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## REASONS TO START A BLOG

### GUIDEBOOK



*"Let the real you shine through and give your audience the opportunity to know you better."*

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# Using this Guidebook

Welcome to the [5 Reasons You Should Start a Blog](#) guidebook! This guidebook is 5 of the top reasons I strongly feel everyone should start a blog today. Of course you could name many other reasons, but these are the top reasons that I strongly feel about.

Regardless if your reason to start a blog is for a business or passion these five (5) reasons all apply as to why you should get started today! Technology today has made it so easy for us to come up with an idea, set up a platform and immediately start connecting with people all around the world! Blogging has allowed me to do just that and has been a great tool to feed my passion as well as my businesses as well.

You may not have a blog idea at this very moment, that's OK! Read this guidebook and start thinking of things you want to blog about. I blog mostly about things that I'm passionate about, things that I've learned, and want to share with other people that share the same interest.

Most importantly with this is to take your time. Don't rush through this and read this guidebook as many times as you need to. If you have any questions, feel free to hit me up at [ericpannell@ericpannell.com](mailto:ericpannell@ericpannell.com) or post your question to the [Success Code Facebook Community page](#).

Be sure to read until the end as I have a special gift for you. FREE tip on which platform to have your blog up and running in less than 20 minutes!

# #1 - Build Rapport & Engagement



When you first start out blogging it helps to have an interested audience that's looking to read your content. You need an audience that's willing to get to know and trust you.

This is why building rapport and increasing your engagement is so important. With the microwave technology era that we live in, having a blog with an audience that trust you helps. The other option is you could go "old school" and use the 3 foot rule of talking to everyone around you, but that wouldn't get you very far.

Having a captive audience is one of the key reasons why you should look to start a blog. Just imagine.... being able to "Go Live" on Facebook or Instagram, send out an email, or a blog post and immediately start talking with people already know and trust you. That's the power of blogging.

Think of it as creating your own reality show without the annoying commercials, or the producers to control your content. It's your world, your blog, and your stories.

## #2 - Create Opportunities



Blogging can also lead to so pretty cool and amazing opportunities that you didn't even think of. It could lead to other lead generation, business opportunities or passion project collaborations. A blog that you created a month ago could land you some pretty cool opportunities.

Blogging can create opportunities that originally started as a passion project into a life changing venture. I've had people that have seen me at conferences or on platforms like LinkedIn connect with me because of my blog content.

It allows anyone with something valuable or knowledgeable to say to be identified as an expert. Simply registering for a domain name and launching a blog can create some fun and exciting opportunities compared to those who do not have one.

So..... no matter what professional arena you're playing in, network marketing, freelancing, photographer, etc. take advantage of the power that blogging has to offer.

## #3 - Tell Your Story



Blogging enables you to be the brains, the producers, and the owner of your own media company. No is able to tell your story better than you, so take control of your story and share it on your own blog.

Oh..... if you're wondering, "who wants to hear my story? I'm no one special?" Think again! Google receives over 63,000 searches per second on any given day. Trust me many of those searches are topics that you're sharing on your blog.

People love to hear success, know-how, overcoming challenges tupe stories. They're looking for people who have been where they want to go, share the steps to get there. And your blog is the place they need to be to learn the very thing they are looking for.

People you're actually being selfish for NOT starting your blog and sharing your story. The internet has a ton of information for everyone to search, but it lacks enough ethical people for people to get the information they need it from. Don't rob your future audience of this opportunity.

## #4 - Stand Out



Blogging allows you to stand out from the crowd in the area that you're blogging about. Think of the classroom, the teacher in front of the class is the person that garners the attention.

Blogging gives you the opportunity for your audience to reach out to you and ask you questions. It additionally puts you in position for other influencers in your field to connect with you as well. This is where opportunities come in like writing an article for national platforms like Huffington Post.

Once you start blogging, there's an opportunity for you to stand out even further among other bloggers in your field. Think of the "1 percent rule".... 99 percent of the bloggers start a blog but only 1% of the bloggers will continue to produce new content. Being consistent with producing new content (videos, articles and courses) will allow you to stand out even further amongst other bloggers. Standing out is critical in an era where everyone is increasingly launching a blog or an online business.

## #5 - Make Money



One of the most rewarding things about starting a blog is the opportunity to earn passive income. Launching a blog purely for passion is great, but starting a blog that eventually leads to generating income is a life-changing thing.

It is not guaranteed that you will make money from your blog, which is why I emphasized the opportunity or could eventually earn income. But it's definitely possible. You can earn income from advertising opportunities, courses, and other congruent opportunities.

You shouldn't be the only focus when it comes to starting a blog. It's important to first focus more on why you started the blog in the first place. That's your passion for the purpose of your blog and to help people that share the same interest and passion.

