

BLOGGING FOR A LIVING



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GRACE TAN



Grace has made a name for herself in the blogging world, and now she is establishing herself as a published author. What started off as an inspirational blog with interviews of successful people has evolved into a popular blog for the up and coming. Grace is one of the very few bloggers in Singapore who truly knows how to blog for fun and for a living!

Blogging for a Living is an authoritative guide for young social media practitioners on the way to becoming social celebrities, and the best thing besides attending her workshops, which are always fully booked! Connect with her to get an ‘unfair’ advantage in the world of blogging.

Andrew Chow

Author, *Social Media 247*
President, Asia Professional Speakers – Singapore, 2012-13
Successful Entrepreneur Award winner, 2010
Spirit of Enterprise winner, 2008

Reading this book felt as if Grace was just beside me, giving me personal coaching. Being an author who is interested in creating passive income myself, I was glued to this book as it speaks not only of how to create passive income, but more importantly, creating it around our passions! Not only is this book filled with practical tips, it is backed by personal experiences and stories.

As Anthony Robbins said, “A life worth living is worth recording.” In this time and age, I feel that just about everyone should read this book and be ignited with the ideas and passion to blog, not only for a living, but to record a life that is worth living.

Sean Seah

Author, *Winning the Money Game*,
Gone Fishing with Buffett and *Financial Joy*
www.seanseahsg.com

A well-organised book with down-to-earth advice from the lady who has been through it all. This book provides all aspiring and current bloggers with crucial advice and information, written in a smooth manner that makes one unable to put down the book until one reaches the last page! This is a must-read book for anyone interested in how to achieve success in the Singapore blogosphere.

Amanda Teng

Blogger and former coachee, SG Vegan
sgvegan.wordpress.com

Blogging for a Living is filled with real life experiences of Grace and her fellow bloggers, and will help you to decide if blogging is the career change that you are looking for. There are useful tips, easy-to-follow guidelines and websites that you can utilise in starting your very own blog in just about anything that you are passionate about – with the possibility of earning a substantial side income, and have loads of fun doing so.

Reading her book is like having your best friend talking and sharing her thoughts with you on a no-holds-barred basis. She offers real insights into a blogger's life, and her book is at once inspirational, thoughtful and exciting!

Cassandra Lee Hong

Lawyer

Are you a blogger who wishes to blog for a living, but do not have the confidence and the courage to start? Then Grace Tan is an encouragement that could help you to find the answer.

Through her book *Blogging for a Living*, Grace tells her story on how to become a successful full-time blogger, a profession which may be doubted by many. She provides so many tips for bloggers, from creating a blog to how to earn a living from writing and managing it. Accompanied by six other successful bloggers, Grace will help you to find the answer to the question: “Is it possible to earn a living only from a blog?”

Merry Riana

Asia's No.1 Female Motivational Speaker
Inspiration for the bestselling *Mimpi Sejuta Dolar*
Featured in *The Most Powerful Women of 2012* (Her World Indonesia) and
Great Women of Our Time (Singapore Women's Weekly)
www.merryriana.com

Local bloggers are a dime a dozen, but relatively few commit to it as their profession. Turning what to most is just a hobby or an outlet for expression into an income source takes not just passion, but also strategy and method. This book is brimming with useful information, pragmatic market knowledge and the author's own invaluable personal experience, as well as viewpoints from some active local bloggers.

Read *Blogging for a Living* for a great guide to these fundamental issues. With this foundation, making a living from your blog will not only be achievable, but also a pathway to a wonderful and fun life in writing.

Lee Kuan Fung

Editor, omy.sg
Head of Digital Strategy, Chinese Newspaper Division
Singapore Press Holdings

It was a joy to read Grace's no-holds-barred sharing of how she achieved success in the world of blogging. It is honest, insightful and sassy; for those who seek to pursue your own passions, this book might also be a source of inspiration for you.

Tin Pei Ling

MP, Marine Parade GRC and former interviewee

TUN DR. MAHATHIR MOHAMAD

BLOGGING FOR A LIVING

Grace

GRACE TAN



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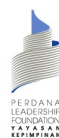
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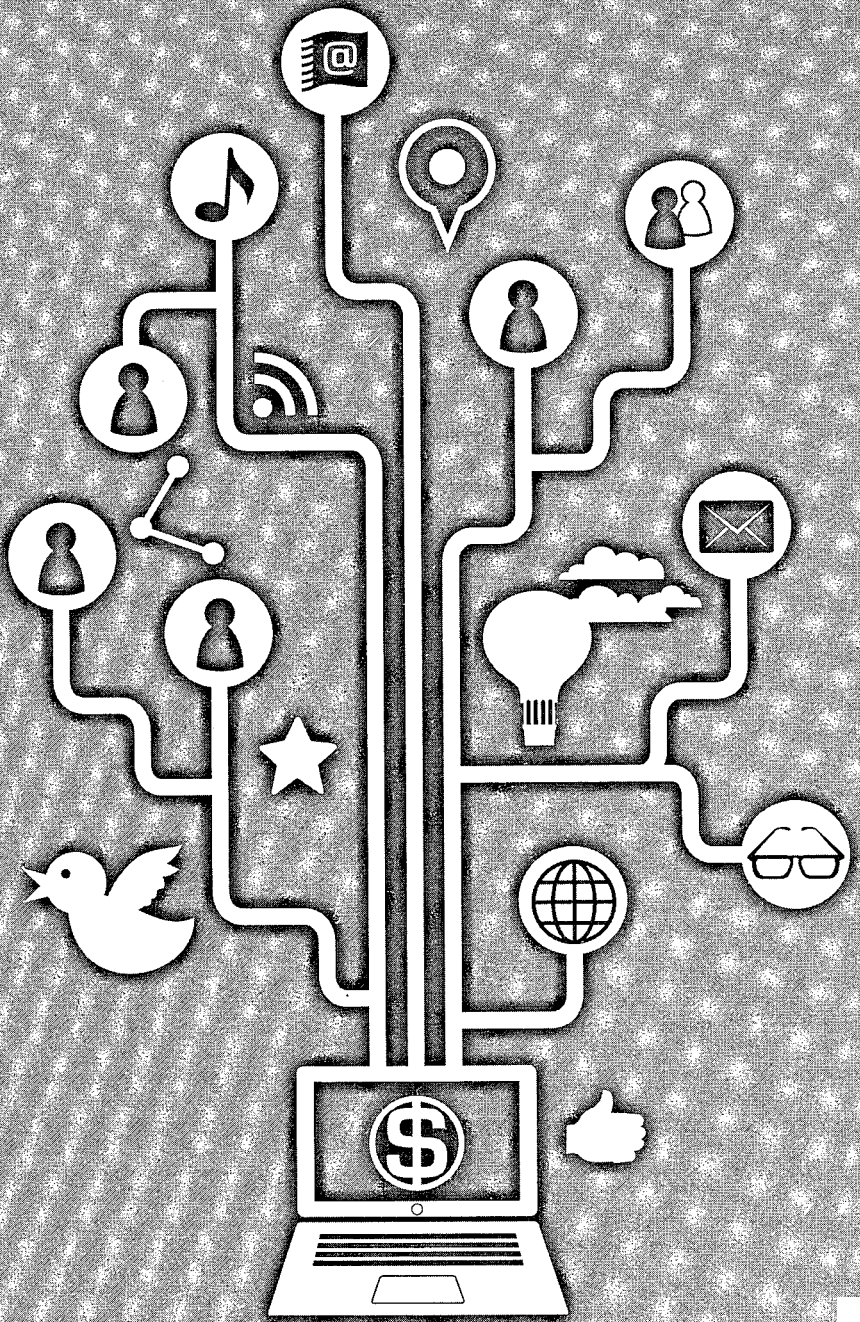
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Contents

Opening Note	<i>ix</i>
Introduction	<i>xv</i>
1 Getting Started	<i>1</i>
2 Setting Up Your Blog	<i>13</i>
3 How to Choose a Blogging Niche	<i>27</i>
4 How to Write Well	<i>33</i>
5 Living on Blogging – Is It Possible?	<i>45</i>
6 Success and Avoiding Landmines	<i>71</i>
7 Getting Famous	<i>87</i>
8 Offline Success: Stepping Out into the Real World	<i>99</i>
9 Different Ways to Monetise Your Blog in Singapore	<i>115</i>
10 Remaining True to Yourself While Monetising Your Blog	<i>129</i>
11 How Companies Can Engage Bloggers for Win-Win Collaborations	<i>143</i>
12 Embracing the Blogging Lifestyle	<i>153</i>
Conclusion: All the Best!	<i>165</i>
Connect with Grace	<i>167</i>
Appendix	<i>169</i>



Opening Note

Blogging for Life: a note from a CEO who blogs

by Patrick Liew

Rene Descartes is famously quoted for the philosophical statement ‘*Cogito, ergo sum*’, which means, ‘I think. Therefore, I am.’ I would like to rephrase these words and apply them in a different context – ‘*Scribo, ergo sum*’. It means, ‘I write. Therefore, I am’.

I have learnt a long time ago that I am not ‘smart’. When my mind is unclear, I need to pen down my thoughts. Sometimes I wonder: are these words crafted by my mind, or is my mind shaped by my words? I suppose it’s a combination of the two. As I write, my mind will sort out my thoughts and my thoughts will sort out my mind. The process helps me formulate new frameworks, concepts and ideas.

Therefore I write.

I write when I need to plan something important. I also write

when I can't sleep and sometimes during the wee hours of the morning – like right now, while writing this article.

Since I was a kid, I have been keeping a diary. It has become one of my closest and most treasured companions. (For the sake of the Generation Y'ers, keeping a diary is the ancestor of blogging.) When I first experienced puppy love, I loaned the diaries to my girlfriend to show her that I valued her and wanted to share my life with her. When we parted ways, she broke my heart a second time by throwing my diaries away! I'm glad I did not marry out of puppy love, or I would be living a dog's life.

Jokes aside, that experience almost killed my desire to keep a diary. Fortunately, after a while, I started to write again – until I almost hit another brick wall. In the past, I would leave my diary in the open and never under lock and key. One evening, over dinner, I almost fell out of my chair when my daughter recounted some of my past experiences. She had been reading my diary – that was when I discovered she was no longer a 'baby girl'.

Initially, I would simply record my experiences by writing about them. Then, I started to reflect about their meanings and significance. As I grew older, writing down my thoughts helped me to conceptualise my philosophies and mindset – and also ensure that my mind was never wrongly set.

In recent times, I discovered new media, including websites, blogs, Twitter and of course, Facebook. I could collect feedback and suggestions while increasing my knowledge base, and it was all free of charge.

Journaling became a 24/7 blogging experience and took on a

different meaning, and if I may add, it also lifted me to a different level of thought processing. I can also record my reflections and post them in multimedia format, using photos, videos and all the wonderful features of social media.

As a very old 'dinosaur' (probably the T-Rex species), I have tried to live as transparently as I can by stripping my mind 'naked'. Against many cautions, I have made myself vulnerable through my sharing, including my less-than-desired command of the English language and carelessness in correcting typographical errors.

Obviously, some people have abused my trust and used my words against me. Others have taken my words at face value and even out of context, and created other challenges for me. They fail to recognise that my blogposts are not a part of my social compact. They are but words coming out from an evolving mind, which continues to change with each new piece of information added.

Blogging has helped to fine-tune my presuppositions and worldview. It has helped to craft mental maps so that I can better trek through the terrain of life – although I am mindful that they could be wrong and have to be updated over time.

Through *reflections*, I have been able to re-think past experiences and their significance to me. I have learnt that every one of them happened for a reason and purpose, thus adding new meaning to my life.

Experiences are like lamp posts that help me travel through the highways of life. Looking back, some of the most painful experiences were also some of the best learning experiences and turning points in my life.

Critical self-reflection is one of the best ways for me to learn and improve. It helps me to change myself and get better results.

When writing about *bygone experiences*, I went through a healing process and came to terms with past events. Writing about them brought peace to my heart, and helped me reach out to others who were undergoing similar situations and challenges.

As I endeavour to blog about the highlights in my life, I realise that miracles happen every day – if I look out for and am mindful about them. I have become more grateful and thankful to our Creator for being alive, and for all the beautiful moments that add colour and spice to the tapestry of life. Through the Internet, I have found a ‘24/7’ friend that can help me bridge distances and build relationships. I can engage my family members, friends and colleagues and build stronger bonds with them.

In my heart of hearts, I hope that one day, my daughters, nephews and nieces will read my blogs and understand my innermost thoughts. They will avoid my follies and foolishness and not repeat my fears and failures.

And I pray that they will find nuggets of wisdom – hopefully purified by the crucibles of life. They will be able to go further and faster on their journeys to reach the stars.

Like Barnabas in the Bible, I hope to use my gifting to inspire others to greatness through writing. This is also to fulfil a prophecy that was delivered to me by an American-born Korean friend. He told me, “You are called to be number two – to help others to become number one.”

OPENING NOTE

Through blogging, I have found that I can walk into the 'digital coffee shops' of the new economy 24/7. I can make new friends and just as importantly, I can reach out to them and fulfil my personal mission to inspire them to greatness.

So, my fellow travellers, how can I use my blogposts to help you enjoy and win in the wonderful game of life?

Patrick Liew is the Chief Executive Officer of HSR Global Ltd, a publicly listed real estate company. He is also a founder of Success Resources, probably the largest personal development seminar company in the world. He has won the Entrepreneur of the Year Award for Social Contributions and the Asia Pacific Entrepreneurship Award.

He blogs at <http://liewinspiration.wordpress.com> and <http://hsrpatrickliew.wordpress.com>.

Introduction :)

Jaws drop when I state that I'm a 'full-time blogger'. "What is this 'blogging' thing all about?" people ask. "Is it really possible to make money just by blogging?"

It's no secret. Bloggers do make money from their blogs. And I am definitely not the only full-time blogger in Singapore. Many 'part-time' bloggers also make a lot of money from blogging!

Don't believe me? Just check out your favourite blogs (many are run by bloggers with an unrelated full-time career) and note the number of advertorials, sidebar ads, endorsements, etc. featured on their blogs. And you wonder why they are always going off on holidays?

That said, I do not want you to start thinking that people blog solely for the money (some do, of course) but most blog because it is their *passion* to do so. And interestingly enough, when you combine your passion with hard work and some luck, you may make enough to invest in fancy equipment (such as the DSLR

cameras that many bloggers own), and have extra cash for holidays and pampering your loved ones.

Also, full-time bloggers get to enjoy the freedom that salaried workers sorely lack. I have the freedom to:

- wake up at a later hour
- avoid the rush-hour when taking public transport
- work from home or anywhere with an Internet connection, and
- enjoy the monetary and non-monetary benefits that come with being a blogger.

People who know me personally, or who have read my blogpost ‘I quit my SGD\$114,000 job. Here’s why.’ are flabbergasted that I quit a high-paying job at age 24 and turned to full-time blogging. They have so many questions for me to answer, and I do not really know where to begin! Here are just a few:

- “Do you still earn that six-figure income with blogging?” (The straightforward answer is “No, I don’t.”)
- “How did you get started with blogging?”
- “How did you find all those celebrities, millionaires and entrepreneurs to interview for your blog?”

Have you wondered how some bloggers gain popularity and make money off their writing – for some, enough to leave their full-time jobs? Learn what it takes to be among them from award-winning lifestyle and business blogger Grace Tan as she shares her insights from professional blogging, and gathers previously unpublished advice from other leading bloggers in Singapore.

This book demystifies the road to success, and takes you through creating your very own blog, attracting and keeping readers and advertisers, and turning it into a source of income, satisfaction and adventure.

“Grace has made a name for herself in the blogging world, and now she is establishing herself as a published author... *Blogging for a Living* is an authoritative guide for young social media practitioners on the way to becoming social celebrities, and the best thing besides attending her workshops, which are always fully booked! Connect with her to get an ‘unfair’ advantage in the world of blogging.”

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Spirit of Enterprise winner, 2008

About the Author

Grace Tan left a well-paying job in sales to blog full-time in 2010. Since then, she has interviewed famous people from Singapore and overseas for her business and lifestyle blog at workingwithgrace.wordpress.com.

Her blog and writing have been featured on television and radio, both locally and overseas. She has given numerous workshops and coaching sessions on the craft of blogging.

