



Paint Money 2

POSITIONING

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How to earn paint money for the long haul

The first report on Paint Money was a smashing hit! So I've decided to put out another report on how to make even more paint money. This time, I'll show you how to make paint money for the long haul.

The secret to earning paint money for the long haul is...

“Don't just go for the one-time visitor!”

There are many ways to achieve this but in this brief report, I'll just focus on one of the most important ways. And that is **POSITIONING**.

I know that sounds like a big fancy word that many business gurus like to use but it's actually very easy to do. I'll show you how right now.

Positioning is all about defining yourself. If you position yourself well, your blog visitors will remember you and revisit your blog again and again.

More visitors can only mean one thing: more paint money!

So in order for your blog visitors to remember you, you have to do a really good job at differentiating yourself from the rest of the bloggers.

How do we do this? I'll save you the trouble of having to do research. **Just follow my recommendations in this report and you'll naturally stand out in the crowd.** So pay close attention.

Here are the 3 most common positioning mistakes that you want to avoid.

1. Many bloggers have no sense of identity

Your blog is special. You are special. And you want your personality and your character to shine through.



I know some people will say, "What if I have a boring personality? What if I'm not out-going? What if I don't have a pleasant personality?...blah, blah, blah"

You know what, you just have to be yourself. In fact, you can't NOT be yourself. This is a very common mistake that MANY bloggers make. They try to be somebody else, trying to act cool and somehow, their readers can feel it.

So just be congruent with your own personality and define yourself clearly. I do this all the time.

I stand by my own products 110% of the time, and I'm not afraid to say so.

I write in my usual, informal, easy-going style, and I tell everyone about it.

I put out products that define problems clearly and offer sound instructions, and I say so.

Whatever it is that makes you different and allow you to stand out, say it!

Remember, you're special, and there's nobody else on this entire planet who is like you, so don't be afraid to let your personality come through. Define your identity.

So many bloggers make this mistake. As a result, their blogs become just like everyone else's. A little sad if you ask me.

2. They post boring or useless stuff

This is another BIG, BIG mistake that many bloggers make. They forget that people are generally self-serving. So they don't think about the reader when they make blog posts.

As a result, they post up useless or boring posts that only a dodo wants to read.



This is also the number one reason why visitors don't return to the blog. They give the blog one chance, and they blew it.

So now the readers remember the blog as "boring and useless", and that's NOT how you want to define yourself.

What you want to do is to do the opposite and put out content that's interesting, entertaining, or useful. Bottom line, the content has to have some value.

A blog post doesn't have to be lengthy (though that's a position you could take), but it can be short, witty, funny and useful all at the same time. You just need some time to think about what you want to put out there.

3. They are badly neglected

Since you know that there're going to be visitors visiting your blog (you're going to submit articles right?), please, please, please update your blogs regularly.

It doesn't matter if you post once a week or once every two weeks or even once a month. You MUST post regularly.

The point is, if I'm a visitor and I return a week later and finds nothing new, chances are I'm not going to come back again.

If on the rare, rare occasion that I give the blog a second chance and revisited the blog one more time and STILL find nothing new, that blog is condemned forever. And you don't want that to happen.

This is one of the main reasons why so many blogs fail. They didn't know how to promote their blogs, so they assumed that no one reads their blog. Therefore, they neglect it.

Think about it. How long does it take to make a blog post on a subject that you're passionate about? 5 minutes? 10 minutes? Or assuming that you type REAL slowly, how about 15 minutes per blog post?

That's only 15 minutes per week. How hard can that be?

I want you to avoid these mistakes.

That's it. It's so drop-dead simple. Be yourself, write on something you're passionate about, give something of value, and update your blog regularly.

If you do this, you'll do much better than 99.9999999999% of the bloggers in the blogosphere.

And you're going to get more repeat visitors, people who'll respond to your blog posts, and you'll make yourself more paint money!

To more paint money,

Darren Chow

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P.S. If you missed Part 1 of the Paint Money series (it's a series now isn't it?), here's the download link:

<http://www.myartpassion.com/blog/?p=61>

P.P.S. Remember, don't treat your readers like a dodo.



The DoDo Bird



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