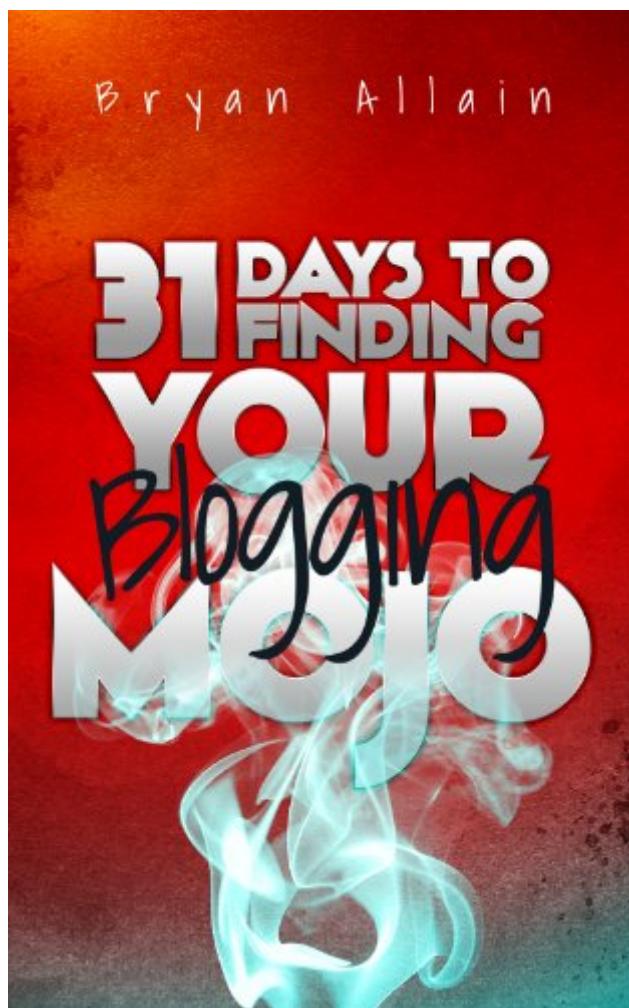


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# 31 Days To Finding Your Blogging Mojo



## **Synopsis**

OVER 5000 COPIES SOLD!!!Hone your blogging voice, find your true audience, and develop the strong community of readers you've always hoped for. Each day's chapter of 31 Days to Mojo gives you insight into the strategies and mindset that humorist Bryan Allain has used to develop a strong following for his own blog and provides you with an action item to work on for quick wins and long-term growth. Topics covered in the book include: Focusing one or all of the 3 Core Elements of your blog How anyone can add more humor to their writing. The secret to getting a 'YES' to your guest post request. How Cheater Posts can keep you from burning out as a blogger. Why people aren't commenting on your blog posts and how to compel them to do so. The trick to using your older content to help generate new ideas. How blogging for 30 minutes a day can get you 6-pack abs, whiter teeth, and healthier hair. (I'm kidding...please don't sue me for false advertising.) ...and many more. In addition to the blogging knowledge, you'll also get a steady dose of the humor and nonsense that has made Bryan's blog a favorite among people who like to spit out mouthfuls of coffee while laughing, at no extra cost to you! This will be the funniest book on blogging you'll ever read. At least until Jerry Seinfeld and Louis CK co-write one of their own. If you're frustrated because it feels like you're no closer to achieving your blogging goals than you were 3 months ago, the principles and strategies in 31 Days to Finding Your Blogging Mojo will help you make progress like never before from Day 1. It's time to focus your content and your voice on the things that move you. It's time to extend the reach of your blog. It's time to build a strong community with readers who resonate with you and your message.

## **Book Information**

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## **Customer Reviews**

One of my most favorite parts of my job here at Plywood People, is managing our blog. On a daily basis I get to read about projects, people, and ideas that are addressing areas of need that are often neglected or overlooked for many well-rationalized reasons. But the people who we get to interact with and feature, are individuals who aren't trying to rationalize the brokenness. They're seeking to create solutions to society's pressing problems. They want to do something about it. We want to share their stories. The purpose of our blog is a little bit multi-faceted. 1. We highlight others who are doing good work, and draw attention to what makes them and their projects unique. 2. We share content that we believe is relevant to innovators, entrepreneurs, and people who care about doing good. 3. We spread the word about our projects, events, and what we're learning. Each month we try to have a different area of thought that we're contemplating. One month our focus was flushing out what it means to be "Busy." Another month we focused on intentionality, and currently we are thinking about courage/bravery/fear. We are realizing that in order to gain a community around us who cares about the things we're writing about, we need to listen to what they are saying and asking for. Once we have an understanding of who they are and what they're looking for, we can meet their needs by addressing those issues through the musings on our blog. We need to ask questions that are meaningful to them so they feel free to share what they're thinking and feeling. We have a VERY generous community of people who all volunteer their thoughtful ideas and share them with our readers. They make our content better, because when it's just one organization thinking through certain ideas we are limited by our own mind's processes. When we invite others to share with us, we learn from them, collaborate better, and can breathe a sigh of relief that it doesn't all lay on our shoulders. Others are walking a similar path and can help guide us. How is this a book review, you might ask? Well, it's because 31 Days To Finding Your Blogging Mojo helped flush out all of these ideas. In reading the book, through its short chapters and simple assignments, it has helped to guide the way we curate the content on our blog. It has helped us to understand why each

component of our blog is important and why we continue to pursue it. SO, if you're looking for a helpful tool in improving your blog, we recommend the book. Let me warn you. If you're not planning on doing the exercises suggested at the end of each chapter, it might not be that helpful to read the book. The chapters are short so you can focus on answering the questions at the end. If you do the work, it will probably make what you do better.

This Kindle book contains helpful tips and tricks for bloggers of any persuasion, writing about any topic. The author helps blog writers determine their mission statement by breaking it down into three elements: content, audience, and perspective. He then provides ideas for creating content, followed by several pointers for promoting your blog and getting more traffic. At both ends of this brief e-book, Bryan Allain helps bloggers determine what blogging success looks like, and how to know when you've reached it. Each of the short chapters in 31 Days to Finding Your Blogging Mojo follows a simple pattern. First there are insights and instructions, followed by "Today's Mojo Action" prompts, and finally a short humorous note just for fun. Perhaps the best thing I took away from this helpful Kindle book is some valuable self-insight via my own personal writings in response to several of this book's prompts (the "Today's Mojo Action" sections). The best coaches and advisors ask the best questions, getting you to examine a part of yourself in detail and thus giving you tools to improve yourself, and Bryan Allain has succeeded in doing that with several of his "mojo actions".

After sifting through all of the advice, how-to's, and hype one has to create his own mojo for his blog. But Bryan serves up some key ingredients for the pot. Anyone who has a blog, or wants to have a blog, and is serious about gaining a following and making an impact should read this book. The orientation of this book is for people who already have an active blog. The action points at the end of each of the 31 chapters are what set this book apart from the others. Take time to understand and implement the mojo. I'm in the other category of people preparing to launch a blog, and I'm glad I read this first. The beginning blogger can translate the principles into what needs to be done from the outset so that blog success is not left to chance, but follows a well-planned trajectory to build a following. Call this your brand, your tribe, or whatever mumbo-jumbo you want, but this is good MOJO. Don't miss the links and references at the end. Review for the Kindle version.

This is a well written ebook from a guy who has been blogging for 10+ years. It is easy to read and

provides good practical suggestions for improving your blog. I'm new to blogging and so some of it wasn't so relevant due to my inexperience, however, I have come away with some new ideas for posts and also how to further develop my blog's strategy. Well worth the investment. As a side note, I didn't think Bryan needed the chapter-ending anecdotes. I quickly skimmed over those. However, I'm sure many readers will find them amusing.

I purchased this book immediately after starting my first blog. My experience in writing had been limited up to this point and I was unsure of how to really make this work. This book changed how I think when I am writing. It has opened my eyes to new perspectives that I can use to reach the audience that I desire to reach. Not only is this book full of helpful insights and information, it is also extremely funny and entertaining. There is nothing worse than a book that gives you the facts without making the content easy to understand and apply. Bryan did an excellent job and I highly recommend this book for anyone that is currently writing or considering writing in the near future!

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