



# The Million Dollar Blog

*Natasha Courtenay-Smith*

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## **The Million Dollar Blog** Natasha Courtenay-Smith

In a world where everyone wants to blog and blog posts are ubiquitous, how do you stand out? How do you blog your way from nobody to somebody? How do you, as a business owner, use content to build your brand and drive your success?

Blogging has become the 'it' career of the modern world and every business knows that blogging should be an integral part of their marketing and success, but it's actually never been tougher to be shine in the digital storytelling landscape.

No matter who are you – a mum at home, a budding fashion blogger or a small business owner –The Million Dollar Blog will be your ultimate guide to starting a successful blog or taking your existing blog to the next level.

Through a combination of practical advice and interviews with some of the world's most famous and successful bloggers, vloggers and content strategists, including Seth Godin, Lily Pebbles, Grant Cardone and Madeleine Shaw, entrepreneur and digital strategist Natasha Courtenay Smith shows you how to build a blog that will increase your profile, create new opportunities, earn money and change your life.

## **The Million Dollar Blog Details**

Date : Published September 29th 2016 by Piatkus

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Author : Natasha Courtenay-Smith

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# From Reader Review The Million Dollar Blog for online ebook

## Lídia Martiniano says

As I already have a blog and I've got years of research on the topic, this book has nothing new to offer me. However, for those who have no idea where to start, how to promote and how to monetize a blog, this is a pocket-size bible that gives you full knowledge of the whole picture.

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## Nopadol Rompho says

This is a very useful book for those of you who want to be a blogger. Strongly recommended.

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## Nadia P. says

I really enjoyed the book, it is full of good advises, examples and even instructions about what the blogging sphere is about, how to blog, how to create content, how to start, how not to give up and what to do in case you are really tempted to do so.

there are a lot of "to do" and "don'ts", list of ready to be implemented ideas and hacks on how to start.

It's a good read for those who are looking into digital marketing, have started or are looking to start an own blog.

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## Netradi?n? tradi?ní says

Všechny možné obecné rady, které kolují po internetu shrnuté do jedné knihy. Nejzajímavější z obsahu byly rozhovory s úspěšnými blogery.

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## Heather Duff says

I will freely admit in the last two or three months, my blogging mojo has pretty much crawled away and hidden under a rock with its eyes closed and its fingers in its ears.

An invitation to read this book appeared in my inbox and it intrigued me. Yes it sounded like there was a lot of info for the blogger just starting out but it also sounded like it was full of info and ideas that could help a seasoned and slightly jaded blogger like myself.

Natasha Courtenay Smith is a former journalist who has very successfully turned her hand to (amongst several other things!!) digital marketing, she knows her stuff and I was excited to see what the Million Dollar Blog had in store for me.

Quite frankly it has a wealth of detail, from interviews with pro-bloggers who have been there and done that

to helpful tips on how to monetise your blog.

From my point of view it has given me a lot of food for thought, at the moment I don't have any proper advertising on my blog, now I am highly unlikely to become a pro-blogger but a small (or tiny) income from advertising on my blog is something I have seriously considered. The book takes you through the different ways advertising can be placed on your site.

There is also a lot of helpful information on SEO optimisation and getting social, I already love Pinterest, Twitter and Instagram but it has given me inspiration for sorting out my Facebook page and maybe downloading Snapchat - those filters look seriously cute.

I really is an inspiring read, I'm not going to make a million dollars but this book does show that blogging is a seriously business and there are opportunities round every corner for all bloggers from the likes of me to super uber bloggers like Zoella.

Whether you have been blogging for six months or six years, I think you will definitely get something from this book, I did and as for my blogging mojo?, well its came out from underneath the rock!!

Thanks to Piatkus for sending me this copy in exchange for an honest review.

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### **Anna Dryukova says**

It's good for those who just starting blogging or wants to start but don't know how. The book also will be helpful if someone lost hope and giving up blogging. But all it could be placed on 70 pages but not on 270 ?????

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### **Shelby Miles says**

I picked this up from the library as I've just started blogging again after 4 years off. I wish I had this book the first time around! Clearly outlining the hard work that is essential for a successful blog, every chapter also has real life case studies in the form of interviews with huge all-stars of the blogosphere. From reading this I now have a clear plan for my blog, I have a niche (a word I still hate but have to accept!)and I am confidently creating content for my blog. I've posted 7 days in a row so far and have no plans of stopping any time soon. I've since ordered myself a copy to keep as I can see myself using this as an actual manual moving forwards. Highly recommend for anyone looking to make a bit of money from their blogs. HANDY NOTE: If you blog for business rather than to create a media brand there's only a couple of chapters that will be relevant to you (this was my original intention but I have changed my goal posts now). Still would say worth the purchase as Courtenay-Smith's advice is easily readable and far from preachy.

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### **Susan Earlam says**

An inspiring and diverse collection of blogger success stories and different ways that this can be achieved

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## **Colin Butcher says**

This is an absolute must for anyone who is serious about running a blog. The writer takes you right to the very heart of the industry and uses the experiences of well established bloggers to emphasise relevant points. The book is well laid out with information presented in bite sized chunks making it far easy to absorb. I'm reading it for the second time to ensure I took everything onboard.

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## **Jackie Law says**

The Million Dollar Blog, by Natasha Courtenay-Smith, is an advice book written mainly for those who wish to run their blog as a business. The emphasis is on how to monetise the venture, be that directly through the blog itself or by using it to draw in clients to an endeavour it supports.

The book starts by encouraging everyone to blog. It then goes on to discuss the best way to prepare for this new adventure. It covers content, branding, the importance of aesthetics, and of finding a niche that allows the creator to be enthusiastic about their subject whilst remaining authentically themselves.

“Every blogger interviewed for this book has talked about the importance of authenticity and of the reader’s uncanny ability to see through a blogger who’s just in it for a fast buck and not committed to offering real entertainment value and information.”

Despite the title, there is acknowledgement that creating and maintaining a financially successful blog takes time, support and hard work.

Interspersed within the narrative are numerous tales of successful bloggers who achieve hundreds of thousands of hits and earn staggering sums, although often from more than just blogging. They are also motivational speakers, run training courses, produce video guides, paid for digital content, and books such as this one. Blogging is a part of what they do but it is not the whole story.

There is some discussion about content and the alleged short attention span of many readers. Quality writing, it seems, is not the route to a successful blog.

“Whether content is good is entirely subjective. There is plenty online that doesn’t impress me yet it has huge readership and vast followings”

The author talks of scannability, listicles, clickbait and of finding a unique voice. She believes that to flourish a blog requires a constant stream of fresh content to maintain engagement. She returns several times to the need for search engine optimisation. A presence on multiple social media platforms that encourage reader interaction is advised, but hits from search engines will apparently bring the people most likely to purchase whatever is being sold.

The time required to research, create and promote content on an active blog is acknowledged.

“If you really want to achieve something and get where you want to be, you have to work hard. If you want

to do it as a hobby you can do it in your own time, but if you want to do it as a job you've got to put the hours in because you've got a lot of competition."

Throughout the book I was Googling the various blogging aids being suggested. Most required a financial outlay. If blogging is to be an integral part of a business, and the author advises that it should be, then some investment is to be expected. The target audience is not the casual blogger.

She mentions blogs for fashion, travel and luxury goods but only touches briefly on those whose aim is to raise the profile of a cause. Even then their success appeared to be linked to activities outside the blogosphere, the blogs offering an introduction to the wider world of PR.

I would have been interested to know what the author would make of book bloggers. They do, after all, support an industry where financial gains are notoriously scarce. As she has chosen to write a book I presume she has some interest in how her creation should be promoted. I will be watching with interest how a digital strategist goes about encouraging sales.

My copy of this book was provided gratis by the publisher, Piatkus.

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## **Just? Knygu\_gurmane says**

Prie pa?ios knygos neturiu ko prikibti. Ji puiki! Daug informacijos ir naudingos. Ypa? pradedantiesiems, kurie dar neturi patirties rašant tinklarašt?. Net gi ir tiems, kurie dar net nežino k? nori rašyti. ? Viskas surašyta smulkiai, aiškiai ir paprastai. Nuo tinklaraš?io id?jos išsigryninimo iki internetinio puslapio paleidimo, bei pagrindini? socialini? tinkl? aptarimo.

Taip pat, gausu informacijos ir ?mon?ms, kod?l verta rašyti blog?, kaip save pateikti ir kod?l šiais laikais tai net gi b?tina.

Labai patiko, jog informacija pateikiama ne sausai j? išd?stant, bet remiantis daugybe s?kming? blog? ?k?r?j? patir?i?. Autor? pakalbino tikrai labai daug realiai rašan?i? blogeri? (kiekvien? galite iš kart ir pagooglinti ?). Kiekvienas skyrius turi tarsi savo heroj?, kurio pavyzdžiu autor? tarsi pabr?žia informacijos svarb?.

Autor? moka ir pajuokauti, tad skaityti n?ra nuobodu.

Tiesa, knygoje daug kalbama apie tai kaip iš savo tinklaraš?io uždirbti, pateikiama daugyb? b?d? nuo elementariausi? iki rimt? projekt?. Saky?iau net gi labai daug kalbama šia tema. Nors man tai nebuvo svarbu, bet ir netrukd? (niekada nežinau ko gyvenime prireiks) ?

Tad tie kurie svajoja prad?ti rašyti blog?, bet nežino nuo ko prad?ti ar tiesiog nesiryžta to daryti, ši knyga kaip tik jiems - joje rasite ne tik kaip t? padaryti, bet ir pakankamai motyvacijos savo id?joms ?gyvendinti.

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## **Suzanne says**

Just what I needed to get me started on my blogging  
Easy to follow with excellent examples from successful bloggers.

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## Rosie Walsh says

Every blog starts from somewhere, blogs are not immediate overnight successes and are all about building your audience and community of readers. A bit like businesses, blogging is all about understanding your niche – what can you bring to the digital world that no one else is? Understanding your niche is essential to understanding your audience, allowing you to share your interests and passions with each other to build a community.

The book also covers how to make money from blogging through various forms of advertising, affiliate marketing, sponsored posts etc. in addition to a basic checklist every blog should have in terms of platform/software, website design and content creation. I found this section of the book pretty interesting and it was helpful to have things like affiliate marketing explained in a simple way, although for me personally making money off my blog is not a priority as this is more of a hobby for me.

Throughout the book are sets of interviews from a wide range of bloggers who write about a vast range of topics – from marketers and businesses to political bloggers to food bloggers to fashion, beauty and lifestyle bloggers to mummy bloggers. You name an interest and there's someone out there creating content about it (Notable mention: The Chicken Whisperer)

I wrote a full book review on my blog here: <http://musingsandmarketing.com/2017/0...>

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## David says

Excellent book if you're interested in blogging.

I'm just starting out and the calmness and reassurance in this book crushes the overwhelming feeling of starting a blog.

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## Bara says

Jádrem Descartovy filozofie je motto: "Myslím, tedy jsem." Filozofií Courtenay-Smithové je heslo: "Bloguji, tedy jsem."

Sama kompozice této knihy působí jako blog. Větší kapitoly se dělí na podkapitoly a lánečky. Je tu použito rozmanité množství fontů, tučným písmem se nešetí a tenké se nemusí jako klíšť držet přesně chronologického pořadí, může si přeskakovat a vracet se k tomu pasážím, které ho zprvu tolik nezaujaly. Například se dá publikace číst tak, že napoprvé vynecháte všechny rozhovory s konkrétními blogery o tom, jak začínali. Sepjetí tématu s formou je tedy velké.

Autorka zdůrazňuje důležitost promyšleného plánu a pak vložila do knihy několik rozhovorů, z nichž vyplývá, že úspěšný blogger přešel k blogování jako slepý k houslím. Také mě táhla za uši drobná pasáž o výmluvách, ve které autorka působí až skoro jako workoholická posedlá blogem a možná i taková trochu je. Ale souhlasím, že blogování (jako spousta jiných aktivit) je proces. Zlověk se učí postupně a když nezačne,

neudělá ten píslovečný první krok, pak se logicky nemůže postupně zlepšovat.

Publikace se rozhodně stane důležitou knihou nejen v knihovničce každého "správného" bloggera, ale je i aktuálním svědectvím toho, jak se mění svět a jak virtualita působí na realitu a ovlivňuje ji.

Přišlo by mi skvělé, kdyby autorka uvažovala o pokračování této publikace, protože se za dva roky zase něco změnilo. Ocenila bych kapitolu o Patreonu, Ko-fi a podobných projektech a o tom, jak do schématu, které představila zapadají.

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