things about blogging is that you're not trading time for dollars. I still earn thousands of dollars a month from a blog post I wrote three years ago. So I wrote this post three years ago, and I am still earning money on it today. This is one of the coolest things about blogging, it's passive. You do it once and then you can continue reaping the benefits. So another example of this is when I had my first child, I took a four month maternity leave where I did not work. I don't mean like I worked a little bit here and there. I did not work. The only thing I did was maybe stay on top of some emails. So like once a week for an hour at most. I would check my emails. I made \$60,000 on maternity leave, not working. How amazing is that? So what if you felt empowered and confident and knowing where to start, and you could stop wasting time and money and feel less overwhelmed, less stressed, and get more results and satisfaction. So this isn't some pipe dream or made up reality. It is my real life and it can be yours, too. So if you're ready to start your blog, there is no better time than today. In our show notes, we're going to put lots of free resources to help you get started. We've got a couple quizzes that you can check it out. We have a 99 step roadmap, we've got that workshop. All the links are in the show notes. Go check it out. I hope I have convinced you that you need to start a blog today. There's the common expression that says Like when was the best time to plant a tree yesterday? When's the next best time today? That is blogging. Okay. So Let's do this together, we've got the resources to help you. You know where to find me. I can't wait to see your blog. Please keep me posted. Once you get it up and running, join our Facebook group post the link in there. I'd love to follow along on your journey. So until next time,

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remember progress, not perfection.

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Thanks for listening to the success with soul Podcast the place to be for holistic online business strategies and achieving more with less.

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If you like what you heard today and you want to take it to the next level.

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Go check out the episode show notes over at KateKordsmeier.com/workshop we've got a killer if I do say so myself PDF freebie with all the best key takeaways from this episode, as this show is a brand spankin new any and all support is greatly appreciated. So if you haven't done so already, please subscribe on the apple podcast app Google podcasts app Spotify or wherever you listen. This makes it possible for me to continue to provide free helpful content and bring you amazing guests. You can also give us a rating and review with your honest feedback so we can improve and better serve you in the future. Plus, you could be featured on a future episode during our listener spotlights. Your reviews are super helpful and motivating to me personally but beyond that reviews help with rankings which helps others find the show and allows me to keep providing you with free content every single week. Share the podcast with your friends, family, co workers, dogs, cats, neighbors, whoever and don't forget to join the free success whistle Facebook community at KateKordsmeier.com/workshop. We have follow up conversations about the podcast episodes and I often go live to answer your burning questions. Plus, you'll get to hang out with like minded bloggers and heart centered online business owners exchanging priceless feedback encouragement and other golden insight from the trenches. That's KateKordsmeier.com/workshop. Until next time, remember to celebrate your progress, not perfection.

Transcribed by <https://otter.ai>