7 DAY BLOGGING ACTION PLAN

1 — TESTING

If you have never used Wordpress before, go to **wordpress.com**, create a free blog and give it a try. Publish your first post, find out how to add links, make text bold, add tags, categories, etc. If there are any questions consult the **Support Forum** or google your question.

2 — INSTALLATION

Brainstorm for a domain-name. Once you've got something (and it's not taken, yet) go to **Hostgator** or any other web-host and sign up for a plan of your choice. (Make sure they offer one-click Wordpress installations!) - Then, install Wordpress, set a username and password and log in.

3 — LOOK & FEEL

Go theme-hunting. Try on a few. Settle for something. If you like the default and don't want to do any alterations, at least change the header. If you don't have a graphic ready, check the chapter about *"Where To Get Good Pictures"* in chapter 3. Design.

4 — PLUGIN POWER

What plugins/functionalities are absolutely necessary? Minimum: Social Sharing options. Then, make sure to head over to feedburner.com, get the code for email subscriptions and put it in a widget.

5 — FEEDBACK

Almost done. Before you start blogging, ask some friends, colleagues and family or others what they feel from your blog. Does it look professional enough? Does it communicate what you want to communicate? See also section *"3. Get Feedback"* in chapter 3. Design.

6 — HEADLINES

Your first post. Study again the chapter *"7 Ways To Write Eye-Catching Headlines"* and come up with the headline, first. Then write the post according to the headline's premise. A good goal is to aim for around ~ 500 words. Mostly, you will easily shoot beyond that.

7 — THE LONG-HAUL

You got a blog with a personalized theme, sharing buttons and email subscription, all on your own domain. Now the real work starts: Write regularly (!), keep writing regulary and check yourself against the influence factors as described in chapter *"How To Measure Good Writing?"*