

The Myth Of The Super Blog

Generally speaking, there are two types of blogs –

1. **High traffic super-blogs** (rare, but famous, with bucket-loads of content)
2. **Lower traffic conversion blogs** (more numerous, but not as well-known)

I'm going to state a sobering truth...

There's a good chance you will not build a really high traffic blog.

In fact, I'm going to suggest you **avoid the really high-traffic blogging formula.**

Let me explain...

The super-blogs like Huffington Post, Mashable, Techcrunch, Gawker, The Verge, BuzzFeed, TMZ, Refinery29, Lifehacker, Gizmodo, Engadget, Kotaku, Smashing Magazine, and Business Insider are companies, with teams of writers spewing forth incredible amounts of cutting edge news content every day.

Then there are the large personality driven blogs by people who are celebrities in their industries, from Mario Lavandeira (Perez Hilton), to Leandra Medine (Man Repeller), Darren Rowse (ProBlogger), Tim Ferriss (4-Hour Workweek), Scott Schuman (The Sartorialist), Steve Pavlina, Leo Babauta (Zen Habits), and Heather Armstrong (Dooce).

These are all inspiring case studies, and there are other incredibly successful individual bloggers and multi-author super news blogs out there than I have listed. However, as a percentage of the total amount of blogs in existence, these are **outliers** – rare outcomes.



Mashable Founder Pete Cashmore

There is nothing wrong with aiming to build a super-large blog with millions of visitors per month, as long as you are prepared for the challenge. It's a lot harder, takes a lot more work, and very likely means you will require a large team around you... and even then your chances of success are slim.

Big blogs need lots of content, which means you either work a **12-hour day** yourself, pumping out article after article, or you hire a team to do it. Either way you are going to be very busy, lead an unbalanced life and will struggle to be profitable for a long time.

Do More With Less

I suggest you follow in the footsteps of those bloggers who might not be as famous or have quite as much traffic, but they do very well with **smaller audiences**.

These bloggers know how to **leverage their traffic** for a significant return. They build email lists, sell digital products and offer services that have high margins.

You won't have heard of many of them, they are not trying to be famous. These bloggers just work to service a nice small market and earn healthy returns from it.

I know many bloggers like this because they emerged as successful case studies from my coaching courses.

There's Lance with his blog about a **ski resort** in Bulgaria (inset), Fran with her blog about **treating acne** with alternative medicines, Joe with his how to build a **home audio recording studio** blog, Leigh with her blog about **how to lose fat** from your body and Ian with his blog about **model trains**.



Bloggers like these can do a lot with a few hundred to a few thousand visitors a day. They require just one author and once the momentum kicks in might not need much more than one blog post a week to keep going. Some only post new content **once a month!**

That's a lot different to a mega-blog, publishing twenty new posts a day, from a team of ten writers, with payroll costs in the hundreds of thousands of dollars.

I suggest you keep things small and simple, and focus on finding ways to turn a profit sooner rather than later. This leads to a more balanced lifestyle. Of course you can work your way big if the potential is there, but it's not the only path to success.

Chapter Seven: Your Blog Breakthrough

There are enough techniques in this guide to achieve your traffic goal many times over. I've done it, I've had many students do it, yet most who read this guide will not.

Why is that?

“ It is not the mountain we conquer, but ourselves. ”

-- Sir Edmund Hillary

Even though you have all the information now, it won't be easy. Everyone knows how to keep fit and eat healthy right? But it very often doesn't happen despite our best intentions. There are distractions, negative thoughts and doubts that make it difficult.

To keep you on the path forward, here are the “big picture” concepts that guide all successful bloggers. If you keep these in mind while you work, you will progress further.

The Power Of Compound Interest

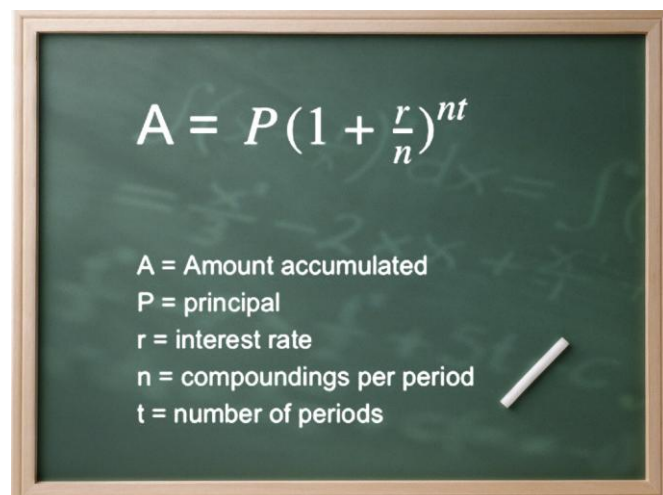
When I first grew my blog I observed how important the concept of **compounding** was to my success.

In school we all learn about *compound interest*, and how you can earn more over time as you have a bigger base to leverage.

The same thing happens with your blog traffic, and there is a very good reason why.

The best source of new traffic is your **existing audience**, especially in today's socially driven online world.

When you have an audience they help you reach more people. It's like *word of mouth* in the real world, except online there are so many tools to encourage the sharing of good content.



It's not fair in many ways because the **bigger blogs get bigger** because they have such a large base of audience to leverage for more traffic. The rich do get richer.

This is why it will never be as difficult for you as it is **right at the start** when it comes to growing a popular blog. When no one reads your work, your ability to reach new people is entirely dependent on your own *hustle*. If you don't go out there and tell people you exist, no one else will.

As you build an audience they will help you, if your work is good. The larger your audience, the more leverage you have.

The Daily Habit

Gary Keller and **Jay Papasan** in their book, "[The One Thing](#)", explain that you have a **finite amount of willpower** that you can spend each day.

They argue that instead of trying to do everything well and having an attitude of "grit and determination" to force yourself to work when you just have nothing left to give, that it's smarter to accept your peak performance is only going to come in **short bursts** and then run out.

The smart thing to do is **use your finite amount of willpower on the most important task you need to get done** and keep doing it until you form a habit (around 60 days of daily repetition should do it).

Once the habit is in place you're not going to stop doing it, it will be on *autopilot*, so you do not use up your willpower. You can then focus your willpower on another goal until it is a habit too.

A successful blog takes time to build. Like all achievements that are worth anything in life, it's best to look at the process as something you create, piece-by-piece, day-by-day.

How do you eat an elephant? One bite at a time... As the strange saying goes, it's the daily task that leads to the big reward.

