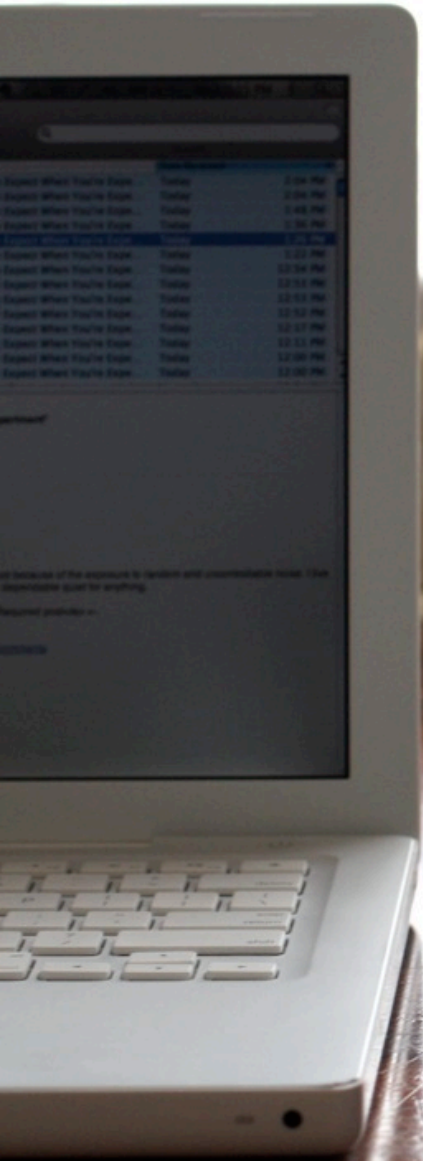


# Simple Blogging

*Less computer time,  
better blogging.*



by Rachel Meeks

{ Dedicated to my husband Doug, who supported my blog  
even when it totally didn't make sense at the time. }

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This is a preview. The e-book can be purchased at [SimpleBlogging.net](http://SimpleBlogging.net)

Please do not reproduce or distribute copies of this e-book.

Find more of Rachel's work at [SmallNotebook.org](http://SmallNotebook.org) (a blog to help you simplify your stuff and enjoy a more peaceful and organized home.)

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# How to Use This Book

I'm so glad you're here. This book begins with the assumption that you've already set up your blog and you know how much time blogging takes. Although it touches on some basics, this isn't a "Blogging 101" book for beginners. It's a "**How to Grow Your Blog with Less Computer Time**" book for those who want balance and don't want to spend their days and nights in front of the computer.

Read the Introduction first, and then skip to the chapters that interest you the most. You don't have to read the chapters in order.

You can use this book as a study guide. At the end of each chapter you'll find questions to help you reflect and apply what you've read.

I know I could not include everything there is to know about blogging in this one book. There is a Resources list at the end with links for further information, especially on the technicalities of setting up a blog, monetization, and advice for beginners.

Thank you for taking time to read this book. Blogging is incredible, and I hope this book helps you enjoy it even more.

*- Rachel*

# Introduction

In every part of our lives, we're hearing the call to simplify.

- \* *Simplify the food you eat and choose better ingredients.*
- \* *Simplify the kids' after-school activities so you can spend more time as a family.*
- \* *Simplify your stuff and only buy things that really matter to you.*

People are decluttering their homes, evaluating their priorities, and spending their time in purposeful ways. The move to simplify has reached every corner of our lives except for one....

the way we spend time online.

Suddenly we can't eat a good meal at a restaurant without announcing it to everyone on Twitter.

\*\*\*

When you start a blog, you start with a message.

But then we're told that it's not enough. It's not enough to write good content, you have to develop an online presence: be everywhere your readers are. So you join Facebook, you sign up for Twitter, you network and connect and publicize. You adjust your blog design so you can better "convert" new readers, and you monetize, optimize, and strategize.

At the end of the day, you're too tired to care any more about the message. Your kids are hungry, your spouse misses you, and your home could definitely use some attention.

It doesn't have to be that way. *This book was written for you if:*

- \* You wonder how other people seem to manage a blog, but you're struggling to find the time to do it all.
- \* You want to grow your blog, but you're not sure what else you can do.
- \* You wonder if you'll ever make peace with your email inbox again.
- \* You just want to hear good blogging advice from a friend.

There is no end to the amount of blogging advice out there, and I know **it's frustrating** not to have enough time to put all of it into practice. Blogging can be as time-consuming as a full-time job, yet most of us can only devote a few hours a week to it.

I wrote this book to answer the question I hear so often: **“I love blogging, but how do I manage the time that it takes?”**

This book will show you how to take a *simplified* approach to blogging.

## About Me



My name is Rachel Meeks. I write a blog while trying to spend as little time in front of the computer as possible.

When I left a corporate job to become a stay at home mom, one of my interests was finding ways to simplify our life at home. Like most bloggers getting started, I wanted a space of my own to write about what I was learning and to share pictures.

I started writing my blog [Small Notebook](#) in February 2008.

**I blogged in obscurity.** It was a full month before I felt brave enough to leave a comment on someone else’s blog. I started reaching out a little more, and I was shocked one day when I checked my stats and saw that 33 people had visited my blog that day.

When it seemed possible that more people might read my blog, I thought I should make it better...fancier. More professional.

I knew very little about blogging when I first began, but I had read a few personal blogs. I didn't know about [ProBlogger](#). I didn't even know about [The Pioneer Woman](#). [Zen Habits](#), who?

I got busy and started learning about blog design and WordPress. I stayed up late writing blog posts, responding to emails, and answering questions. One thing quickly became clear...

**My blog about simple living was making my life a lot more complicated.**

I was unsure of what to do. I wanted to keep blogging, but if I didn't learn how to better manage my time and improve my blogging skills, then I wouldn't be able to continue.

I knew when I said to my little girl, "Sorry Mommy can't play with you right now, I'm blogging," *it did not feel worth it*. I didn't want blogging to take up family time, so I tried staying up late at night. That strategy didn't work either, because then I became sleep deprived.

I needed to learn how to blog in a way that wouldn't take precedence over my family and other important responsibilities. I wanted to take care of my family, my home, and my work, pursue this new interest, and still get some decent sleep. Was that too much to aspire to?

I did learn how to grow a successful blog while keeping the other parts of my life balanced.

**I don't pretend that blogging is easy.** It takes hard work and determination, and it can consume as much time as you let it. But it doesn't have to be complicated. When I say that blogging can be simple, what I mean is this:

**sim•ple** (adjective)

- straightforward.
- free from excess.

This book is what I've learned about how to blog *simply*, and I want it to help you too. I want to give you the advice, encouragement, and help I wish I had known when I was first trying to figure it all out.

My goal is to help you to spend your blogging time in the most effective ways possible.

Less computer time → Better blogging.

*Let's get started. Go to [SimpleBlogging.net](http://SimpleBlogging.net) to buy this book and read more.*