

15 Hobby Blog to Business Blog Baby Steps

- ★ Start collecting emails with an email subscriber service such as Mail Chimp or ConvertKit
- ★ Keep that email sign up area 'above the fold'
- ★ Minimize links that take your readers away from your site
- ★ Create a tagline that says it all
- ★ Rewrite your about page so that shares the bigger purpose behind your blog to biz dreams
- ★ Create a freebie in exchange for an email
- ★ Start mastering two social media platforms you are naturally drawn to
- ★ Explore other ways to deliver your content (videos, webinars, podcast)
- ★ Make calls to action on your blog posts and email newsletters (reply to this email with your answer to this question, subscribe to my newsletter, join my facebook group)
- ★ Get professional photos taken of yourself in all your fabulous glory
- ★ Start collecting testimonials from your freebies and emails you get from your fans (nice to have handy on days when you're feeling kinda deflated!)
- ★ Seek out a mentor - hire a coach or choose a blog to biz muse to admire from afar
- ★ Make a blogging schedule and stick to it
- ★ Start daydreaming of your signature program and the babysteps your ideal reader would need to take to be ready for signing up for that
- ★ Create the first baby step as a paid offering or service while being gentle with yourself by keeping your expectations and standards low - your need to start somewhere!