

A top-down view of a desk setup. A hand is typing on a white laptop keyboard. To the right, there's a black pencil, a pair of glasses, a smartphone with a light blue case, and a small succulent in a black pot. The background is a light-colored surface.

How to Start your Blog the Right Way!

A step-by-step guide of setting up your blog.

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Blogging is a fun way to communicate with the world what God has placed on your heart. I've talked to so many people who look at this world of blogging and give up before they even begin. Why? Because it looks too difficult to begin.

I began blogging in 2007 on Facebook Notes. Remember those? I transitioned from there to WordPress.COM, a free blogging site. With little to no setup and idea of what I was doing, I published my **first post**. I'm going to warn you, it's a sad little post.

Today, I have written several hundred blog posts, written a couple of books, and have recorded over 100 **podcast episodes**. Most of which has happened in the last 3 years. Oh, I've also switched from a free Wordpress site to a self-hosted site on Bluehost using WordPress.ORG.

This ebook is designed to walk you through step-by-step in setting up and running your very own blog site.

Are you ready to begin?

Great!

STEP 1: Know your "Why!" and what motivates you?

Starting a blog is akin to beginning your own physical store or even writing a never ending book—on one topic and theme. It's hard work, and most people give up before they see any real traction.

There's this idea of consistency. You need to know who you're writing for, what you're writing about, and why you're writing.

I'm not trying to be a Debby-downer. I want you to realize that you'll have to put in the time to see the results. I want you to succeed. I want your blog to touch people's lives. I don't want you to give up.

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This is why we're starting on a solid foundation.

As writers, we tend to write all over the map. One day you're writing about the Civil War and the next you're writing a practical how-to article for Parenting Magazine. Blogging isn't like that. It's focused and it needs its own voice.

When a reader arrives at your site, they want to know "why" they should care. Why did you write these words and who are you trying to reach?

Before we get into the technical side of blogging, I'm going to walk you through discovering your "why" for your blog. Who is your audience and why are you writing for them?

1. What topics trip your buzzer? Today, you'll be getting clear on what it is that makes you tick. What makes your voice unique, and what are you passionate about?

When it comes to choosing your topic or niche, people take all sorts of paths and ideas. The most common mistake is putting them all into your blog. Now, it's not bad to try a few different ideas out on your blog, but readers come to expect a certain topic when they arrive at your site.

Now, I will say that most blogging gurus will tell you to find that specific niche and stick to it. That's not always the best advice, but I wouldn't put them all in one place—one blog. The goal, in the beginning is to write. You'll eventually discover a deeper niche to write about, but begin with what you're most passionate about—something you can't shut up about.

I would start your blog on your topic of interest. Here's a few ideas to get your brain activated.

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- Parenting
- Writing
- Cooking
- Children
- Local area
- Business

I know there's more you can think of than this, but think of a broad topic you can write about and write that.

2. What problem can you help solve? Knowing what you care about is one thing, but knowing what others care about is another ball game. A blog should be more than a place where we write our daily musings. A blog is about helping those discover something new about themselves and showing them how to find it.

So, what problem can you help solve with your blog? What problem does your target audience have that you can solve?

Let's say you're passionate about cooking and you're proficient about making a perfect sunny-side up egg. That's how you discover the problem to solve. How many people do you know who can flip an egg without breaking the yoke?

You could help people who desire to cook but don't know how long to let a pan pre-heat before adding the butter and egg. You could help those who are struggling at making perfect scrambled eggs instead of burning them into dried foamy pieces.

Once you determine your passion and your proficiency, you can help solve other's problems because you know the topic inside and out.

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3. Write down your Purpose statement for your blog. Now that we've discovered your passion, proficiency, and the problem you're going to solve, you need to write down your purpose statement for your blog.

One of my favorite bloggers is [Michael Hyatt](#). His whole goal is to be a personal mentor to bloggers and platform builders. For a couple of years I was a part of his Platform University program. He said, *"If you don't know where you're going, you'll end up somewhere else."*

This is why it's so important to write down our purpose statement. A blog cannot survive on passion alone, it needs to be clear in why it exists.

How do we discover and write out our purpose statement?

4 questions to answer:

1. Who are you? This may seem like a silly question, but it's so vitally important to you as the blogger and to your audience to know who you are.

I cannot tell you how many blogs I've been to where the author says something like, "Welcome to my blog. These are my musings and I hope you like them. I write here to process my own thoughts of life."

Now if that's the purpose of your blog, then make it for your family only. Please, don't write a blog like that for your readers, especially if you're an author of a book.

For me, it was quite simple. My name is Jason Sisam. I am a pastor, professional blogger, and author of two books.

That was it. Make it simple. Make it relatable. Make it reflective of your blog. My blog is for bloggers and writers. So, I made sure that was in there.

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Simply say who you are.

2. Who do you help? Remember the one above? What problem are you hoping solve? This will give you a clue into who you're wanting to help with your blog. If we don't know who we're writing for, we'll never reach that person.

We need to understand who our Avatar is, not those blue aliens from the movie, but the person you're targeting for your blog. Put them into a single statement.

Here's what I wrote. *I help new and overwhelmed writers and leaders.*

I knew I wanted a blog for bloggers and writers, but I wanted to take it a step further. I want to help people who are just starting out. People who are overwhelmed by all the information out there and get it all in one place. That's who I help.

3. What do you help them do? This is the critical part of the purpose statement. We need to take who we are with who are avatar is and merge that into what we help them accomplish.

Go back to that Burning need. What are you helping them accomplish. For me, new writers and bloggers are not very focused and are all over the map. So, I am focusing on helping them stay on course. *I help new and overwhelmed writers and leaders stay motivated with clarity and tools.*

I want them to stay motivated. I don't want them to give up, so I offer tools to help them get the job done.

4. What is the desired transformation? We need to know what the total outcome should be. Where should they be by the time their done with our blog? What's our end game?

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This is the desired transformation we are aiming to instill into our readers. Here's mine... *so they can find their voice and succeed in their family, ministry, and life.*

If you follow this template, you'll have an easy to follow purpose statement of who you are, who you help, how you help, and the desired transformation.

I am _____

I help _____

to do _____

so that _____.

STEP 2: Get your Domain and hosting set-up!

So now you're clear on your niche and what you're planning on writing about. Now it's time to figure out your domain name. What's a domain name? A domain is where your website/blog will live on the Word Wide Web. For example, my domain is... <https://jasonsisam.com>.

Here's a few tips if choosing one.

1. Do some research. You'll want to do some checking as to whether a site is taken, or if there's a similar name out there. If you're on Facebook or Twitter, do some searching to see if the social media handle is already taken. It was for me on Instagram, when I was setting up one for my church. A great place to find a name that's available is <http://knowem.com/>

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2. Don't be too narrow or obscure. Nothing is worse than pigeon holing you into a specific topic. Example, if you pick your domain as southernhomecooking – you'll be stuck writing about southern cooking only. Or if you go too board like... Iblogabouteverything, you have no focus. Personally, I suggest using your name. Then you're not hindered.

3. Try and find a .COM site. I've visited so many blogs. And the ones that I've found the easiest on Google are the .COMs. If possible, avoid the .net, .org, .me, .us, etc. I would also avoid using numbers, hyphens, and/or symbols in your domain. Again, I chose my name.

Now that you know what you're doing, an don't fret too hard over it, it's time to register your domain. I personally recommend Bluehost.com. It's cheap to register your domain and to set up your website.

Now, we'll set-up hosting and your domain at once in this step-by-step tutorial.

1. Go to [Bluehost.com](https://bluehost.com) and click the big green "GET STARTED" button.
2. They have three different plans. If you're planning on one website and domain, choose the "basic". It's only \$3.95/mo. But I recommend the "Plus" plan – it's only \$1 more a month.
3. Search for your domain. Again, I strongly suggest using a .COM. Click next to check if it's available.
4. Enter the account information.
5. Set your package information. I recommend you choose the 36 month option. That will give you cheaper hosting and you won't have to worry about it for three years. Now you don't need the domain Privacy, Backup, or Sitelock Security if you don't want. You can uncheck those options. Enter payment.
6. Click Purchase. You have the option for upgrades – just click no thanks!

STEP 3: Installing WordPress!

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The king of blogging is WordPress. It's my go-to website and blog builder, and it's super easy to use. In this next step, I'm going to walk you through step-by-step in installing and setting up your WordPress account.

1. While you're in the control panel of [Bluehost](#), scroll down to the website section. And select "Install WordPress"
2. Now we'll install. You can have Bluehost do it for you, but I recommend following these instructions and save some money.
3. Click on Install.
4. Click on Check Domain. Be patient.
5. After the domain checking is done, we need to add some information. and click on Show advanced options.
6. Enter the title of your site – I used JASONSISAM.COM. and make sure you have "Automatically create new database" checked.
7. Click "I agree to terms and conditions" then click on Install Now!
8. Once it's installed, click on "View Credentials"
9. You'll see your credentials and your login information.
10. Login to your new site by using your domain... eg... mydomain.com/wp-admin Use your Username and Password we did earlier – you can change this later.
11. Now you're in your WordPress Dashboard.

STEP 4: Write your first post!

So we've discovered your problem audience, written our purpose statement. We've signed up and paid for our hosting, now we need to write our first blog post.

Here's my step by step in writing your first post.

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1. Log in to your WordPress dashboard.
2. Click on the right hand side on a link called “Posts.”
3. Click “Add New”

Now you can begin writing your first blog post. Let your readers know who you are, what this blog is about, and tell them what problem you’re going to help them solve. Add an image, and publish! That’s it, you’re first blog post is up and live!

Now, your site will be pretty plain. You’ll want to customize your site, it’s colors and add images to make it your own. But that’s a lesson for another day!

If you want more information on blogging and making a blog site... visit my website at <https://jasonsisam.com> and let me guide you step-by-step!