

How to start a niche blog

Samu Sjöholm



| | |
|---|---|
| Author | |
| Samu Sjöholm | |
| Degree programme | |
| Business Information Technology | |
| Thesis | title Number of report pages and appendix pages |
| How to start a niche blog | 62 + 0 |
| <p>This thesis examines the different stages and requisites to creating niche blogs. To achieve this goal, much of the thesis is dedicated to literature review on the subject of starting a blog, creating headlines, and writing content.</p> <p>The goal was to create a how-to-formula for creating niche blogs. Many aspect of writing and creating a blog were left outside the scope of the blog due to resource constraints.</p> <p>The thesis is split into two sections: theory and practice. Most of the thesis deals with analyzing the literature, drawing best-practices, and commonalities. The last third of the thesis is dedicated to the applicable layer. This section consists of different methods, instructions, and explanation of the project.</p> <p>This thesis concludes on results, reflection, and conclusion on what was accomplished during the theory and the project sections. Some possibilities for future study and scope are mentioned.</p> | |
| Keywords | |
| blog, niche, how-to, WordPress | |

Table of contents

| | |
|--|----|
| Table of contents..... | i |
| Terminology and Abbreviations | v |
| 1 Introduction..... | 1 |
| 1.1 Background for the thesis | 1 |
| 1.2 The Aim of the thesis | 2 |
| 1.3 What is a niche blog | 3 |
| 1.4 The scope of the thesis..... | 3 |
| 1.5 A disclaimer on dating the thesis..... | 4 |
| 2 Literature review | 5 |
| 2.1 Motivation and research | 5 |
| 2.1.1 Why you should write | 5 |
| 2.1.2 Why you should blog | 7 |
| 2.1.3 Defining what a niche is | 8 |
| 2.1.4 Choosing a domain name | 9 |
| 2.2 Idea creation | 10 |
| 2.2.1 How to come up with ideas | 10 |
| 2.2.2 How to write headlines | 12 |
| 2.2.3 How to write content | 14 |
| 2.3 Social aspect..... | 17 |

| | | |
|-------|--|----|
| 2.3.1 | How to reach an audience..... | 17 |
| 2.3.2 | How to make money blogging..... | 18 |
| 2.4 | Design and technical details..... | 19 |
| 2.4.1 | Choosing a hosting service..... | 19 |
| 2.4.2 | Choosing a blogging platform..... | 19 |
| 2.4.3 | Designing the blogging platform..... | 20 |
| 2.4.4 | The importance of visual rhetoric..... | 21 |
| 3 | Technical implementation and tools..... | 24 |
| 3.1 | Introduction..... | 24 |
| 3.2 | Finding the niche..... | 24 |
| 3.2.1 | Tools..... | 25 |
| 3.2.2 | Research..... | 29 |
| 3.3 | Choosing the domain..... | 31 |
| 3.4 | Coming up with article ideas..... | 32 |
| 3.5 | Technical aspects..... | 33 |
| 3.5.1 | Hosting..... | 34 |
| 3.5.2 | Domain..... | 36 |
| 3.5.3 | Theme..... | 36 |
| 3.5.4 | Plugins..... | 38 |
| 3.6 | Motivation and coming up with ideas..... | 39 |

| | | |
|-------|--|----|
| 3.6.1 | Techniques and tips | 40 |
| 3.6.2 | Time management software..... | 42 |
| 3.6.3 | Tools for minimising disturbances..... | 43 |
| 3.6.4 | Task management solutions | 44 |
| 3.6.5 | A disclaimer on the selection of tools..... | 45 |
| 4 | Project..... | 47 |
| 4.1 | Introduction | 47 |
| 4.1.1 | Selecting the audience | 47 |
| 4.1.2 | Researching the niche..... | 48 |
| 4.1.3 | Setting up the blog..... | 49 |
| 4.1.4 | Designing the logo..... | 49 |
| 4.1.5 | Researching and creating content | 51 |
| 4.1.6 | Three page structure | 52 |
| 5 | Results and reflection..... | 55 |
| 5.1 | Results | 55 |
| 5.2 | Reflection | 56 |
| 6 | Conclusion..... | 57 |
| 6.1 | Recommendations from the study..... | 57 |
| 6.2 | Possible development suggestions | 57 |
| 6.3 | Own learning and professional development..... | 59 |

References62

Terminology and Abbreviations

| | |
|------------------------|--|
| Appetive system | Appetive system works in favour of what it comes across, defending or working towards it (Thurstone, 1931, 261.). Examples of this system would be our biology and attitude towards food, sex, and sleep. |
| Autoblog | A blog that is set to automatically copy the content off of other blogs, with or without making changes to the actual content. It is a mirror of another blog, |
| Aversive system | An Aversive system sets against what it is pitted against, working against and opposing it (Thurstone, 1931, 261.). Examples: inflammation, spicy foods, and homework. |
| Blog | A blog is a website that that serves as a platform for different content. Typically blog content is written word with or without images. Blogs range from diary style entries to researched content with multiple authors and complete bibliographies. |
| Child theme | A child theme is a version of a larger (parent) theme (such as Genesis) that altercates the original theme. This can be adding features or just having a different colour palette. The child theme requires the parent theme to function. |
| CMS | Content Management System is basically a system for managing and storing content online. The purpose is to make starting and maintaining complicated websites easier. WordPress is one such example. |
| Elementary idea | Originally coined by Adolf Bastian (Bastian, 1868, 88.), but popularised by Joseph Campbell in his work <i>The Masks of God: Primitive Mythology</i> (Campbell, 1960, 32.). Elementary ideas are universal insights about the world untainted by ethnicity (see. Ethnic idea). An example of an elementary idea is that of money, governance, enlightenment, reincarnation, or gods. |
| Ethnic idea | Coined by Adolf Bastian (Bastian, 1868, 88.) and popularised by Joseph Campbell (Campbell, 1960, 32.). An ethnic idea is an |

| | |
|-------------------------------|---|
| | universal idea tainted with ethnicity. An example of an ethnic idea is a god, such as the Abrahamic God or the Hindu Goddess, Kali. |
| Feedback Interventions | Feedback Intervention is a term for actions undertaken by third parties to provide information on task performance (Kluger & DeNisi, 1996). See KP and KR. |
| Genesis theme | Genesis is a popular theme for WordPress. The idea behind using themes is personalizing the blog. Themes can change the look and feel of the website. |
| Keyword (SEO) | A keyword is a word that describes the topic of the search query or website. Keywords can be both precise (the terminology our intended audience uses) or concise (the most accurate terms, regardless of being used). |
| KC | Keyword Competitiveness (KC) is a metric used by SEO tools to determine how easy it is to reach the first SERP. Long Tail Pro calculates a number between 0 and 100, with a low score as ideal. |
| KP | Knowledge of Performance (KP) is feedback letting the actor know how they are performing. The idea is to explain how they perform in relation. |
| KR | Knowledge of Results (KR) is a form of feedback interested in informing what the results are, but disinterested in performance or instruction on said results. KR is essentially knowledge of what happened without commenting on the how or the why. |
| KS | Knowledge of Score (KS) is knowledge by the actor of their overall performance on a task with no explicit failure-states. |
| Long tail keyword | Long tail keywords are keywords that contain additional words that people use in association with search terms. An example would be adding a “best” or a “cheapest” in |

| | |
|---------------------------|---|
| | the beginning of a query. |
| Multitasking | Simultaneously working on multiple tasks at the same time without taking breaks from any of them (David;Kim;Brickman;Ran;& Curtis, 2014, 2-3.). Example of this would be studying while having the television or music in the background. |
| Niche blog | A niche blog is a small-scale blog with the intention of somehow generating a benefit to the author for the time-commitment be it monetary, increase in authority, or whatnot. |
| Plugin (WordPress) | Plugins are used to add features to the WordPress platform. They can be installed to enhance the user-experience. |
| Rank value (SEO) | Rank value means the profitability of a keyword. On average, it is better to aim for a keyword with a low KC and a high value when trying to sell affiliate products, while advertising relies heavily on the volume of search queries. |
| Rhetoric (theory) | Rhetoric as a theory is interested in studying conveying messages from the point of influence (Scott, 1994, 252.). The basic assumption is that one party is attempting to influence another through communication. |
| Seed keyword | Seed keywords are keywords that form the core of the query. They function both to help the search engine curate the results and as the main focus for search. The counterparts are modifiers, additional words that add specificity. With a seed word such as “cheap laptops” the modifiers can consists of word such as “best”, “for gaming”, or whatever words are commonly used with the seed. |
| Self-efficacy | Self-efficacy is the belief in one’s own capacity to complete a given task now or acquiring the ability to do so in the future (Pintrich, 1999). Self-efficacy affects multiple aspects of accomplishment, from task choice to effort and persistence in the |

| | |
|--------------------------------|--|
| | performance itself (Schunk, 2003). |
| Self-regulated learning | Self-regulated learning is learning that has no third party regulation of action. The learner is responsible for their successes and failures. The fundamental forces of self-regulated learning are the learner's cognitive and metacognitive strategies as well as motivation. However, self-regulated learning does not exclude third-party feedback such as peer-work, but the focus is on self-generated help-seeking behaviour, not intervention (Pintrich, 1999). |
| SEO | Search Engine Optimisation means finding out how search engines work and tailoring your content (blog) so that they find it. |
| SERP | Search Engine Results Page. SERP is the result to a search engine query. SEO tools such as Long Tail Pro calculate a score for how tainted the results are by advertising, paid results, or geographical locations. SERP is essentially the outcome of a search with any of the popular internet search engines. |
| Task-switching | Switching between two or more active tasks requiring attention. Example: Writing your thesis and having a conversation with a friend. |
| Visual Rhetoric | Visual Rhetoric is rhetoric in the form of visual imaginary. It is not limited to just images but all visual information. Visual Rhetoric has been studied from a cross-disciplinary point-of-view as it encompasses a larger array of elements (text, images, formatting, composition). |
| WordPress | WordPress is a type of a Content Management System. WordPress is used to host different websites, ranging from blogs to stores. |

1 Introduction

1.1 Background for the thesis

The reason I wrote this thesis is self-interest on the topic and the inability to find a single introductory guide to starting a blog. There are multiple how-to articles, even books on the subject but as interests are varied, it is an arduous job to find a perfect fit.

Due to the multiplicity of interests, the guides themselves are partial. Many of the available guides are about a specific aspect of creating a blog. Moreover, many of the guides follow a similar pattern. They are mostly the same guide for a different audience from a different point of view.

Many of the more recent books, especially the ones that deal with content creation, are merely updated or reworded versions of older books on the subject of advertising and copywriting. Little has changed, and as Claude C. Hopkins already stated in 1923, in regards to psychology and people: "Human nature is perpetual. In most respects, it is the same today as in the time of Caesar. So the principles of psychology are fixed and enduring" (Hopkins, 2012, 28.). The same rules apply today as did a hundred years ago, only the terminology changes and becomes more specific. We might uncover new intricacies about old assumptions, but the same practices still apply. Freud sought to understand the masses, thus allotting us to sell to many; Maslow found differences in individual needs, allowing us to sell each what they desired. Using the hierarchy of needs (Maslow, 1943), introduced by Maslow, only makes the whole of marketing more efficient.

It is entirely natural that the how-to genre follows a set of motifs, yet, it is important to note nonetheless. Following established conventions allows many of the best practices to emerge from the literature but at the same time unconsciously moulds the creation of future guides. This thesis is disinterested in the ontological design (Willis, 2006) of the how-to genre and thus only alludes to it.

Much like technique influences technology, past design influences future design. Otto Rank, in his article: *The Myth of the Birth of the Hero*, states the following (by paraphrasing Wundt): "Independent mythological construction doesn't occur without the appropriation of existing content" (Rank, 1914, 2.). What is true for myth is true for all information. Myths are essentially metaphors for life in general. Everything new must come from somewhere, not nowhere.

Just like the book press stands on the shoulders of auditory tales over a bonfire and the cave paintings of our ancestors; blogs stand on the shoulders of the book press, the calculator, and innumerable other inventions, philosophies, and ideologies.

This thesis is, therefore, the culmination of reading through the literature and applying the methods in a case study. The central principle of this thesis is that it is not enough to know or to understand, but one must apply as well. What follows is the fruit of the labour.

1.2 The Aim of the thesis

The aim is to create a more comprehensive guide to starting a niche blog. The idea is not to create a treatise on the creation of blogs, or writing, as I will explain in the scope section of the introduction.

Instead of claiming to offer a fully realised ideology, this thesis is about getting up-to-speed with starting a blog. Think of this thesis as a hammer with simple instructions. It is more efficient to offer a single instrument with a limited set of use-cases than a complete toolbox with none. The idea is to grow outward and adapt better, more fitting tools along the way, and eventually move past the simple hammer.

While the thesis aims to serve as an initial guide for myself and others, the blogs themselves serve two purposes: Serving the niche and helping me grow as a writer. While I may emphasise keeping the reader in mind while writing, the primary objective of the process is to improve as a person. It is taking Schopenhauer's essay *Transcendent Speculation on the Apparent Deliberateness in the Fate of the Individual*, (Schopenhauer, 2014) and reverse-engineering it. Reverse-engineering the message is at most simplified: the undertaking of deliberate life-action to get to the desired outcome. Instead of living a life of reaction and logically letting each step follow another, it is applying Jordan Belfort's Straight Line System of thinking of all sales as the same (Belfort, 2017, 48.) and "success as a foregone conclusion" (Belfort, 2017, 60.) to life-experience. Why let the current trajectory your life define the future?

The thesis culminates in the applying the uncovered best-practices in a case study.

1.3 What is a niche blog

A niche blog is a small-scale blog with the intent of being specific to a single topic. The objective of a niche blog is to become an authority on the selected subject while also having a method of generating a return on the investment of time and money. Niche in this context means specificity to a domain.

Niche itself refers to a specified segment. An excellent example of a niche is the panda bear. More specifically the diet. Officially the great panda is a carnivore. In practice, the panda has specialised in eating bamboo. Their niche is being a bamboo eater. Unfortunately, they have lost most of their natural habitat and are near extinct. The panda is an embodiment of making the domain too specific.

The blog is not there as a canvas for your thoughts but instead for your thoughts about a specific set of things and ideas. Any other domain-specific ideas should have their niche blog.

1.4 The scope of the thesis

The scope of this thesis is small and in the words of the famed physicist Richard P. Feynman: “In these days of specialisation there are too few people who have such a deep understanding of two departments of our knowledge that they do not make fools of themselves in one or the other” (Feynman, 2009, 10.). It is easier to explain what the scope of the thesis includes rather than to tell what it excludes.

As I’m not an expert in any of the related domains the thesis covers, I am upfront about the superficiality of the thesis. The thesis does not offer a deeper understanding of any concept discussed within it.

The thesis is at best an applied science but mostly deals in the realm of arts as many of the concepts the thesis covers are less scientific by nature.

Most explanations the thesis offers are covered from a surface level, from a need-to-know basis. The idea is not to provide a complete description but to make the concepts relatable to the reader. Applicability and “a-ha” over expertise.

Whenever domain-specific ideas are discussed or mentioned, they are accepted as is. This thesis is not about copywriting, psychology, philosophy, or design.

Most of the tools chosen are due to consensus rather than their overall efficiency. Researching and comparing the selected tools themselves can be the topic of a thesis by itself.

The platforms choices follow a similar pattern. There is an argument to be made for not choosing WordPress, for not blogging, or for any other aspect but those cases are outside the scope of the thesis. When something is not explicitly stated it lies outside the range of the thesis.

The thesis does not cover any of the so-called moral aspects of advertising, marketing, or blogging (for money). Any argument of morality is outside of the scope of the thesis.

Search Engine Optimisation, SEO for short, the optimisation of the website for search engine indexing is a minor part of this thesis. Other theses focus on SEO. It is an essential aspect of reaching the audience but outside the scope of this thesis.

Defining content strategies is outside the scope of the thesis. Following and determining plans is an essential aspect of success but left out due to time constraints. Creating a swipe file, a reference to successful marketing magic for potential reuse is also outside the scope of the thesis. There are other sources of learning how and why to compile a swipe file.

All any and any errors are of my own and as I'm prone to ego-centric and selection bias and due to my specific conditioning I'm vulnerable to critical errors of judgement. The conclusions cover any and all discovered mistakes of magnitude.

1.5 A disclaimer on dating the thesis

The thesis is subject to dating due to the tools and platforms used. Those chosen were not obsolete at the time of writing, but they will be at some point in the future replaced by better fitting alternatives. Most terms and tools have an explanation either in the terminology section or within the context they are mentioned and used. This choice should make the content accessible even if the terms themselves sound alien.

The idea is not to create a futureproof body of work but something relatable and applicable. The focus is on being able to demonstrate the different findings instead of having something that stands against the test of time.

2 Literature review

Starting a blog is, to the uninitiated, more difficult than we might think at first. How do we come up with a fitting name? How do we start the blog? How to write content that resonates with others? Should I even start a blog, to begin with, I mean, aren't others doing it already? Isn't there a plenty of good blogs already? Am I too late? These are all reasonable questions. The answers lie in the literature review.

The literature review touches upon all aspects of writing a blog. Everything from finding out the market to installing a theme and implementing the final design.

The literature review does not cover any domains that are niche specific and do not contain transferrable information, for example, books dealing with nutrition, language or motivation. Another aspect outside of the scope of the review is the potential of not using WordPress and using another content management system instead.

The literature review follows a four-section pattern. It begins with motivation and research. Next up is the idea creation and cultivation section. Then comes the community part. The final part deals with the design and technical aspect.

2.1 Motivation and research

2.1.1 Why you should write

I believe that that online platform creation is a viable source of income in a digital world. Anyone can, and some will succeed as not everyone can write, has the means to improve, or the drive to succeed.

A website is a platform for your content online. At the moment, blogging is still lacking a centralised platform such as YouTube for video, Instagram for photos, iTunes for podcasts, or Elsevier for academic papers (at the time of writing). The closest written word has is Medium, but they have not been able to take over essays and blogs (at the time of writing). This has, among many, two main opportunities: unease of discoverability and ownership of content.

While it is harder for potential readers to find you as there are no "recommended essayists", it also sets you as the sole owner of your content as opposed to being at the mercy of the content distributor.

Content creation also has another caveat, finding the audience. It is less about the content and more about how you present it. Most people will never hear of you. Most of those who do will find you boring. The few who stay will leave once you stop entertaining them.

On top of finding your audience, you must seek to understand them. No amount of targeted SEO will trump knowing your audience (Copyblogger, 2016e). It is more beneficial to understand the target audience of your product or service than to be the definitive expert in your field. Knowledge impresses few, but speaking the language and using the words of your audience helps you connect.

Peter Thiel writes about finding secrets. Searching for secrets is about looking at the mundane and seeing what others are blind to and finding something others could not see (Thiel, 2014). Thomas Carlyle called this spiritual heroism, personified by the person that exposes what others were not far from saying, and what they were longing to say but could not say (Carlyle, 1840, 34-36.).

They said that good writers make the reader feel good, but a great writer invites the reader with them on a journey (Vogler, 1998, 40.). A good writer is a mentor that pulls the hero (reader) on a journey to a special world (Campbell, 1949, 38.).

Producing content that draws in an audience is nice in and of itself, but it does little-concerning content monetising. You can write about “The best websites to watch movies online for free” or “Five best mechanical pencils”. One of those two is both easier to monetise as the title itself lends itself to affiliate marketing and anchors the readers’ expectations in something with concrete value. It is hard to argue for a Netflix subscription when you have just offered a free solution.

On top of creating a platform that can draw both a following and revenue, there is the issue of resources. Going all in on a website about “best juicing recipes for men” takes time and money. Prototyping multiple different targeted sites should be done instead. By creating websites that are both aligned with your interests, lending to authority, and those of your targeted audience you can see what works and what does not. This method has also been called failing fast by modern entrepreneurs. If you’re going to fail, it is much better to fail early than late.

2.1.2 Why you should blog

The key here is you. If you feel like there are stories or points-of-views dying to get out, get them out. There is not another you blogging. It is not you, but most people do not blog either.

Victor Pride mentions in the *Blog Artist's Handbook* the importance of having internal motivation. If you're not motivated, stop! To him, success arises from necessity. You must need to succeed to achieve it. Pride also tells that you need to put in the work to reap the benefit (Pride, 2015). Scott Adams mentions the same thing with different words: figuring out the price of success and paying it (Adams, 2013).

Pat Flynn mentions four reasons to have a niche blog. They are cheap and easy to set-up. In comparison to more traditional blogs, they offer quicker results. They can, if wanted, become virtually passive (Flynn, 2014).

Gary Vaynerchuk urges his followers to "fucking execute" in this "era of nobody doing anything." He asks the readers the following questions: What do you want to be known for in the future? What do you want to do every day for the rest of your life? He makes it clear that it is not about having a grand vision. It is about having an idea and taking action on it (Vaynerchuk, 2017).

Joshua Becker's blog post, *15 Reasons I Think You Should Blog* is required reading for finding out whether or not you should blog. If you want to become a better writer, blog. If you're going to become a better thinker, blog. If you are looking for meaning, blog. If you believe you have ideas worth sharing, blog. If you want to set them free in the marketplace of ideas, blog. Besides, at best, it's free (Becker, 2016).

Tom Whatley mentions the idea of sidestepping. He faced the difficult task of selling a solution people were unaware they needed. He could not sell his solution directly, thus resulting in sidestepping to topics that were more relevant to the target audience. He managed to use them as a foreshadowing of the solution itself. By learning how to sidestep a potential conflict or a bore, and then framing your idea through that sidestep you're bound to become a better writer. Both your reader and you win; they get to read what they are interested in and you get to make your point (Whatley).

Copyblogger makes a similar suggestion of not being so eager to get to the destination as to disregard the journey. There is no value in the destination without the journey. Most

people would respect the effort some people put to maintain an excellent physique. We respect it because we know it takes a lot of effort and sacrifice. Now imagine if you could get the same results through a pill. Peak physique would eventually become a norm and people would take it for granted. Effort and sacrifice are the journeys to the destination that is a sculpted body (Copyblogger, 2016b).

2.1.3 Defining what a niche is

It is not about your product, but about leveraging a mass desire. Or as Schwartz put it, trying to forge desire is not advertising, but education (Schwartz, 1966, 5.). Niches are no different. A niche depends on desire. There must already be a critical mass (desire) for your offering. What makes it truly a niche is the framing of your proposition, not the uniqueness of your proposition. It is identifying a sub-group within the already existing group. These groups are identified through forces.

The world is fundamentally made of two forces: Permanent forces and forces of change. The idea is to tap into one of these forces and use what Schwartz coined as the amplification effect, directing the already existing energy towards your offering. Permanent forces consist of instinctual desires such as that of improving your health through attaining hormonal homeostasis or losing fat tissue. Forces of change are those of trends and fashion; this requires the ability to read the world in real-time. Knowing what the culture deems as the most desirable at the time. Schwartz mentioned that the trend in the nineteen-fifties was that of faster, more powerful cars (Schwartz, 1966, 4-6.) As Thiel points out in his book, the early 21st-century fashion was EVs. People wanted social proof and having a luxurious, eco-friendly product works like nothing before (Thiel, 2014, 201-202.).

Before anything else, we have to decide what our niche is. A niche is the decided product/market fit. One of the most useful ways to segment an audience is through pre-emptive keyword research. By researching keywords before starting lowers the chances of failure and increase the odds of success (Copyblogger, 2016e, 7.).

There are three essential types of keywords: related, adjacent, and semantically related keywords. All three are useful for research. Related keywords tell what search terms are directly related and similar to those used. Adjacent keywords tell what words people use when conducting searches in addition to the chosen words. Semantically related keywords help to find words that are in the same category of the words used (Copyblogger, 2016e, 11-19.).

All three types should help find out whether or not the audience even uses the same search terms and a valuable SEO tool will tell the popularity of each search term, thus leading to better understanding of both the niche and the audience.

2.1.4 Choosing a domain name

After coming up with the niche, we have to come up with a fitting domain name. While the emphasis is on creating and monetising a niche, it is not a terrible idea to have a name that can tolerate expansion.

Victor Pride emphasises on “building a business (read: your blog) that can filter many ideas” (Pride, 2015). Being relevant to the niche is crucial but not specialising too early is as important. Focus on making the name relevant and straightforward. That way your blog will be remembered by whoever finds it, and they find it because it is pertinent to their interests.

Ogilvy gives three types of names in his book on advertising: names of people, names without any inherent meaning, and names that describe the product. He does not, however, offer any concrete advice on naming (Ogilvy, 1983, 384-385.). Veloso calls the names that describe the product as conveyed unique selling propositions, USP for short. USPs are what set you apart from the rest (Veloso, 2013, 59 – 60.). Not only can they be used to separate you from competitors but they serve other purposes. Domain names with a baked-in USP make it immediately clear what problem your website helps alleviate. Just like content and headings, domains should be unambiguous.

It bears pointing out that domain names define the identity of their authors. Your content predicates your whole internet persona. As social media platform usage continues to permeate our personal and professional lives, the lines between public and private fade into obscurity. With a confounded view of what is private anymore, it is all the more important to keep in mind how your content defines you as a person. It is not about the intent but the function.

The public perception of our persona has little to do with intent. In an overly simplified manner, this explains why the general opinion of political parties seems to oscillate. This same phenomenon explains how the gods of yesterday become the devils of tomorrow. The features of the god Pan are prominent in the Christian devil, this not only made the Christian religion more relatable to people familiar with the Greco-Roman pantheon but also cemented the old gods as downright evil. The most illustrative example would be the

term useful idiot. Useful idiots are people that help movements, or movements beneath perceived movements, unconsciously, unwittingly, and out of ignorance. Much like the tragic hero Bellerophon who carried with himself his death sentence.

Be aware of your function. By knowing the role you serve, it is easier to plan. By choosing to think on the level of perception instead of personal intention you are more in touch with the times. Most animals have the luxury of choosing between reproduction and survival. As an avian, you either shut up, or you make the loudest mating call in all the biome. Many animals opt out for the latter, but few make it as apparent as the male praying mantis. Reproductive success almost always leads to the female devouring the male. It is in the male's function to die for his genes to live.

Victor Pride does define five aspects of a great name: "It uses the fewest words possible, it has an unambiguous spelling, it is easy to repeat, it is powerful and shareable, and it has a curious twist" (Pride, 2015, 11.). By following the advice of Ogilvy, Pride, and Veloso, coming up with a good name should be manageable.

2.2 Idea creation

2.2.1 How to come up with ideas

If the motivation to blog is the most crucial factor in blogging then at second place comes coming up with ideas. In fact, coming up with ideas is intertwined with motivation. If you are having a writer's block even before you start, maybe you should pause and think again.

When the topic interests you, ideas will flow naturally. Write about what interests you. When there is interest, there is also relevancy. You're interested in things you'd like to concern with or things that involve you. David Ogilvy mentions that "there are no dull products, only dull writers" and that the only way to write compelling content is by having interest in the content (Ogilvy, 1983, 36.).

According to Pintrich and De Groot, the best engagement, which results in the best performance, can be achieved when the work is considered as exciting and relevant, thus highlighting the need to have a personal interest in the subject matter (Pintrich & De Groot, 1990).

Find an angle that does not put you in a corner. By having a default state of being against something or for something else does not allow you to take an objective stand on what

you're writing. It forces you to write from that angle and that angle alone. A man writing about the horrors of third-wave feminism or a woman writing about the oppression of patriarchy are both seeing one side of a multifaceted issue. They are both concerned with ideologies when they should consider the biological bases, historical events, and cultural forces that have led to the society we currently inhabit. By having chosen a side, you're limiting the ideas that you could otherwise be coming up.

Because there is both supply and demand, it is essential to have a message that you can turn into a niche. You have to find what sets you apart, are there people hungry for content, and who these people are. By having interest, you can adapt your message to your audience to make it more or, when needed, less specific.

You cannot keep writing about something you're only interested in for the potential monetary gain. Writing for money is not the best course of action. Getting compensated is ideal, but your heart needs to be in it to stay authentic and to stay interested in to keep writing. It is better to speak the truth and be wrong than to be untrue and cater to an audience willing to be misled. There are millions of men who would like to improve their condition, thousands willing to educate themselves to improve their circumstances, and hundreds of men capitalising on the hopeful but uninformed. Nutrition, dating, exercise, and motivation are some of the best-known areas with room for improvement.

Do not get caught up in fads. Unless you're experienced and willing to accept a fast and sudden decrease in popularity, do not choose a niche that is popular due to novelty. Not only is it likely to run out of fashion but it also dates your content. On top of making your content age like milk, chasing fads makes you more prone to writing for gain instead of out of interest.

Do not be afraid to repurpose content or frameworks. When something works, repeat it. Ogilvy states it is best to replicate what works until it no longer works; people do not mind seeing the same content repeatedly; and that while your audience might be similar, it is not static and the same. (Ogilvy, 1983, 40.) There is always an overlap of newcomers, absentees, and regulars.

Do not try to reinvent the wheel. Claude C. Hopkins states that the key to successful advertising is following universal principles as closely as possible (Hopkins, 2012, 7.). David Ogilvy quotes Rosser Reeves in his book, *Ogilvy on Advertising*: "Originality is the most dangerous word in advertising. Preoccupied with originality, copywriters pursue something as illusory as swamp fire, for which the Latin phrase is *ignis fatuus*" (Ogilvy,

1983, 51.). While it is impossible to come up with anything original by repeating past successes, it is even worse to wander into the darkness of the unknown without equipping yourself with the illumination of what can be known. Instruction in the absence of knowledge trumps feedback, such as success. (Hattie & Timperley, 2007, 104.)

Following timeless principles is not imitation. Imitation is mindless copying, and as Veloso points out, it is not the words that sell but the ideas behind the words. Imitators are too busy copying words to see the ideas they represent (Veloso, 2013, 13.). Copying phrases work to an extent, but it is merely an ethnic idea to the elementary idea of the underlying strategy behind the word choices (Campbell, 1960, 32.). Expertise manifests in seeing the image left behind when all the words are gone.

Do not get ego-invested in a bad idea. When there is a juxtaposition between how you see it, and how your audience reacts to it; abandon the idea. When something does not work, kill it. Or in the words of David Ogilvy: “Back your winners, and abandon your losers” (Ogilvy, 1983, 387.). Do not get caught trying to push an unsellable idea.

2.2.2 How to write headlines

Just like with face-to-face communication, the first impression is everything. If your headline does not draw attention, you’re dead in the water. According to Copyblogger, eight out of ten of your prospective readers will skim through the headline, while only two out of ten will bother reading the rest, or at least attempt to read the rest. You can bypass this by creating headlines that raise interest and intrigue in the readers (Copyblogger, 2016d). Ogilvy claims that on average, only 5-10% of readers bother with the body, while around 25% read the headline. However, the people who end up reading your body are prospects and have an interest in what you have to offer. Treat them as such (Ogilvy, 1983, 159., 175, 309).

A good headline catches the attention of both people and search engines. Writing a good headline is easier than you’d think.

Victor Pride defines headline with two primary objectives: Draws the interest of potential readers and describes what to expect (Pride, 2015). Copyblogger adds to this notion of making the description explicit and not implied (Copyblogger, 2016d). According to Hopkins, the purpose of the headline is to curate the people who are going to read your content. Only particular people with a specific interest will care about what you have to

say (Hopkins, 2012, 24.). David Ogilvy offers the advice of having news or appearing like news as an assured way of catching attention (Ogilvy, 1983, 159.).

Maria Veloso drew the same conclusion and set it as one of her three fundamental rules for writing copy: your writing should shout out an editorial, not an advertisement. The second rule was creating headlines that stop the readers in their tracks, also in line with what was covered before (Veloso, 2013, 13.).

Aim to be the porn industry (as opposed to the movie industry) as illustrated in David Foster Wallace's *Consider The Lobster and Other Essays*. As Wallace put it: Movies tell jokes and expect the audience to get it. Porn, however, upon making that joke, continues into explaining what makes it funny (Foster Wallace, 2007). It is always better to be explicit. You're after a specific audience.

Copyblogger ultimately boils writing headlines to the following formula: great headlines = speak the language of the audience + time-tested structure that catches attention and offers value. These structures and then further expanded upon in the book. Make your intended audience as high resolution as you can by finding out what people search for online and then offering it. Show what the potential benefit is and make it concrete. It is about highlighting the potential benefits for the intended audience (Copyblogger, 2016d).

Copyblogger also references American Writers & Artists 4-U Approach: "Be USEFUL to the reader, provide him with a sense of URGENCY, convey the idea that the main benefit is somehow UNIQUE, and do all the above in an ULTRA-SPECIFIC way" (Copyblogger, 2016d).

The AIDA principle (Attention, Interest, Desire, and Action), as introduced by Medhora and Veloso, describes the first part, capturing Attention, as the primary function of a great headline. Attention is what drives us to and from things. It is attention to our existential crises that force us to make changes. Gaining weight happens, for most of us, over the course of years. We are all unconscious of these changes. We might even plan to do something about our excess weight. Until we have crossed an invisible threshold of self-disgust, we will not act. We need to have attention brought upon the issue (Medhora, 2013; Veloso, 2013).

Sometimes it is a specific issue such as back pain; others might face the horror of realising that the desired sex does indeed care about appearances (not paying attention to how we're perceived is like playing the video game of life on hard difficulty). It might

even take multiple hospital visits and doctors' appointments to materialise. Regardless of how you have concluded that you must change, you're now paying attention to it. It is a valuable currency you should invest in things that matter.

Hopkins points out that nobody wants to get bamboozled by a headline. If you make a promise make sure you deliver. People are better at curating their companions in print than in person, which means it is especially important to be specific and offer something that would interest them. Tailor your audience to who you want to reach, and them only. He also states that the more specific you can be, the better (Hopkins, 2012, 24-27, 33-34.). Ogilvy agrees on the notion of being as specific as possible and demonstrates this with the idea from newspapers where every headline needs to compete with 350 others. There is not the time or place for generalities when you're trying to reach your intended audience. Leave chance to others (Ogilvy, 1983, 167-169.). This competition has only gotten harder with the internet.

Ogilvy states that headlines promising useful and specific benefits are some of the most efficient ways to succeed. He goes on to make a point that to sell; your advertisement must guarantee a benefit to the reader (Ogilvy, 1983, 334, 367.). He remarks that while headlines with less than words get more readership, it is the headlines that contain more than ten words that end up selling more merchandise. It seems better to alienate some to sell more (Ogilvy, 1983, 167.).

Both Ogilvy and Medhora warn that it is important to write to individuals instead of a group of people. Have a customer in mind. People read alone, not as a collective or a committee. Let your writing reflect this (Ogilvy, 1983, 175.; Medhora, 2013, 18.). Ogilvy and Medhora also agree that for most things, long copy is better than short. While Medhora points out that inexpensive products can make do with more concise text, Ogilvy points out that having a more extended copy makes your offering seem more critical. It is equally critical to use the length to inform, rather than pad the text while making it long-winded (Medhora, 2013, 28-29.; Ogilvy, 1983, 188-195.).

2.2.3 How to write content

The basics of writing content that lures, you, the reader is in copywriting. Some people would argue that copywriting is something advertising agencies do. They'd be wrong. Whenever you write content, you're copywriting. Either we write good copy, or we fail. Not understanding what makes copywriting good is like stumbling in the dark. Nobody likes

stumbling in the dark. There is only one fundamental in copywriting: Getting the next sentence read.

According to Victor Pride and Copyblogger, you do not need to be a great writer (Copyblogger, 2016b). “You must write in a way that inspires people to take action” (Pride, 2015, 4.).

Copyblogger mentions that the process of writing fantastic content is three-fold: come up with a great idea, write a killer headline, and, finally, write the content. It is about making the promise (the headline) and then delivering on the promise (content). This way your readers will benefit from your writing, and you’re bound to get readers. Coming up with fantastic content and gaining readers is a catch-22; if your writing is not compelling you will not get readers, yet you have to learn to write persuasive content (Copyblogger, 2016d).

Medhora states a fundamental human trait in his book: “When people come across something new, they immediately assess if it’s useful to them” (Medhora, 2013, 11.). On top of being useful, it must be relevant at the moment. We are entirely goal-oriented; we only care about information pertinent to us, personally, and at the moment. If we’re hungry enough, we will walk past the hippopotamus in the living room and straight into the kitchen. That hippopotamus is relevant once our hunger is satiated. Same applies to information. We are blind to the right at the wrong time (Medhora, 2013, 11.).

Medhora also gives us three categories of content: new, novel, and helpful. New and novel things captivate us but are ultimately a time-sink and a potential waste of time. Instead, Medhora implores us to focus on making our content helpful. Watching cute animal videos online is fun for a while, but our rational minds will eventually catch up, and we’ll be left with guilt. If we watched something relevant and informative, like a tutorial about Arduino when we’re planning to apply what we’re soaking in, we’d be able to rationalise the time investment and feel as if we have been productive (Medhora, 2013, 7.).

Medhora emphasises clarity over cleverness. Being clever is difficult. With ability, you must balance between being perceived an arrogant know-it-all or being so obscure that your audience does not even realise you were aiming at cleverness. Medhora framed cleverness best in the form of a question: “Does it add anything?” It is better to be clear. Do not make people think (Medhora, 2013, 5.). Ogilvy also wrote about being both clever and original: don’t (Ogilvy, 1983, 49-51.).

Medhora has a formula for writing content in the form of AIDA: Attention, grab their attention and get them to read; Interest, capture their interest to keep them reading; Desire, find a way to make them desire your product; and Action, get them to act (Medhora, 2013, 10.).

According to Cuofano, the perfect blog headline consists of the following aspects: "emotional, short but meaningful, focused on first and last three words, and searchable." The last two are meaningful because people tend to skim the text, thus emphasising the most likely words to be read is smart; and searchable for both the searchers and search engines (Cuofano).

Robert Koch has a template he bases his niche websites. He calls them "problem, product, solution" websites. How it translates into his, or your, life is through introspection. It is about looking at a problem you had, and then at the product, you used to solve it. The key is in offering that product as a solution to the problem to others (Koch, 2016).

There are other systems for creating content. Maria Veloso has a five-step method for producing good copy. First, your content must have emotion as people buy on emotion and justify with logic. Secondly, there must be a tangible incentive to keep reading, such as a benefit, a guarantee, a free bonus, and a good close. Thirdly, there must be an element that builds credibility, for example, testimonials, references, and citations. Fourthly, use psychology and psychological devices to your advantage, these include but are not limited to literary cliffhangers to keep your readers hooked, commands that work on an unconscious level, and different words or phrases that can make the text more believable. Finally, it is instrumental to replace rational words with emotionally driven words in the editing phase, amplifying the first step (Veloso, 2013, 44-52.).

Joe Vitale also structures writing content into five steps. They carry the following headings: Intention, research, creation, rewriting, and testing. Intention means stating your desired outcome and being specific. Research is self-explanatory, it is doing the necessary work to understand the topic. Creation means focusing on production and forgetting about editing. Rewriting follows the production; it is the editing ignored before. Testing is testing the waters. Nobody has the luxury to guess, or more specifically, nobody has the luxury of being 100% correct 100% of the time, which is why testing is vital (Vitale, 2007, 205-214.).

Not unlike Veloso and Vitale, Copyblogger has structured writing content into a five-step structure. Coined the 5P structure: premise, promise, picture, proof, and push. Premise

sets the stage by getting people to take action at that moment. A promise is made to give the reader a tangible benefit for following. The promise must be tremendous. Freedom over fixed sums. Picture vivifies the premise and promise by painting an image of what they get out of opting in. Painting pictures should ideally start by invoking the reader's imagination first and giving specifics second. The idea is to let the readers persuade themselves. Proof gets to the nitty-gritty: numbers, statistic, facts, graphs, and testimonials. This way the readers can reason to themselves they need what they already persuaded themselves to get. Push is the final element of the writing, yet the first to take into consideration. The push should rid the audience of any remaining doubts and show how and where they can get what they want (Copyblogger, 2016f, 29-41.).

Copyblogger points out the importance of not only asking why but also asking how. "Why" is a confirmation. It tells the logical part of our brain that the choice we made was beneficial. How we choose has everything to do with emotion. We have to ask how do the why confirmations connect with the intended audience. We should ask ourselves: what's in it for them? By knowing why the intended audience connects with the message and by offering proofs that affirm their beliefs, we can write better content (Copyblogger, 2016b).

Ogilvy gives the following tips for writing content: Write short sentences and paragraphs, and when possible substitute an obtuse word with a more straightforward alternative. The best language to use is the one your audience is already using. Write stories instead of essays. Tell your customer what they'll get out of your product or service and make it specific. Avoid analogies as they are not specific and there is too much room for unnecessary abstraction (Ogilvy, 1983, 176-180.).

2.3 Social aspect

2.3.1 How to reach an audience

Victor Pride's five stepping stones to reaching out to an audience: post often, network, create a mailing list, actively curate your content, and use analytics (Pride, 2015). Jennifer Knapp mentions networking in the form of building relationships as a crucial part of cultivating an audience (Knapp, 2017).

Tom Whatley gives a unique problem he managed to overcome but would suggest evading if possible. The problem is offering solutions to questions people have but are unconscious. He calls them "problems people don't see until you tell them". It is easier to offer a superior rice cooker than to teach people how to cook perfect rice almost every

time. Or to teach people how to manage heat while boiling. Or how to cultivate a mindset of becoming a better learner, in and outside the kitchen (Whatley).

Copyblogger's path to cultivating an audience is mostly about focusing on how the intended audience benefits from reading your work and then, possibly, taking action on what is being sold (Copyblogger, 2016d).

According to Copyblogger the best way to measure the quality of content is through sharing. When people share the content, they do not just agree with the message they want others to agree as well (Copyblogger, 2016c). It is a good sign when people associate their name with your content.

Copyblogger goes on to explain that reaching the audience can be done by eliminating the thought of zero-sum games and thinking of others as not competitors but peers and forming partnerships (Copyblogger, 2016c, 13.). If the peers are against working together; an intelligent cultivating of enemies can work instead. Sticking to values signals standing for something and creates a potential for interaction (Copyblogger, 2016c, 26.).

2.3.2 How to make money blogging

The critical part of niche blogging is making money on it. Nobody creates a niche blog without the intent of profiting from it. The key here is how. There are multiple ways of making money with the blog. The main two avenues for generating a positive income are affiliate marketing, which is selling products and services for a commission, and advertising.

Jessica Knapp suggests having advertisements on the website. She and Chow go into detail about the kinds of ads it is possible to have. With ads, you make money with either clicks or impressions (Knapp, 2017; Chow, 2017). However, Victor Pride suggests not having advertisements on your blog but instead advertising on others' blogs (Pride, 2015, 52.).

An essential element many agree on is that having an email list and using it is necessary (Chow, 2017; Knapp, 2017; Pride, 2015; Trouble, 2016; Veloso, 2013). An email list keeps the first time, and regular, readers coming back (Chow, 2017).

Scott Chow mentions one major factor in making money: choosing the right audience. He illustrates this by contrasting golfers with students. It is more beneficial to select an

archetypical user who is searching for the best putter rather than the most affordable source of a macronutrient on a small budget (Chow, 2017).

Koch offers the important, but often overlooked tidbit of niche blog creation: the idea is to create a platform where people go to buy things not to be entertained by the content (Koch, 2015). Ogilvy states in his book that what people read out of a newspaper is advertisements, and illustrates this point that when papers went on a strike in 1963, it is not the news (or even the comics) people missed but the advertisements. Reports can be about a lot of things, but if an ad catches you, it can be priceless. Make ads, not entertainment (Ogilvy, 1983, 370, 475.).

2.4 Design and technical details

2.4.1 Choosing a hosting service

The Minimalists, Victor Pride, and Pat Flynn suggest Bluehost as a hosting service. Victor Pride also goes on to offer a hosting package with pre-installed WordPress. The Minimalists and Pat Flynn are upfront about an affiliate deal they have with Bluehost (Fields Millburn, 2017; Pride, 2015; Flynn, 2014). While Bluehost might offer the best affiliate program, most authors recommending it speaks for its favour.

2.4.2 Choosing a blogging platform

The platform is the framework the blog uses. This project focuses on WordPress as a platform. By choosing a ready structure with a lot of support and a low entry barrier, we can focus on other aspects of the blog.

The Minimalists and Victor Pride suggest using the Genesis framework for the blog (Fields Millburn, 2017; Pride, 2015). However, according to Trouble, the market is saturated with blogs running on the Genesis framework. He proposes using another structure instead and proceeds to suggest his own, Rise (Trouble, 2016).

The counter-argument to not using Genesis because of said oversaturation is to use Genesis because it is a familiar theme thus lends an air of credibility to the blog. Peter Thiel mentions that to disrupt genuinely, whatever new you have, it must be ten times better than the original (Thiel, 2014, 55.). People are accustomed to the way things are, and familiarity breeds trust. Ogilvy stated a similar notion, whatever you offer, you must be able to articulate tangible improvement (Ogilvy, 1983, 384.). Make sure whatever new you provide is better than the old.

2.4.3 Designing the blogging platform

First impressions count. The way we style our words count. If your blog is ugly, nobody wants to look at it. When nobody wants to stay on your blog then why would anybody want to return to your blog or recommend your blog to their family and friends?

What you want to do is impress. You want to flood those neuro-circuits, just like you would do in-person. You're almost always better off giving a good first impression, even when you feel that you have a significant message.

First impressions last, even after information that contradicts the initial judgement surfaces (Rabin & Schrag, 1999, 37.). Not only is it hard to wean off a favourable first impression, but it is also even harder to shake off a bad first impression (Briscoe;Woodyard;& Shaw, 1967, 356.).

A theme that is easy on the eyes, a pleasurable typeface and formatting that makes the reader feel familiar are easy steps to effective styling. Good design shares familiar motifs, but it is also relative to the audience.

How something appears to be is almost always what it is worth to us. In the words of Monica Landoni and Forbes Gibb: "...the appearance of information contributes to its overall value..." (Landoni & Gibb, 2000, 190.). As the appearance affects the perceived value of information, it is essential to tailor the message accordingly to the desired audience. Combining the findings of Landoni and Gibbs with our natural confirmation bias of being more accepting of information that conforms to our existing beliefs (or comes from a source we agree with), means we should breed familiarity and professionalism.

Writing for men as an example, you'd do well by using a bold typeface because it conveys power and masculinity. In the article, Font Psychology, Nick Kolenda mentions typefaces themselves can accrue a collective meaning (Kolenda).

Helvetica, the subject of a documentary by the same name (Hustwit, 2007), has been associated with the United States Government and thus is perceived as commanding (Kolenda; Hustwit, 2007). If you want people to hark, you write in Helvetica. In case you want your writing to seem academic, you'll opt for a serif typeface as it is perceived as more official in tone (Kolenda). Ogilvy mentions that the function of typography is to enrich reading and reading comprehension, not to hamper it. We are creatures of habit, and it is normal for us to read in serif fonts and lowercase. Any deviation is a risk. While sans serif

fonts such as Helvetica or Gotham can work in conveying a message, most of us are accustomed to reading longer paragraphs in serif typefaces as they make it easier to recognise individual letters (Ogilvy, 1983, 203-215.). Meaning it would be advisable to write in serif, regardless of what is in vogue.

Studies have found out that people, regardless of expertise, consistently agree that typefaces have distinct personas (Brinton, 1961; Tannenbaum; Jacobson; & Norris, 1964; Brumberger, 2003). People will judge your content without reading a single sentence, just based on the way your words look. If you're after a specific audience, it is best to tailor the appearance of your information, as well as your information, to your audience.

A typeface is only one facet of visual rhetoric. Most of the suggestions about the elements of style from the blog template (such as a Genesis theme)(Pride, 2015), to the selected typeface(s) and styling of said typeface(s)(Medhora, 2013), to the usage of the author's picture (as suggested by Trouble to bring authenticity to your online personality) (Trouble, 2016), or even to the inclusion of the reader as the so-called hero of the stories (Pride, 2015) fall under the umbrella term, visual rhetoric.

2.4.4 The importance of visual rhetoric

Visual rhetoric is about communicating a message through an image. In this case, the blog is the image, consisting of text, layout, and images. This method of rhetoric encompasses the whole of the blog, as mentioned by Mary E. Hocks in her essay *Understanding Visual Rhetoric in Digital Writing Environments*: "All writing is hybrid, it is at once verbal, spatial, and visual." She mentions three critical terms: audience stance, transparency, and hybridity (Hocks, 2003, 630-632.).

Audience stand is about the relative status of the author and the audience. It can range from an authoritarian stance of the author lecturing to the audience to the audience and the author co-operating, and everything in between. Blogs allow great interplay between the audience and the author as it is possible to have public back-and-forth communication (Hocks, 2003, 632-636.).

Transparency is about how relatable the message is to the audience. Transparency is achieved by using tried and true conventions in media. Sustaining expectations and prejudices builds relatability. We only ever want to have our assumptions subverted positively. If we order a steak with fries and receive stir-fried beef with broccoli, we'll be disappointed. If instead we order a hamburger and find from between the two freshly

toasted pieces of bread a succulent, seared steak, we'll have a positive surprise. Unless we wanted that ground patty., then we're out of luck (Hocks, 2003, 636-637.).

Hybridity is the manner in which the visual and the verbal interconnect. Hybridity breaks the conventions of the traditional reading experience and forces us to challenge our assumptions (Hocks, 2003, 637-638.).

Aside from the three critical terms, visual rhetoric should be considered as a communicative artefact and as a perspective. Visual rhetoric has three markers when considered as communication: there is an existence of symbolic action, it works as a reference; there is human intervention, a conscious effort to communicate; and it implies the presence of an audience (Smith;Moriarty;Kenney;& Barbatsis, 2004, 143-145.).

Visual rhetoric as a perspective is concerned with three aspects images: their nature, illustrating the presented and suggested elements; their function, what they communicate regardless of intent; and their evaluation, their ability to fulfil their function (Smith;Moriarty;Kenney;& Barbatsis, 2004, 145-147.).

Hill and Helmers point out that rhetoricians are increasingly paying attention to visual rhetoric. Many cross-disciplinary scholars are analysing how "visual elements are used to influence people's attitudes, opinions, and beliefs" (Hill & Helmers, 2004, 2.).

At the moment, visual rhetoric is used to accomplish various aims by different people due to their domain-specific understanding (Hill & Helmers, 2004, 3.). People are becoming increasingly aware of the potential of visual rhetoric. McQuarrie and Mick warn that visual rhetoric has the potential to be used to influence tacitly instead of explicitly, thus leading to the possibility of misuse (McQuarrie & Mick, 1999, 53.).

Studies into the visual rhetoric and its success in advertising, such as that of McQuarrie and Mick's, have uncovered that people are acutely sensitive to the visual aspect of advertising (McQuarrie & Mick, 1999, 44-51.). Also, they found out that visual rhetoric is as useful as written word for conveying positive brand image (McQuarrie & Mick, 1999, 48.). These findings, combined with an understanding of what visual rhetoric stands for can be used to cultivate compelling visual rhetoric.

Scott argues that arrangement can be used to make an argument, and that variation in delivery can be used to suggest an intended interpretation in the reader (Scott, 1994, 253.). Scott goes on to point out that "the rules of seeing (influenced by biology and

society) teach us what to look at and how to look at" and that the pictures we create influence the way we see things (Scott, 1994, 260.). Johnson-Sheehan and Baehr frame it as follows: "...perception determines how we see the world in addition to what we see" (Johnson-Sheehan & Baehr, 2001, 24.). This finding is reaffirmed by our natural tendency to see patterns and that of the theory of ontological designing.

3 Technical implementation and tools

3.1 Introduction

Every technique and tool used in creating the project part is first introduced and then demonstrated. The examples are for specific websites, but the same method was applied throughout the project. The tools were chosen for economic reasons. Including the following reasons: allowing a brief trial period without having to sign-up, having a low price of entry, or just being free.

It comes without saying that there are better tools for more aspiring niche bloggers. Some of the tools are mentioned in the resources, but for the sake of the thesis, the tools and techniques themselves are considered as such, tools.

The methodology ultimately boils down to four facets: Finding the niche, choosing the domain, technical aspects, and coming up with ideas. Each aspect has their own set of tools, techniques, problems, and solutions. The first two aspects have more to do with traditional keyword research than the following two. The third deals with different technical solutions required to get the blogs up and keep them running. The final section is the most critical part of the longevity of the blogs, that of idea creation and cultivation.

3.2 Finding the niche

The expected outcome of finding a niche is in becoming an authority on it and monetising the content. Everything else is secondary. The most important personal aspect of selecting a niche is the interest in the field. The second most important part is finding out if there is a market, whether it is profitable, and if it is possible to compete. The first point bears repeating: there must be an interest in the field to be able to come up with content. Interest leads to content creation, but coming up with content alone is not enough. There must be a fresh angle. The angle is part of the author and part the specialisation in the niche.

The fundamentals of selecting a niche are whether the audience exists and are they willing to pay for products and services related to it. Not only does the audience have to exist, but it also has to be specific enough that they find the content tailored to them.

Do not aim to have one of those copycat blogs online that syphon off some the audience from the original inspiration. There must be room for this kind of lateral shift, as most content creators publish on a weekly basis, leaving ample room for imitation content.

While this thesis makes no moral arguments for or against copied content or downright autoblogging, automating the copying of others' content. Exploring the copying of content is not within the scope of this project. The assumption is that following best practices lead to success and good writing lends to being modelled after.

Besides, just copying either leaves copycats behind the original author and in the case of broader changes in the content of the originator, bamboozled. The copy does not have the life-experience of the original, and it cannot accurately predict the stochastic nature of people. What if the object of imitation disappears? The copy must choose to lead, follow, or keep regurgitating past content. What if the original author's writings are but a clever ruse and the copies take each statement at face value? In the end, we shall never wholly know other people.

On the other extreme is creating a niche blog of one, where the potential readership would consist of the author. Writing for the self is called a diary, and it is much cheaper to keep a journal. There is nothing wrong with having personal writing, quite the contrary as personality is a prerequisite for captivating writing. There must be overlap with the interests of others as well. When there is enough overlap, an audience will start to emerge. Just like Medhora states, we do not read because we care about you, we read because what you wrote concerns us in some way (Medhora, 2013).

Another caveat to having personal writing is the variation in the interest of the audience and the author. Not everyone will care about everything an author writes, but it is possible to find a balance. Do not try to implement an obscure hobby in an otherwise accessible platform. It is better to start another blog dedicated to the said hobby. It is not feasible to conduct an ANOVA test on the readerships to find out whether or not there is an interest. While Japanese candlestick charts are great for determining financial assets, they lend little used as an example to an audience unfamiliar with trading, much like in this run-on sentence.

The following tools help both in defining the selected niche further and finding relevant keywords within the niche itself. The tools can be used to come up with niches as well.

3.2.1 Tools

There is definite oversaturation in the search engine optimisation field. Each provider tries to outcompete the competition. Everyone wants to get a better search ranking not only to tell how great a tool it is but also to show that it is the best solution. The SEO industry

might be the most significant success in capitalism. The best tools have the most visibility. While competition exists, each of the competitors must excel at SEO.

While ranking in search results is essential, it is difficult to tell how well the tools perform for research based on high the search engines place it. Here again, the SEO industry is at a possible historical extreme, the work these companies put into ranking far outweigh every other facet. Many of the tools are on subscription and tier-based pricing. Feature sets increase with prices and customers are billed regardless of usage. The type of pricing model allows the companies to both have a passive income in the form of inactive subscribers and to throttle possible power-users with higher price-tiers.

Aside from pricing and possible prioritisation issues, it is natural for every provider to improve user performance as ease-of-use and availability of feedback help grow the potential user-base. Another aspect of SEO is that of use-case. There is an implement for every use. Some provide higher automation while others tout their superior feature-set, promising a near-complete package. The tools range from keyword research, competitor analysis, self-auditing, measuring reach, tracking search engine ranking, to optimising content and much more.

Another defining aspect of the SEO landscape is the rapid pace at which it is evolving. Most of the free tools the sources refer to have either become freemium (having locked some advanced features behind a paywall) or become paid altogether. The shift happening in just a couple of years as Copyblogger content is, for the most part, dated to 2016, with this thesis set in 2018.

While many of the tools can be useful for starting out, the thesis focuses on keyword research. Other tools, such as competitor analysis are tremendous for uncovering the failings, successes, reach, and words used by different competitors. Copyblogger advocates partaking on researching the competition for the reasons above (Copyblogger, 2016a, 14-17.).

The chosen tool is Long Tail Pro. Long Tail Pro is subscription-based but allows a 7-day free trial, as well as affiliate discounts. Long Tail Pro tests the competitiveness of keywords as well as the finding and benchmarking of long-tailed keywords. These features are helpful for not only creating content but for deciding on what topic to create content. Long-tailed keywords refer to long keywords with high specificity. Being able to find combinations of words allows a better targeting.

Subscribing to Long Tail Pro is straightforward. The website itself is built around funnelling sales towards the different subscription models. There are three different options to choose from: a starter package, a professional package, and an enterprise level package. The most substantial difference between the plans is the number of searches. There are two options for payment: paying monthly or annually, with the annual payment having a discounted price.

Image 1. Long Tail Pro plan selection form

The screenshot shows the Long Tail Pro plan selection interface. At the top, there is a dark blue header with the Long Tail Pro logo on the left, a yellow '7 DAY FREE TRIAL' button, and links for 'BLOG' and 'LOGIN'. Below the header are two tabs: 'MONTHLY' and 'ANNUAL'. The main content area displays three plan options:

- Annual Starter Plan (STARTER):** Priced at \$37 ~~\$25~~ / month. Features include 10,000 keyword searches/month, Keyword Competitiveness Score & Competitor Analysis, Determine Keyword Profitability with New Rank Value Feature, Get Custom Keyword Difficulty Recommendations for Your Domain, FREE Access to Long Tail Bootcamp (\$127 in Value), Save 33% with the Annual Plan, and \$297 Billed Annually. A 'Start Your Free Trial Now' button is at the bottom.
- Annual Pro Plan (PRO):** Priced at \$67 ~~\$45~~ / month. Features include 25,000 keyword searches/month, Keyword Competitiveness Score & Competitor Analysis, Determine Keyword Profitability with New Rank Value Feature, Get Custom Keyword Difficulty Recommendations for Your Domain, FREE Access to Long Tail Bootcamp (\$127 in Value), Save 33% with the Annual Plan, and \$537 Billed Annually. A 'Start Your Free Trial Now' button is at the bottom.
- Annual Agency Plan (AGENCY):** Priced at \$147 ~~\$98~~ / month. Features include 60,000 keyword searches/month, Keyword Competitiveness Score & Competitor Analysis, Determine Keyword Profitability with New Rank Value Feature, Get Custom Keyword Difficulty Recommendations for Your Domain, FREE Access to Long Tail Bootcamp (\$127 in Value), Save 33% with the Annual Plan, and \$1177 Billed Annually. A 'Schedule a Demo' button is at the bottom.

The sign-up form points out all the prerequisites of signing up with Long Tail Pro and offers social proof by stating there are tens of thousands of satisfied users. LTP leverages many of the marketing and sales techniques pointed out earlier, such as offering a full 10-day money back guarantee in case the user is dissatisfied with the product. There are no promises of tangible rewards for the feature-set, but instead, it focuses on use-cases for each feature.

Image 2. Long Tail Pro sign-up form for the monthly plan

Monthly Starter Plan ✓

Long Tail Pro Monthly Starter Plan

The most powerful Keyword Research tool. 7 day free trial. No contracts, cancel or downgrade your account any time. **The plan includes 10,000 Keywords Per Month.**

Get Started Now

Every plan comes with 100% 10-Day Money Back Guarantee. No questions asked.

100% MONEY BACK GUARANTEE

Here's everything you get::

- ✓ **The Best SEO Research Software**
A complete keyword research and competitor analysis software
- ✓ **Calculate Keyword Profitability**
Use Rank Value feature to determine a keyword's profitability.
- ✓ **Analyze Keyword Competitiveness**
Determine the difficulty of ranking different keywords in the top 10 Google results.
- ✓ **Track Your Rankings**
Measure your success and keep tabs on how your keywords are ranking with the new Rank Tracker.
- ✓ **Custom Recommendations**
Get Custom Keyword Difficulty Recommendations for Your Domain.
- ✓ **And A Lot More...**

Account Information

.....

.....

.....

Payment Information

.....

.....

.....

.....

.....

Start Free Trial »

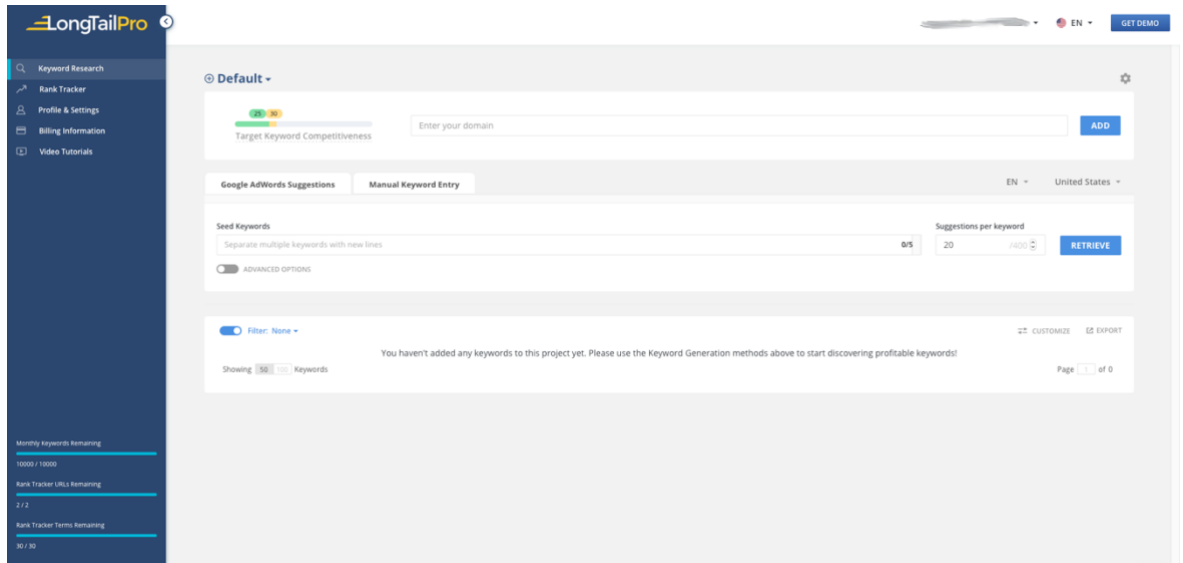
7 day free trial then **\$25.90 / Month**
(30% Discount Applied)

COMODO SECURE VISA MasterCard DISCOVER AMERICAN EXPRESS

Join Over 70,000 Happy Marketers

The monthly subscription comes with a short video-based boot camp into using the tools, while the annual plan comes with a longer tutorial. The tutorial is prominent on the left-sidebar upon signing into the service. The tutorial covers the basic usage of keyword research. The guide follows a pattern similar to how Copyblogger sets up keyword research: choosing the seed words, determining their popularity (volume and rank value) and competition (KC and competition analysis), and finally continuing into finding other related keywords (Copyblogger, 2016a, 22-25.).

Image 3. The initial sign-up view of Long Tail Pro



3.2.2 Research

The goal is to find search results with volume and relatively low competition, meaning there are enough monthly search queries to warrant investing time and money into the niche. Another aspect comes into play with the selected revenue system, whether the aim is to get affiliate commissions or pay-per-click advertising money.

Long Tail Pro allows researching into niches to find out whether or not they are viable or not. Some niches lend themselves to different content marketing strategies while others are more limiting. An example of niche research would be to use dyslexia and terms relating to it.

Image 4. The LTP results for searches relating to "dyslexia"

59 Keywords (35 shown) Filter: Last Unsaved

CUSTOMIZE EXPORT

| Keywords | Avg. KC | Volume | Bid | Words | Rank Value | Lang | Loc |
|-----------------------|---------|--------|--------|-------|------------|------|-----|
| susan barton dyslexia | 27 | 170 | \$1.83 | 3 | \$1.9 | en | |
| dyslexia facts | 30 | 590 | \$1.91 | 2 | \$7.0 | en | |
| adhd dyslexia | 30 | 170 | \$4.03 | 2 | \$3.2 | en | |
| auditory dyslexia | 33 | 720 | \$1.44 | 2 | \$6.5 | en | |
| visual dyslexia | 33 | 210 | \$1.38 | 2 | \$1.8 | en | |
| dyslexia therapy | 34 | 390 | \$2.60 | 2 | \$6.3 | en | |
| dyslexia schools | 35 | 720 | \$3.24 | 2 | \$13.5 | en | |
| dyslexia learning | 35 | 140 | \$2.51 | 2 | \$2.2 | en | |
| number dyslexia | 36 | 5400 | \$1.56 | 2 | \$52.6 | en | |
| dyslexia programs | 37 | 390 | \$2.64 | 2 | \$6.4 | en | |
| numerical dyslexia | 37 | 480 | \$1.12 | 2 | \$3.4 | en | |
| dyslexia test | 38 | 22200 | \$1.16 | 2 | \$160.9 | en | |
| dyslexia tutoring | 38 | 590 | \$5.59 | 2 | \$11.1 | en | |
| dyslexia in adults | 39 | 4400 | \$0.57 | 3 | \$15.7 | en | |
| dyslexia writing | 39 | 480 | \$0.92 | 2 | \$2.8 | en | |
| dyslexia training | 39 | 260 | \$1.36 | 2 | \$2.2 | en | |

As the chosen example topic, dyslexia carries with it an apparent limitation. The topic has to rely heavily on advertising. There are few affiliation opportunities with a learning disability such as dyslexia. The few options would be some self-improvement tools. Successful affiliation marketing almost always depends on being able to be commissioned for expensive items. It is more sensible to make a niche site dedicated to expensive items or a high number of potential visitors. These strategies are at conflict as they are mutually exclusive.

The key to selling expensive items is in attracting the few that are interested but just the few. Cost-per-click advertising web pages must attract the maximum number of visitors. There are hybrid systems, and the sales funnel must include different kinds of content, but the idea is to go for an extreme. Even the most converting of web pages (concerning sales) must have lower tiered content to succeed.

SEO content strategy relies heavily on the AIDA principle earlier covered by Veloso and Medhora, Attention, Interest, Desire, and Action (Medhora, 2013; Veloso, 2013). They represent stages of purchasing intent as well as hierarchies for content creation. Attention level content is superficially informative. A little attention is given away relatively easy, which is why content marketing strategies focusing on volume should ideally fit this stage.

The stages keep ramping up until the action stage. Each level of hierarchy needs an increase in specificity.

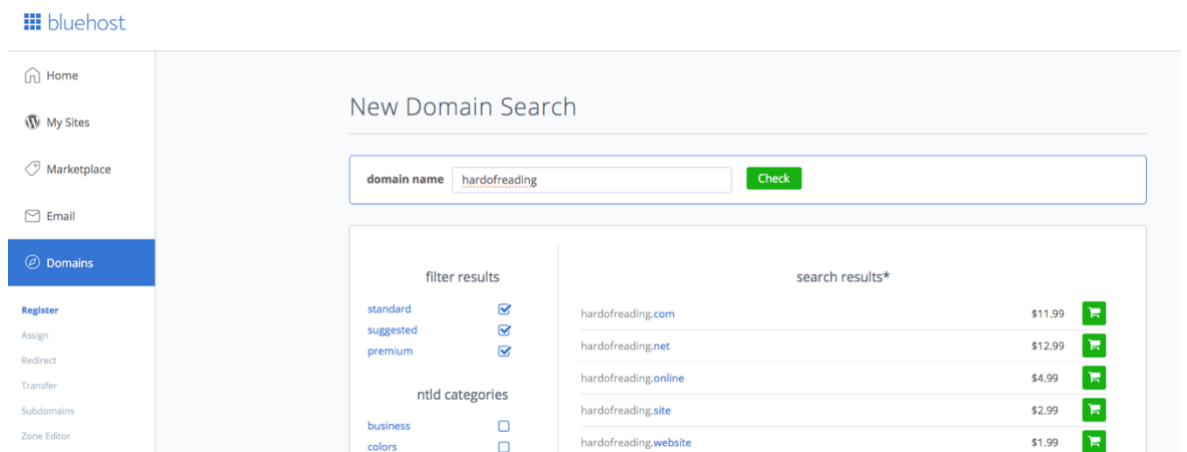
3.3 Choosing the domain

The same tools from niche selection carry over to choosing the domain, as well as cross-referencing the availability of the desired domain with the selected hosting service.

While the names of the niche and the domain do not have to be an exact match, they should fit thematically. Although it is too late to get the most apparent domains, such as dyslexia.com or dyslexic.com, there are other options. After some research into dyslexia as a reading and a learning disability, it is evident that one of the defining features of dyslexia is difficulty reading. One domain suggestion would be to use a funny name such as "hard of reading," which derives from hard of hearing (difficulty hearing). While disabilities are not a laughing matter, a fun name helps to set a premise.

The expectation is that the author has a sense of humour about their circumstances. Hard of reading fits with the theme of dyslexia. The name also ties in with the chosen monetisation scheme. There is no need to have a physical element or an item related aspect to the title as the goal is to have advertisement-based revenue.

Image 5. An example of a domain "hardofreading.com" on Bluehost.



3.4 Coming up with article ideas

Coming up with ideas for blog posts follows the same formula as niche and domain selection. Aside from applying techniques and better practices for idea creation, there is the option of conducting keyword research. The same keywords used to create the niche can be utilised to form articles.

Search engine optimised articles are an amalgamation of actual search queries by real people and the best practices of copywriting. Heavily targeted posts limit the search queries to people with a particular inclination.

The title does not have to include or answer the query it was targeted to respond. The post itself should consist of the words people use. The idea is not to overwhelm the search engines with an excessive number of keywords. The density of said keywords matter as search engines such as Google might penalise overuse of keywords.

Image 6. LTP competition analysis for the keyword "dyslexia facts"

Competition Analysis - Google Organic Search Results: 10 EXPORT

| Search Result Title and URL | KC | Domain KC | Trust Flow | Citation Flow | Domain TF | Domain CF | External Backlinks | Page Ref Domains | Root Ref Domains | Indexed URLs | Internal Links | Site Age |
|--|----|-----------|------------|---------------|-----------|-----------|--------------------|------------------|------------------|--------------|----------------|----------|
| 50 Interesting Facts About Dyslexia - Reading Horizons At-Home https://at-home.readinghorizons.com/blog/50-interesting-facts-about-dyslexia/ | 30 | 56 | 0 | 0 | 45 | 40 | 3 | 2 | 2914 | 72455 | 58 | 15 |
| 11 Facts About Dyslexia DoSomething.org Volunteer for Social ... https://www.dosomething.org/us/facts/11-facts-about-dyslexia/ | 43 | 68 | 9 | 20 | 56 | 49 | 12 | 4 | 27600 | 24025 | 19 | 21 |
| Dyslexia Basics - International Dyslexia Association https://dyslexiaida.org/dyslexia-basics/ | 52 | 69 | 29 | 35 | 63 | 45 | 405 | 92 | 5144 | 16798 | 53 | 1 |
| Quick Facts on Dyslexia Child Mind Institute https://childmind.org/article/quick-facts-on-dyslexia/ | 36 | 52 | 13 | 24 | 29 | 46 | 0 | 0 | 7915 | 36919 | 199 | 7 |
| Dyslexia Facts and Statistics - Austin Learning Solutions http://www.austinlearningsolutions.com/blog/55-dyslexia-facts-and-statistics.html | 19 | 15 | 13 | 26 | 7 | 17 | 64 | 36 | 115 | 256 | 19 | 4 |
| 10 Dyslexia Facts for Parents - Lexercise https://www.lexercise.com/blog/dyslexia-facts/ | 25 | 33 | 7 | 19 | 22 | 32 | 1 | 1 | 334 | 7025 | 41 | 8 |
| Dyslexia Facts - Fun things you may not know dyslexia.com.au https://dyslexia.com.au/free-dyslexia-learning/fun-dyslexia-facts/ | 15 | 16 | 0 | 9 | 6 | 19 | 0 | 0 | 73 | 858 | 79 | 15 |
| Dyslexia Fact Sheet - Understood.org https://www.understood.org/en/learning-attention-issues/child-learning-disabilities/dyslexia/quiz-test-your-knowledge-of-dyslexia/ | 29 | 48 | 1 | 9 | 37 | 37 | 13 | 2 | 12892 | 373935 | 0 | 17 |
| Dyslexia Quiz: Facts About Dyslexia Dyslexia and Intelligence https://www.understood.org/en/learning-attention-issues/child-learning-disabilities/dyslexia/quiz-test-your-knowledge-of-dyslexia/ | 26 | 48 | 0 | 0 | 37 | 37 | 1 | 1 | 12892 | 373935 | 0 | 17 |
| 10 Facts Parents Should Know - Nessy US https://www.nessy.com/us/parents/dyslexia-information/10-facts-every-parent-needs-know/ | 21 | 41 | 0 | 0 | 25 | 31 | 1 | 1 | 1397 | 2304 | 0 | 16 |

The colour-coded, green and yellow KC indicators tell it is relatively easy to break through the SERP. With a low KC and a low Domain KC, ranking past most of the results should be manageable. Most of the stated "dyslexia facts" are in long-form lists. Only one of the results (Austin Learning Solutions) promises statistics, indicating it is not just providing novelty to the masses, and even it is in bullet point form.

Image 7. LTP competition analysis for the keyword "how to tell if you are dyslexic"

Competition Analysis - Google Organic Search Results: 10

EXPORT

| Search Result Title and URL | KC | Domain KC | Trust Flow | Citation Flow | Domain TF | Domain CF | External Backlinks | Page Ref Domains | Root Ref Domains | Indexed URLs | Internal Links | Site Age |
|--|----|-----------|------------|---------------|-----------|-----------|--------------------|------------------|------------------|--------------|----------------|----------|
| Dyslexia Test Dyslexia Dyslexic Advantage https://www.dyslexicadvantage.org/dyslexia-test/ | 28 | 33 | 22 | 31 | 22 | 32 | 8 | 5 | 818 | 68072 | 53 | 5 |
| Is It Dyslexia? - Free online evaluation from Davis Dyslexia ... https://www.testdyslexia.com/ | 27 | 28 | 28 | 40 | 19 | 27 | 1412 | 76 | 156 | 31 | 10 | 14 |
| Do I Have Dyslexia? - International Dyslexia Association https://dyslexiaida.org/dyslexia-test/ | 56 | 69 | 52 | 43 | 63 | 45 | 117 | 32 | 5144 | 16798 | 51 | 1 |
| Test for Dyslexia: 37 Common Traits - Dyslexia the Gift https://www.dyslexia.com/about-dyslexia/signs-of-dyslexia/test-for-dyslexia-37-signs/ | 44 | 61 | 27 | 42 | 53 | 40 | 143 | 57 | 2662 | 14869 | 84 | 21 |
| Adult Checklist https://www.iodyslexia.org.uk/Common/ckeditor/filemanager/userfiles/Adult-Checklist.pdf | 31 | 64 | 0 | 9 | 59 | 40 | 0 | 0 | 3999 | 4610 | 0 | 13 |
| Dyslexia Test - Online from Lexercise https://www.lexercise.com/tests/dyslexia-test/ | 26 | 33 | 26 | 37 | 22 | 32 | 40 | 11 | 334 | 7025 | 33 | 8 |
| Learning Ally Dyslexia Test - Dyslexia Screener - Do I Have Dyslexia https://www.learningally.org/dyslexia-test/ | 47 | 65 | 45 | 40 | 57 | 43 | 12 | 5 | 3213 | 151342 | 42 | 7 |
| Howto tellif you're DYSLXIC - YouTube https://www.youtube.com/watch?v=H4Tsg2arg | 50 | 100 | 0 | 0 | 99 | 99 | 1 | 1 | 15179425 | 1002840091 | 0 | 12 |
| Dyslexia Test - Mental Illness Test http://messquitz.com/dyslexia-test/ | 9 | 0 | 0 | 0 | - | - | 1 | 1 | - | - | 0 | 4 |
| Signs of Dyslexia - Yale Dyslexia http://dyslexia.yale.edu/dyslexia/signs-of-dyslexia/ | 64 | 94 | 25 | 39 | 88 | 71 | 27 | 20 | 183371 | 1065405 | 56 | 21 |

As it appears, apart from the YouTube video, none of the results bears the title "how to tell if you are dyslexic." Most of results answer the question, which is what a keyword optimised website should ideally do. Most of the web pages have dyslexia in the title and a high keyword competitiveness score for the domain (Domain KC). It is entirely possible to outrank some of the results in the SERP.

The queries and results lend themselves to being reverse-engineered into better articles. There are countless of options from attention-based lists for the novelty-seeking to more thoughtful responses about life with dyslexia and how to deal with dyslexia if you have it. The idea is not to rely too much on the SEO side of content creation but to use it as a guide towards creating better content.

3.5 Technical aspects

The following subsections are straightforward and follow the limitations. There is no comparison between zero-sum solutions. The decisions made in the scope section carry over to the technicalities.

There are overall better solutions, there are better fits, and there are equally as good ones as the ones selected. Most of the choices have their origin in the literature review. The literature review is subjective and based on the chose sources.

What follows are simple instructions to starting out with the chosen solutions.

3.5.1 Hosting

Bluehost is the hosting service for the sake of simplicity. Bluehost offers an easy solution to starting a WordPress based website. Many of the sources recommend using WordPress which translates to social proof. Ease-of-use and social acceptance had a direct influence on choosing the hosting provider.

Image 8. Bluehost plan selection form

select your plan

| | basic | plus | prime <small>recommended</small> |
|------------------|--|---|---|
| | normally \$7.99 \$3.95* per month | normally \$10.99 \$5.95* per month | normally \$14.99 \$5.95* per month |
| | select | select | select |
| websites | 1 | unlimited | unlimited |
| website space | 50 GB | unmetered | unmetered |
| bandwidth | unmetered | unmetered | unmetered |
| performance | Standard | Standard | Standard |
| included domains | 1 | 1 | 1 |
| parked domains | 5 | unlimited | unlimited |
| sub domains | 25 | unlimited | unlimited |
| email accounts | 5 | unlimited | unlimited |
| email storage | 100 MB per account | unlimited | unlimited |
| marketing offers | — | \$200 included | \$200 included |
| | select | over \$24/yr in extras 1 SpamExperts select | over \$80/yr in extras 1 SpamExperts 1 Domain Privacy SiteBackup Pro select |

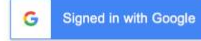
The purchasing process is straightforward. The provider has multiple offers to choose from, depending on the user needs. Each plan comes with its features and limitations. As it is possible to upgrade at any time, it would be advisable to start small and move up.

The account creation and sign-up process are simple. The user is prompted to add additional services and costs at check-out. The process locks the user into paying in annual increments, and for up to 5 years ahead.

Image 9. Bluehost sign-up form

create your account

Use Google Single Sign-On to make creating your account even easier.



account information

All fields are required unless otherwise noted.

| | |
|--------------------------|--|
| First Name | <input type="text"/> |
| Last Name | <input type="text"/> |
| (optional) Business Name | <input type="text"/> |
| Country | <input type="text" value="Finland"/> |
| Street Address | <input type="text"/> |
| City | <input type="text"/> |
| Postal Code | <input type="text"/> |
| Phone Number | +358 <input type="text"/> Ext <input type="text"/> |
| | Select another country code |
| *Email Address | <input type="text"/> |

*Your receipt will be sent to this address.

package information

| | |
|--------------------------|---|
| Account Plan | <input checked="" type="checkbox"/> Basic 12 Month Price - \$7.95/mo. <input type="checkbox"/> Basic 24 Month Price - \$4.95/mo. <input type="checkbox"/> Basic 36 Month Price - \$3.95/mo. <input type="checkbox"/> Basic 60 Month Price - \$3.95/mo. |
| Hosting Price | |
| Setup Fee | |
| Let's Encrypt SSL | Free - terms |
| SiteLock Security - Find | <input checked="" type="checkbox"/> - \$1.99 per month (Billed annually at \$23.88/yr) More information |
| Codeguard Basic | <input checked="" type="checkbox"/> - \$2.99 per month (Billed to end of hosting term) More information |
| Bluehost SEO Tools Start | <input type="checkbox"/> - \$2.99 per month (Billed annually at \$35.88/yr) More information |
| Savings | \$12.48 (11% off) |
| Estimated Tax | \$37.24 |
| Total | \$192.40 |
| | Add tax exemption |

payment information

Pay by credit card, or see more payment options

| | | |
|---------------------|---|--|
| Credit Card Number | <input type="text"/> | |
| Expiration Date | <input type="text"/> / <input type="text"/> | |
| Signature/CVV2 Code | <input type="text"/> | |

Provide code for instant verification. Example

Introductory prices apply to the first term. Money-back guarantee applies to hosting and domain privacy. All plans and products automatically renew unless you cancel. The renewal will be for the same term length and at the regular rates reflected in your Control Panel. The payment method you provide today, or we have on file, will be used for renewals, unless you change it or cancel. You may cancel at any time by calling customer support at +1 855 984 4546.

- I have read and agree to Bluehost's Terms of Service and Cancellation Policy and acknowledge receipt of the Privacy Policy.
- Please click here if you **do not want** to receive emails about our products, services or special offers. (You can always revoke your consent later by using the unsubscribe link found at the bottom of every email we send to you)

By clicking **SUBMIT** you agree to have your personal information transferred and stored in the United States, which is necessary for Bluehost to provide you with the services under our agreement with you.

submit

3.5.2 Domain

Choosing the domain in the earlier phase based on the availability and research culminates in the domain selection. What is left is purchasing the domain. While Bluehost prompts buying a domain with the hosting, it is possible to buy them separately.

The reason to buy hosting is to have a domain, as domains can be self-hosted. Content management systems such as WordPress are not necessary for creating a website. Paying for hosting and using CMSs is not mandatory but convenience. During the sign-up phase, Bluehost offers the option of getting a free domain credit. The credit allows paying to host now and deciding on the domain later.

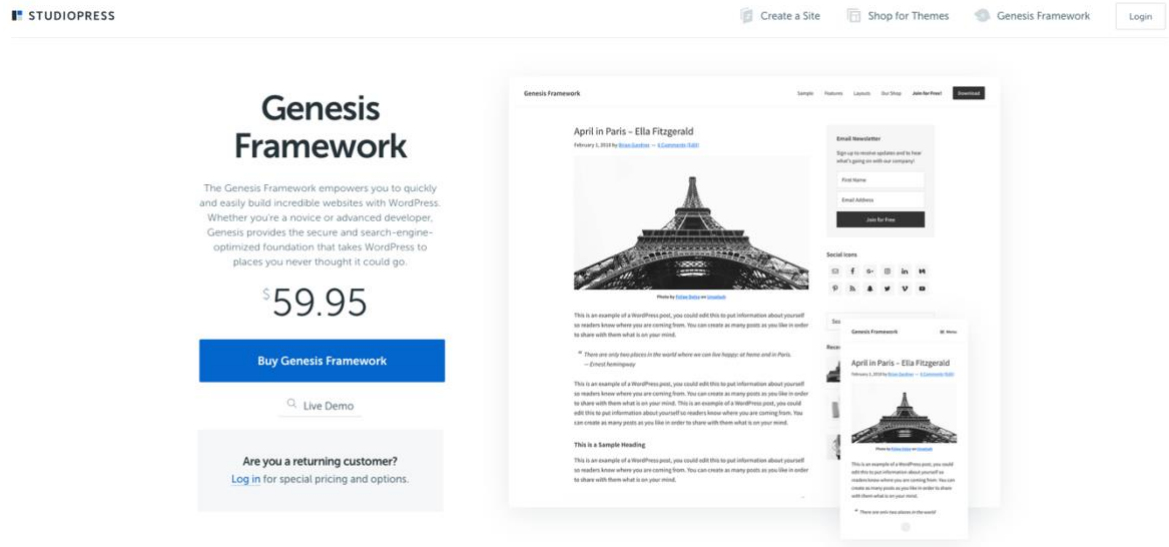
The most challenging part of getting a domain is coming up with a good name that is still available. Purchasing the domain itself is comfortable, and many hosting packages include or at least give one domain at a discount.

3.5.3 Theme

WordPress, the selected CMS, comes with pre-existing themes. There is nothing inherently wrong with using the default themes. There are also thousands of free themes for WordPress. The reason to choose a paid theme is better articulated in the theoretical section. Simply put, theme selection follows the Pareto principle of all naturally occurring things. When 20% of the plants yield 80% of the crop, and 20% of gin drinkers drink 80% of all gin, it would make sense that 20% of WordPress user use 80% of the paid themes. The point is that four out of five users are using free or default themes, leaving most people with similar looking websites.

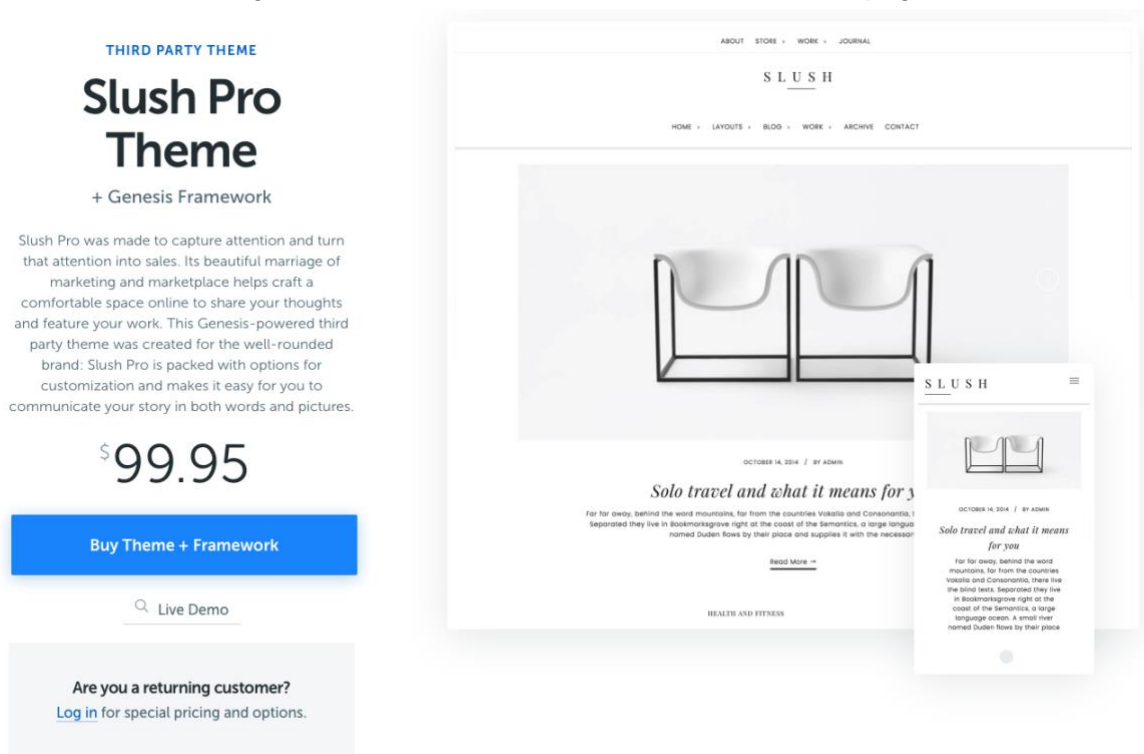
Paid themes make their users stand out from the crowd, even if just a little. The literature pointed towards using StudioPress' Genesis framework for the theme. Genesis itself is operational without a child theme, but child theme allows the usage of the traditional framework with additional personalisation.

Image 10. Overview of the Genesis framework on StudioPress' website



The child selection ended in Slush Pro. Slush Pro is a minimalistic theme with the bandwidth to fit both a blog and a storefront. While most themes can be repurposed to fit a store, it is more comfortable to start with one with the functionality already in place. Starting with a versatile theme can help conserve resources in the future.

Image 11. Slush Pro overview on StudioPress' webpage



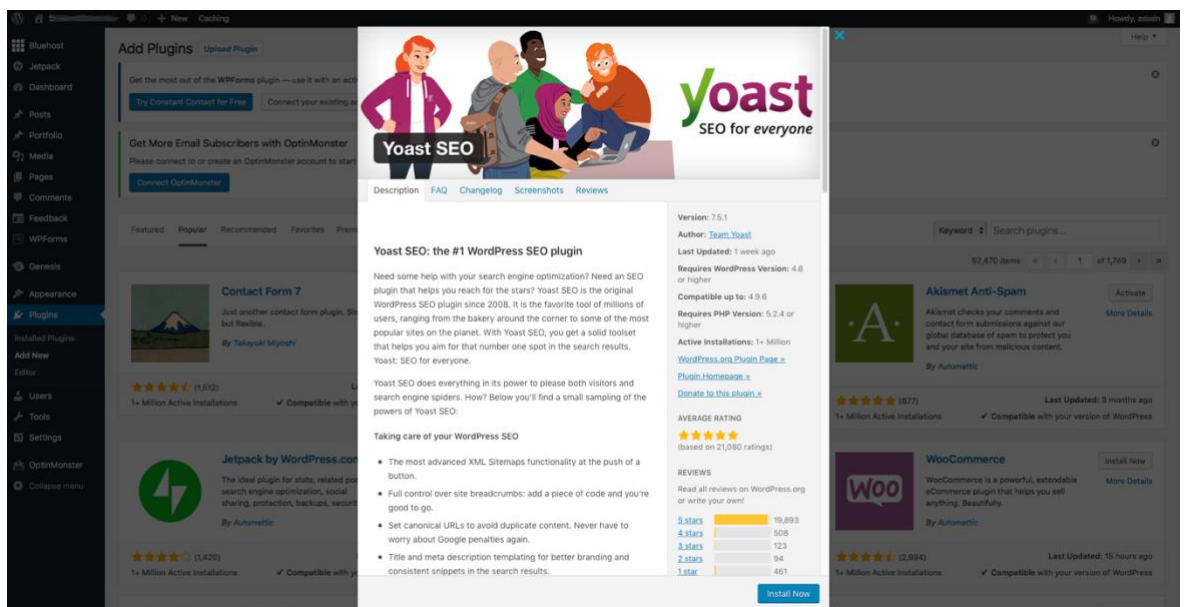
Buying the themes off of StudioPress' website is straightforward. First-time customers can either buy the Genesis framework or a bundle of both the framework and a child theme. After the initial purchase, it is possible to buy additional child themes without having to repurchase the framework. After purchasing, the themes are available for download and use. Adding the themes to WordPress is a matter of pressing an on-screen button.

3.5.4 Plugins

WordPress comes with a wide array of different plugins. Some of the plugins come pre-downloaded with the CMS itself. There are plugins for each area of content creation. For the sake of the thesis, the section introduces an SEO plugin. While the thesis delimits monitoring progress, it is essential for continuation to be able to have accurate metrics in place.

One of the best-known WordPress plugins for search engine optimisation is Yoast SEO. Yoast SEO is feature-rich and easy to install. WordPress allows installing plugins (as well as themes) straight from the primary user interface. The plugins come with their section, with immediate access to installed plugins, adding plugins, and configuring plugins.

Image 12. Yoast SEO plugin with the prompt to “Install Now”



3.6 Motivation and coming up with ideas

Although ideas are what should come naturally, it is beneficial to have a system that amplifies their creation. The system should build on the ones that already exist and guide the production of new ones naturally.

The methodology should be self-sufficient and self-serving. Requiring little outside influence and influencing all future processes and projects. Anne-Marie Willis wrote, in her paper *Ontological Designing*, that we live in a world of “a double movement — we design our world, while our world acts back on us and designs us” (Willis, 2006, 80.). Only by realising the relationship between ourselves and our environment, we can create workflows and settings that can lead to organic idea creation.

When no consciously designed system exists, the default systems mould us, both consciously and unconsciously designed. Even if some of the default systems were initially deliberately created, they might be obsolete or miscalibrated.

Miscalibration does not occur accidentally. The autonomous systems form to serve a purpose. To explain children's hesitation towards eating certain foods and food groups, some have shifted the blame on conditioned taste aversion. Conditioned taste aversion itself is a survival mechanism, ruining the taste of what they unconsciously remember in a negative light. The children go on to grow up to adults, yet holding on to miscalibrated aversion towards things they do not remember why. The aversion might have saved them once, but most likely they have far outlived the original use-case.

Curating your automated operating procedures is essential. Coming up with ideas is no different. Ideas always come from somewhere. Creating such processes is nothing short of applied common sense coupled with brutal honesty.

When you repeatedly experience confusion you have run into an inefficient system. The therapeutic process requires disillusionment. Being able not only to accept that there is a problem but also have the integrity to look beyond the surface level problem.

Christopher Maurer explains disillusionment in the introduction to Baltasar Gracian's *A Pocket Mirror for Heroes*: “Disillusionment implies the dispelling of deceit and awakening to the truth” (Gracian, 1996, 4.). Disillusionment is the ability to look at the question and to come up with a better solution than expected by going to the principles underneath the perceived surface problem.

Maybe the struggle you face has less to do with the way the world is, the time not being right or the chemical imbalance in your head, but instead it is you creating the struggle.

The techniques and tips are aimed to cultivate the mindset to come up and create ideas, while the tools are specific instruments to measure progress.

3.6.1 Techniques and tips

Just writing down ideas that come to you, wherever and whenever they arise. Some ideas give birth to new ideas, some of which you can expand upon, some of which are better than the original ideas, some of which are best left spelt out but unvoiced. Regardless of the future usage, it is always better to give body to the ideas rather than let them float away.

Writing allows you to bring out the ideas you'd otherwise censor. You can explore the side of you you'd let others dominate over in under face-to-face social circumstances. You get to have your peace, whether or not people agree with you.

Talk to other people about an idea you have. If you have people with overlapping or contradicting interests, you're bound to come back with either a more refined approach or a new idea altogether. You might find out that what you thought was profound is in fact just rationalisation or theorising for the sake of theorising. Hattie and Timperley, in *The Power of Feedback*, conclude that feedback is powerful as it can help "reject erroneous hypotheses and provides cues to directions for searching and strategizing" (Hattie & Timperley, 2007, 102.).

However, while feedback is an excellent tool for increasing performance and acquiring knowledge of said performance, it is just as crucial for that feedback to be specific. As feedback is best used to evaluate your performance to your goal, there must be enough specificity for it to be helpful. Aside from uniqueness, feedback must have a standard that is compatible with the goal in mind. If the standard is too high, you abandon the goal. If it is just high enough, you improve your performance to reach that standard. However, if the standard is set too low, you end up lowering your level of effort to stay within the range. Getting specific and adequate feedback is important (Kluger & DeNisi, 1996).

Be able to look at yourself and the world and ask: What if all I think I know is wrong? See the patterns you have not been seeing, be it willingly or unconsciously. Most things surrounding us are manmade. Most things we have today no one person can create. Be

willing to look where others do not. Peter Thiel states in his book, *Zero to One*, that four social trends have in effect made people accept the world as it is. They are: incrementalism, one thing follows another logically, which has incentivised people to support, rather than set trends; risk aversion, people just do not want to be wrong, especially in an ever-connected world; complacency, our lives are secure which means there is little reason to look for change; and flatness, people perceive the world as a whole and believe that even if they have an idea, someone else would have come up with as well. (Thiel, 2014, 109-111.)

Write more, even when your inner critic knows you could do better. The more you write, the more likely you're to stumble upon an elementary idea. No author grew through doubt and self-criticism. Do the work, and your work will improve. According to David Ogilvy, "Big ideas come from the unconscious" (Ogilvy, 1983, 32.). The only way to nourish the unconscious is by actively cultivating the conscious. To understand and come up with fresh ideas is by studying concepts in general, knowing as much as you can about them, and then giving them time and space to crystalise into something bigger.

Tony Buzan, who coined the term mind-mapping, has written that creating mind maps can be an excellent asset for coming up with ideas, holding onto them, and understanding concepts. Although he originally designed the technique to use in note-taking, inspired by his struggles with studying, he has since expanded the use (Buzan, 2018, 7-11.). Since most people alive have heard of mind-mapping, it comes as a surprise that most of us have perverted some of its most fundamental ideas.

Many of Buzan's original ideas stem from scientific discoveries. His books cover some of the science behind the method. The ten laws of mind-mapping are as follows: Using a blank paper in a horizontal orientation. Drawing a picture of the subject or representing the subject in the middle, with at least three colours. The use of imagery and symbolism envelop the mind map. Use keywords with capital letters, but not complete phrases. Each image or word stand on its branch. The branches themselves radiate outwards with each related keyword and thin out the further they stray from the central image. Match the length of the branch with the keyword or symbol. Use colour throughout the mindmap. Create associations between topics with arrows and lines. Emphasise visual clarity and make each main branch distinctly separate (Buzan, 2018, 72-73.).

Save cut content for future content. Sometimes a post contains an idea or a whole segment that you end up leaving on the cutting room floor. Keep the ideas you have come up but not implemented for future use.

Go back to old ideas and find new angles or delve deeper. Sometimes you left an idea half-way, consciously or unconsciously. We're unable to look back on our memories without having our current learning affect our past. In psychology, this is called hindsight bias (Hardt;Einarsson;& Nader, 2009, 155.). Hindsight bias makes us improve and update memories with new information. We like to hypothesise what we'd tell our past selves if given a chance to travel back in time. Knowing more now does not make the past obsolete. Use the past to fuel the future positively by continuing the exploration of past ideas. By utilising the past you get to grow as a person, let your audience see the growth you're making, and introduce your current audience to your past writings.

Go through other people's content for angles, abstractions, or possibilities to lend your unique voice. Reading and watching the content of others is mandatory. David Ogilvy states, in *Ogilvy on Advertising*, that to come up with big ideas you need to be well-informed (Ogilvy, 1983, 32.). Studying those around, ahead, and behind you will keep you well-informed.

You should also pay attention to the content of people you disagree with on some fundamental level. As long as you do not disregard the self-perceived out-group by default as in the wrong or incorrect, you can learn from everyone. Everyone does something better than you. Some people have almost touched upon an elementary idea, they might confuse correlation for causality, maybe they confuse the product for the process, or perhaps it is what they leave unsaid that is dying to be spelt out. Whatever it is, there are empty spaces just waiting for you to fill with your perspective.

Remember that there is only one you. Someone else will write about some of the same issues, but nobody has the same life experience or has read the same books, or has the same opinions as you have.

3.6.2 Time management software

RescueTime, a tool for time-management on the computer and smart devices. RescueTime offers a free and a paid account. By knowing how you have been spending your time allows you to improve and focus on what needs more resources. According to studies by Britton & Tesser, and Hoff Macan & Shahani, the most crucial factor for academic performance and stress management is the perceived control of time (Britton & Tesser, 1991; Hoff Macan & Shahani, 1990). Zimmerman also found that self-regulation in learning has the potential to affect academic outcomes (Zimmerman, 2008). A study by Hall and Hursch found out that intervention (in the form of feedback) is instrumental for

improving time management and dedicating time for higher priority tasks (Hall & Hirsch, 1982, 89.). It is simply more useful to manage your time than to fly blind.

Be Focused Pro (or any Pomodoro based timer) is a tool for chunking your time into 25-minute increments with 3-5 minute breaks in between (Cirillo, 2006, 6.). Francesco Cirillo coined the Pomodoro technique (Cirillo, 2006). Cirillo found out that the passing of indefinite time gives rise to anxiety which in turn can lead to procrastination. The Pomodoro technique combats this with three core ideas: It offers a different perspective to time; it is designed for concentration, thus leading to better focus; and the simplicity of the technique makes it easy to implement (Cirillo, 2006, 4.).

3.6.3 Tools for minimising disturbances

RescueTime Premium (or any website blocker) allows you to block distracting websites that get in the way of your work. Such as the use of social media platforms, the use of which has been linked to adverse effects on personal efficiency and well-being by Stoney Brooks (Brooks, 2015). According to Young “internet addiction can result in academic, social, and occupational impairment” (Young, 1996, 237.). Young uses the examples of spending time on irrelevant websites, palavering online, and playing online games (Young, 1996, 244.). The findings of Kubey, Lavin, and Barrows corroborate Young’s findings, stating that there is a high correlation between heavy internet use (such as in addiction) and lowered academic performance, as well as other more personal impairments (Kubey;Lavin;& Barrows, 2001).

Another option is to work offline. However, some tools might not work without an internet connection, and you might need to do research online which is why limiting specific websites and traffic could prove to be a better fit.

Do Not Disturb / Quiet Hours mode. These built-in tools (Mac/Windows) allow you to block incoming messages and emails that could otherwise disturb your workflow. According to a study by David, Kim, Brickman, Ran, and Curtis, switching between work and human-to-human interaction (such as Social Media platforms or emails) can harm performance as moving attention between different tasks carries a cost (David;Kim;Brickman;Ran;& Curtis, 2014, 4.). They go on to crystallise their view by stating: “task switching can be examined simply as cognitive overload that interferes with a primary task” (David & al., 2014, 4.).

3.6.4 Task management solutions

Task manager (Things / Microsoft To-Do / 2do / OmniFocus / Todoist / Google Tasks / etc.). Task management and to-do tools can be used to break larger projects and goals into smaller, more manageable tasks. Many of the available task manager software use David Allen's Getting Things Done method as a template (Allen, 2001).

The idea behind the method is that you make a list of all the things you plan to achieve in your life. You adopt a mindset towards having some plans ready to implement in case another falls through, as well as curating them, so they improve your life (Allen, 2001, 3-4.). Allen concentrates his method into five different stages: Making a collection of all the things we have planned to and are planning to finish, no matter how big or small; process all of them and find out what to do about them; organise the collection in a meaningful way; review each item on the list according to organisation; and literally doing the work needed when possible (Allen, 2001, 24-49.).

Having concrete tasks does not just make the completion of tasks more likely but goal-setting, such as making the tasks tangible, has the power to guide the direction of the action. When the work is set to maximise quality over quantity or vice versa, it is likely to do that. The task itself sets the standard of effort, and ultimately the level of persistence. More laborious tasks will demand more energy to complete than more manageable tasks, which is why the management of tasks is crucial. It is important not to create functions that are too hard as they risk interpretation as threats (Locke, 1996).

Hall and Hirsch pointed out the idea of having a task manager best in their 1982 paper: "By specifying long-term goals, breaking these goals into smaller tasks, and scheduling these tasks on a calendar, it became aversive to miss the self-imposed deadlines" (Hall & Hirsch, 1982, 93.). Task managers do precisely this: make projects less abstract thus more actionable, set deadlines, and in turn, the tasks themselves become more appetitive to complete. A study by Rosati and Hare found out that we, as a species, treat abstract rewards different from concrete rewards. There is more motivation to take action, regardless of risk, towards gaining a tangible prize, which is why we should make tasks more concrete (Rosati & Hare, 2016).

The underlying function of task management ultimately boils down to goal-setting, which predicates on tangible goals and self-efficacy. In other words, we need direction and expertise to succeed. Some of the former's core tenets are matching goal and

performance metrics, getting feedback, committing to the goals, analysing the goals themselves, and having tasks of different difficulties (Locke & Latham, 2002).

A study by Pintrich and De Groot found out that learning different cognitive and self-regulating strategies result in better performance, but it is almost as necessary to cultivate self-efficacy as it may lead to better utilisation of said strategies. It turns out that positive beliefs make us apply skills we have acquired and using the skills themselves improves outcomes. We indeed need both motivation and expertise to succeed, regardless of the point-of-view we take (Pintrich & De Groot, 1990).

Google Keep / Evernote (or any web-based notetaking application). It is useful to have a device-agnostic notetaking application that works online, offline and synchronises your notes from every device. This way you can make notes anywhere and anytime as long as you have access to a browser and your email account. Notetaking can be a tremendous tool in idea creation, and it is a cognitive elaboration learning strategy. Cognitive learning strategies, such as elaboration, rehearsal and organisation, have a high correlation with academic achievement, and they are instrumental to success in self-regulated learning (Pintrich, 1999).

Friedman from Harvard Institute for Learning and Teaching advocates a hybrid method for notetaking. Making physical notes in the manner of your choice (Cornell method as an example) and then scanning said notes onto a service (such as Evernote). With the access to written notes anywhere and anytime, and the ability to make notes from the application itself is powerful beyond measure (Friedman).

3.6.5 A disclaimer on the selection of tools

The selected tools are examples of what to utilise to improve motivation and idea creation. Admittedly, there are more software-based solutions than those provided. The idea was to give a quick-start or an idea of what to expect in amplifying the creation process.

The underlying idea behind the tools is to implement or improve on the noncognitive attributes such as motivation, effort, and self-control to enhance possible results. The book, *Noncognitive Skills in the Classroom*, goes into details about the effects of these attributes from early adolescence through success later in life. The authors propose that noncognitive skills might have an equal or even more significant impact than cognitive skills on individual success, such as academic achievement and employment

(Rosen;Glennie;Dalton;Lennon;& Bozick, 2010). Most of the proposed techniques and software are meant to help automate this process as far as possible.

Much of improving noncognitive attributes depends on getting appropriate feedback, be it automated, self-generated, or from another person. Improvement is setting goals and getting results. Erez points out that knowledge of score (KS) is essential for a goal to affect future results, but there must be existing knowledge of results (KR) and feedback on past performance. Strang points out that maintaining performance requires a minimum of implicit KR. The implication is that both feedback and knowledge are essential for improving and maintaining performance, and having one is not enough. Without feedback, you will not know your heading, and without knowledge, you're stumbling in the dark (Erez, 1977; Strang, 1981).

While noncognitive attributes such as motivation are essential for performance, Pintrich and De Groot concluded in their study that self-regulated learning has a more direct effect on performance, something also Zimmermann pointed out in his paper (Pintrich & De Groot, 1990; Zimmerman, 2008). It is best to improve both cognitive and noncognitive skills.

4 Project

4.1 Introduction

The project deals with the practicalities of setting up and running a blog. The preceding section introduced us to the different tools and techniques used to research possible topics. The introduction proceeds to the application in the use-case.

The blog deals with the male self-improvement movement from a mythological point-of-view. There is already a cornucopia of content for men about dating, masculinity, psychology, self-esteem, and fitness. As someone who is a part of the audience himself, I feel that there is little need for another fitness blog or another blog about picking up women. Neither of those is in my forte anyway. I have noticed that many of the blogs tend to focus on surface problems.

I feel that by looking at surface problems as effects rather than as causes, I can offer my insight and interest into the mix and find a like-minded audience. The existing psychology-related blogs tend to focus on the application rather than understanding why they act in a certain way or how they could change a cliché of action they have internalised.

There exists a subgroup of these men that are interested in understanding what causes the problems we're facing rather than reacting to them.

4.1.1 Selecting the audience

The section profiles the archetypical user, which forms the base for all future reiterations. The user continues to go through an evolution until it represents the reality of the demographic as closely as possible.

The initial profile is a male interested in self-development. As most young males are familiar with the fantastical settings of video games and movies, it is relatively effortless to use mythology, psychology, anthropology, and religion to explain the world outside of games and movies.

The person is seeking to self-medicate with information rather than drugs to find meaning in the chaos of modern life. Old jobs are disappearing for good. Artificial intelligence, robotics, and automation are sweeping the technology sector and permeate all of life. Few people alive have a career anymore. Most adults have had multiple employers. The standard operating procedure of layoffs has poisoned the well where employer and

employee alike drank before. Most people are painfully aware of the possibility of being laid off. It is no wonder people escape reality into social media and video games.

People were telling us that industrialisation would make life simpler and free us from work. Now their great-grandchildren are telling automation will set us freer still. While industrialisation made life more comfortable and safer, it did nothing towards freeing us from work. Getting a machine to do a part of the man's job did not result in the man working less before, it only resulted in him working alongside the machine, now with improved efficiency.

Aside and alongside automation, secularisation of the minds of men keeps growing in the West, no institution has taken the role of the church in upholding morals and ethics. Alexander Mitscherlich pointed this out in his 1963 book, *Society Without the Father: A Contribution to Social Psychology*, and warned out that without a parental authority figure societies will crumble (Mitscherlich, 1993).

4.1.2 Researching the niche

Researching the niche continues similarly to the dyslexia example from the methods. Personal interest led to selecting the initial keywords. In this case, the keywords related to mythology, religion, psychology, and self-actualisation. In the end, many of the keywords related to religion.

The search results helped in finding out if there is a market for mythological and religious content. The results set the course for the first blog posts by illustrating what angles and topics people are searching. Each blog post will need adjacent posts to create a network, but it helps to build the niche blog with search results in mind.

Naming the blog followed the example set by the dyslexia website. The focus was more on being hard to misspell and easy to remember. There needed to be an element of uniqueness as well. The chosen domain name bears terms used for both a hard to attain state and a state of suffering most would rather not endure. The title positions between what people would like to attain but cannot and what people must suffer but would not like to.

The plan is to create content that is SEO friendly and other content that relates to the former thus resulting in building authority. The next step is adding affiliate links to some of the sources. Much of the information is readily available in book format on various internet

retailers. The third stage is in creating a product, such as a book to be sold from the website and other internet retailers.

Banking on this niche blog alone would be delirious as the topic does not lend to many affiliate opportunities. Books are cheap, and affiliate commissions are minuscule. The first blog is more of a personal blog with niche blog influences in the form of keyword research. Starting new blogs will become effortless with experience.

4.1.3 Setting up the blog

The setup process for the blog continues from selecting the niche and domain. Setting up the framework and child theme is a simple procedure. The website is functional from the get-go. The most significant changes come from personal preference and from setting up additional SEO parameters. The Genesis framework formats the page automatically to the device, meaning no additional tweaking for Internet Explorer or mobile device use.

The most significant changes to the default version were the colour theme, typefaces, menus, and layout. The layout is simple, but it is subject to change once more content starts to accumulate. At the moment, the blog uses a one-column layout. The blog uses a collapsible hamburger menu that contains all the pages. It is painless to add more pages to the menu when needed, such as a search page, FAQ, products, services, and the like. The process of adding pages can also be automated if wanted.

Creating the pages, tags, and categories followed the editing phase. The pages are home (blog), about, and contact me. The tags and categories can be used to sort the content. It can be useful to add an option to search content by tag or category in the future. The tags and categories have much of the same functionality, except categories allow nesting other categories. This way, say, religion category includes all religious categories (Christianity, Hinduism, Judaism, and many more).

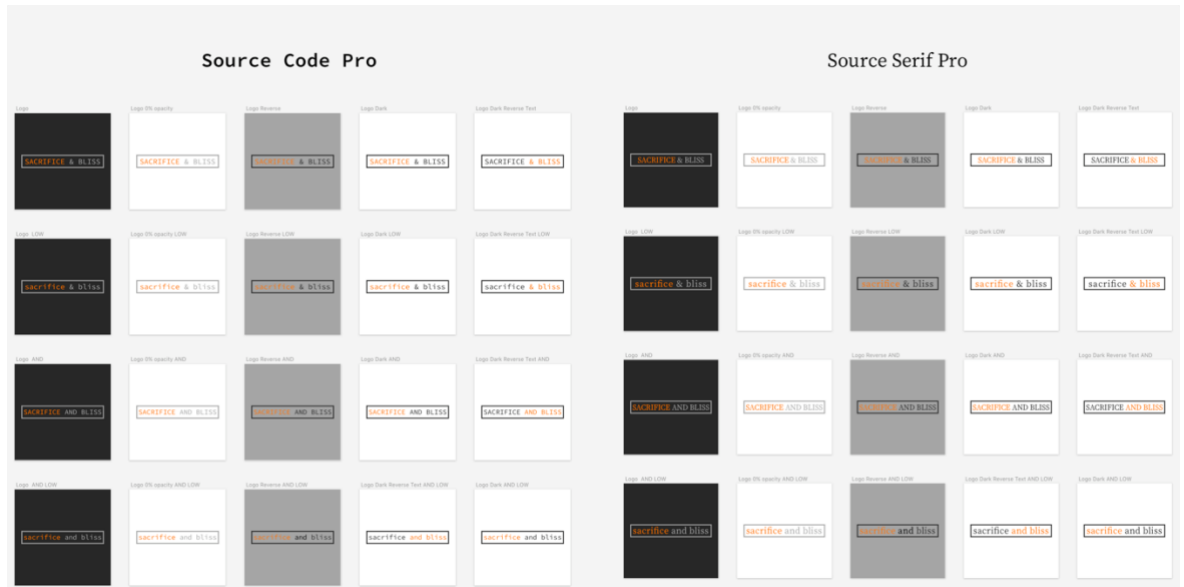
Some changes needed to be made to the .php files to adjust and personalise the page. These changes were out of want and not out of need. It is entirely possible to set-up, and maintain WordPress pages without touching the editor.

4.1.4 Designing the logo

Following the initial setup process was designing the logo for the website. It would have been entirely justified to keep designing the logo for the website out of the project as none of the theory covers it.

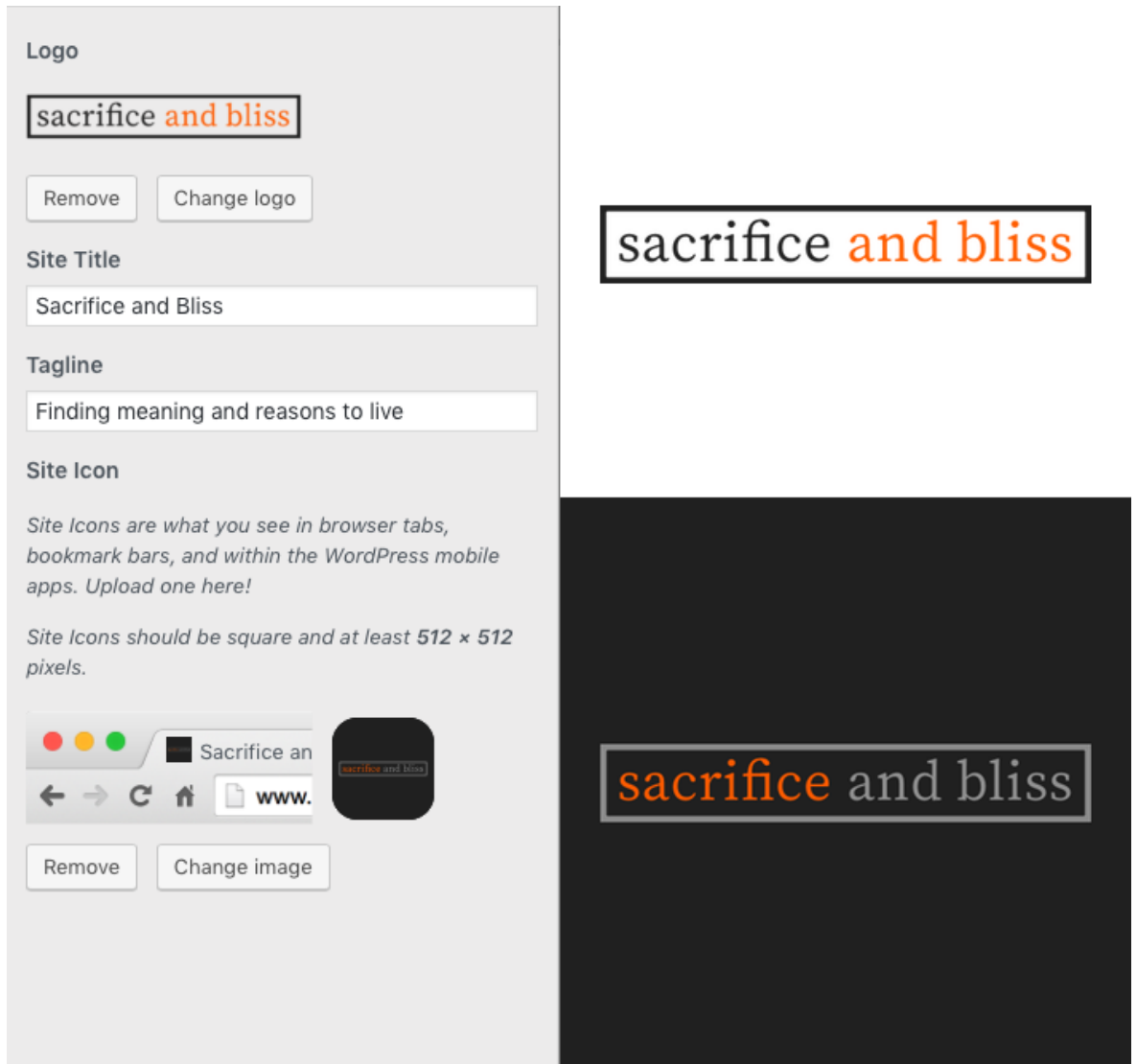
The final logo designs use the same font-family as the rest of the blog, Source Pro. The selection ultimately came down to what was cheap, or even better, free. Aside from the typeface, the logo went through multiple iterations. Finally settling with one design and two versions of the same typeface.

Image 13. A comparison picture of Source Code Pro and Source Serif Pro



Drafting the logo was done by hand but the final design made with Sketch. The colour scheme borrows cues from the Penguin Classics series of books. Namely the orange, black, and white. Many people are familiar with the aquatic bird, which would ideally help gain credibility. For most of the design phase, the logo had an ampersand. Due to the domain not having an ampersand, it was best left out. Having a different spelling on the website could have led to unnecessary misunderstandings. Ultimately the logo selection came to personal preference. The logo is subject to change and for possible A/B testing in the future.

Image 14. The final versions of the logo with Source Serif Pro typeface



The website icon uses the reverse (white on black) version of the logo. By using a reverse, the icon should stand out from the otherwise light background. Other than the reversed colours, the icon is identical to the logo.

4.1.5 Researching and creating content

The content creation leans on the results of the research. The first three article ideas came down to results of variations of objective and subjective truths, how to win an argument, the importance of religion, and the purpose of myth. The chosen topics contained enough overlap with the preexisting knowledge to make them a good starting point.

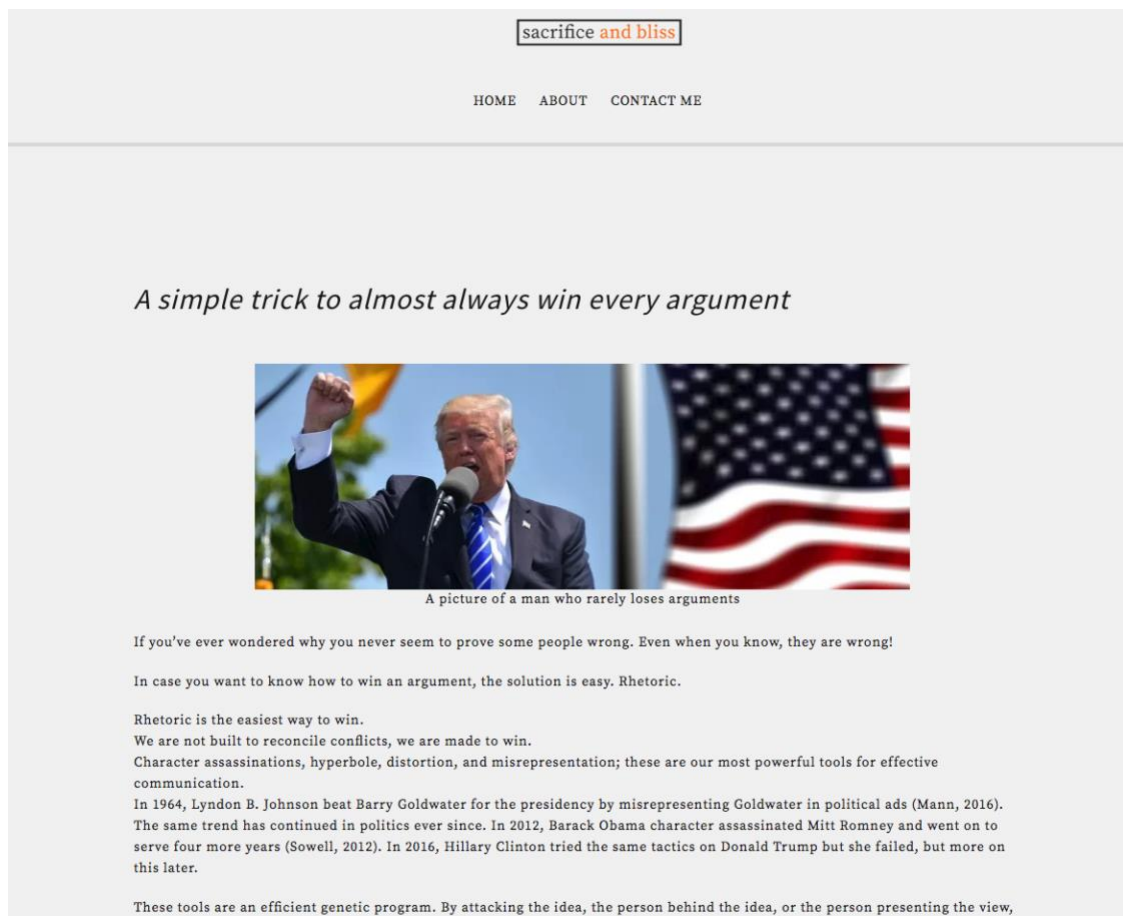
The author has already written about both the importance of religion and about the subjectivity of all truth. The old unpublished writings and ideas work as a starting point for the articles. The first articles have little overlap, thus not allowing much interlinking, or none at all. However, they can reference to outside sources, especially books and academic papers. The longer-term plan is to add other posts to the topics to facilitate linking internal pages. Having multiple posts about the same topic, without having duplicate information helps build authority in the niche and keep possible readers on the website.

While the domain naming relied more on being unique, unambiguous, and easy to remember, the blog posts base their headlines and content on keyword research and copywriting. Personality matters but there is nothing wrong with knowledge.

4.1.6 Three page structure

The three pages that ended up in the final version of the website consists of the blog, an about page, and a contact page. An affiliate disclosure page will be added with affiliate links. The blog page contains the blog posts and functions as the home page. The functionality of the blog as the home page might change in the future.

Image 15. A picture of the blog section of the website



The contact page is simple and straightforward. At the moment it contains instructions to contact the author and a simple form. The form consists of just the bare minimum: name, email, and comment.

Image 16. A picture of the “Contact Me” page from a tablet device

sacrifice and bliss

HOME

ABOUT

CONTACT ME

Contact Me

Feel free to message me if you have something to ask.

Please add your email address so I can get back to you.

NAME (REQUIRED)

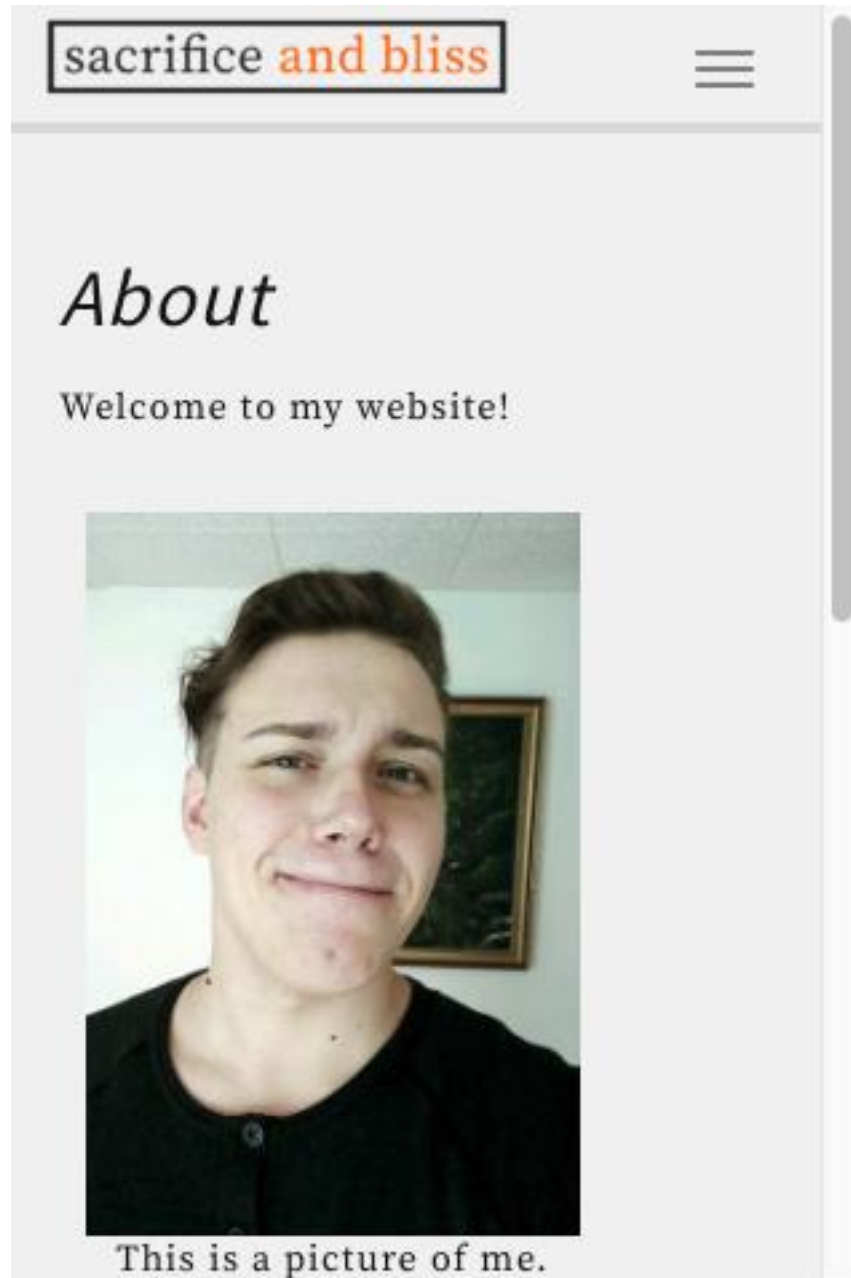
EMAIL (REQUIRED)

COMMENT (REQUIRED)

SUBMIT »

The about page contains some author information, information about the blog, and a picture of the author. This page is currently quite barren, but it is subject to change with additional content.

Image 17. A picture of the “About” page from a mobile phone



5 Results and reflection

5.1 Results

The goal was to create a project-oriented thesis, a guide for starting a blog, and at that, it has been successful. The project succeeded in the sense that it functions as a guide. While functional, the guide itself follows the best practices of copywriting and content creation more by accident rather than by conscious choice. There are the bare bones of a guide in place. How to come up with a name. How to set up the blog itself. How to reach an audience. Why blog at all and how to find the motivation.

Other people may stumble upon the idea of writing a blog with a larger pool of transferable expertise from related domains, while others may not find the need for such a guide at all as they'll stumble into greatness like a savant. Writing such a manual was demanding because the intended audience was the author, which is why all information provided is on a need-to-know basis. What the author did not know before starting cannot be extrapolated and made into a universal. What appears as common sense to some will be a revelation to others.

The manual fails in applying what it sets out to teach. I could argue that the thesis takes a prescriptive attitude towards teaching the theory without implementing it, but that would be intellectually dishonest. The reality is that the guide itself formed alongside the literature review. A more productive, albeit more time consuming, a method would have been to study the theory, learn to apply it, and then write the thesis. Showing and not just telling.

Another convenient explanation as to why the guide itself fails to follow the best practices it sets out to introduce would be to consider its purpose. The product itself is a guide, but more importantly, it is a bachelor thesis. Something only a handful of people will ever read. A bachelor thesis is the antithesis of a niche blog. While gripping writing is preferred, people do not read bachelors theses.

In hindsight, much of the literature behind the theoretical part of the work is in dire need of changing. Many of the newer sources are just rewordings of older books. The words and concepts on the surface are different, but the underlying ideas are mostly the same. I must acknowledge that it was the very similar sources that gave birth to this thesis. While there is definite redundancy, the duplication also worked as a rehearsal practice, which does correlate with academic success as pointed out by Pintrich (Pintrich, 1999).

The thesis does poorly at teaching how to monetise a blog. It is at best prescriptive about learning to write better. It is biased about the selection of sources and tools. It stays on some topics for too long while others are just briefly touched. The research is lacking and tilted towards questions that the author had the interest to solve.

Fundamentally, I set out to curate ideas other people had and compiled them under one guide. At this, the thesis succeeds. The form may be lacking, but the function is there.

5.2 Reflection

While the thesis started from wanting of a guide, the guide itself pales in comparison to every single source within it from a writing and cohesion narrative. Setting out to outwrite a professional copywriter would've been an ego-suicide, but having modelled my writing on said copywriters would've been a better option. It bears mentioning that copywriters such as Medhora, Ogilvy, Schwartz, Veloso, and Vitale do a much better job of introducing and explaining their ideas than I ever could.

Any and all mutated abstractions of ideas and downright mistakes are of my own. I did not set out to change the intended meanings of the authors quoted and paraphrased, but I take full responsibility for all errors of such calibre. The intention was to learn from the authors and not to voice my ideas through them.

By citing and using the authors as references, I intended to give my writing more credibility and credit to where it belongs. However, the intention was not to leverage their collective authority to build mine. Instead of superciliousness, the aim was towards humility before great ideas and people, and to improve as a person.

6 Conclusion

6.1 Recommendations from the study

In conclusion, had this been a comparative thesis, it would've been beneficial to set additional success parameters. Due to the selected scope and purpose, the aims are less tangible than they could have been. There are many ways find out knowledge of performance (KP).

One way of monitoring performance is through Content Management Systems. CMSs offer multiple metrics and tools for monitoring. The chosen CMS, WordPress, comes with built-in tools and plugins for managing almost all aspects of the blogging experience.

Due to time constraints, the results are more about personal rather than interpersonal success parameters. The original idea was to cover the success of the niches from a financial point-of-view, but these results will have to wait until a later date.

The possible commercial failure of (some of) the niche blogs themselves in and of itself can illustrate more than much of the preliminary studies. When venturing into the unknown, it is best to arm oneself with all the knowledge one can. However, it is less about how well one is armed and more about how fast one adapts. It is vital to learn from mistakes, it is even better to learn from the mistakes of others, but best would be to understand the underlying, elementary idea behind specific types of errors. That way some domain-specific failure states can be avoided ahead of time.

The assumptions made from the proposal, throughout the theoretical part, and ultimately carrying over to the implementation proved to be in many cases false. Some of the assumptions were never proven false and remain specious.

The guide is relevant to people willing to look past the solecisms and colloquialisms, and those that wish to start a blog with some previous knowledge rather than with little.

6.2 Possible development suggestions

There are multiple ways to continue. Any aspect of the process of building a blog is subject to in-depth study. There is the opportunity to proceed chronologically with the set-up and maintenance phases of the blog. Allowing to focus on monitoring different aspects from a purely numbers-based angle. These angles include bounce-rates and customer retention, post popularity, time visitors spend on the blog, among others.

Other ways would be to choose any part of the thesis and study it. The guide is a mile wide but inches deep. By reformatting the thesis as a study of a specific section, it would be possible to further expertise on one aspect. There is the possibility space for future research on the subjects.

The research phase lends itself to more in-depth study. The sources are lacking in different aspects. One of the many aspects that could warrant more studying is niche selection by volume of searches and rank value. The examples used in the thesis were personal and had to rely on advertising or finding an unorthodox monetising method. In-depth research leads to finding better niches more applicable to monetising.

Some aspects of writing, research, and learning are entirely missing from the thesis. There are aspects, some of which can be crucial performance indicators, which are absent. The scope chapter delimits and points out some of these aspects. Aside from clear delimitations, personal ignorance prevented covering multiple unknown unknowns.

There is also the possibility of creating a more in-depth guide, without becoming a study of a field. There was a constant problem in setting the scope for the thesis throughout the work. It is a guide to starting a blog, not to maintaining one, or to monitoring different metrics of the blog.

There is more space for relevancy in the project. As is stated in the beginning, there is little morality in work and all of its phases. One of the more significant wasted potentials would have been to use morality for profit. What morality boils down to is a social contract. These contracts are culture and time specific. It would make sense to profit off of the times by choosing sides and playing up to them, or just exposing the untenable nature of morals.

While it can be difficult to decide whether or not the project needed to exist from a social standing, it is easy to tell it had to be written by the author for the author. The introduction covers why the project exists to begin with, which is personal reasons. There were no adequate guides, and this was an honest attempt to create one. There is always need for new. The whole self-help industry would collapse on itself if people implemented what they read. More precisely, the self-help industry would not have existed, to begin with, since people could just as well read the writings of Jesus, Buddha, or The Prophet Muhammad. One could make the argument that even the Common Era religions are just improved versions of older religions. Not to mention that the Christian faith (after separating from Judaism) has gone multiple shifts such as that of the Schism of 1054,

dividing Christianity into Catholic and Orthodox churches, and the reformation of Martin Luther, separating the church even further.

Things must change. It is not a coincidence global warming turned to climate change. One of them is subject to natural oscillations while the other is an unrefutable fact. According to Nukariya, transformation and change are vital for life. Without change, life would be death, and everlasting pleasure would be indistinguishable from suffering (Nukariya, 1913, 57.). To understand pleasure, one must have experienced pain. Impermanence is a prerequisite for existence.

The chances are that if you wrote a book a hundred years ago, both you and your audience have long since departed. Demographics shift, languages change, and old technologies become obsolete. Change creates demand for modernisations of old concepts. A marketing book written in 1923 (Hopkins) contains the same truths as one written in 2013 (Medhora). Facts, level of understanding, and specifics may change, but the ideas are fundamentally unchanged. Despite the available information, there is always room for something new. Illman, Ketola, Latvio, and Sohlberg point out in their book that there was a belief in a constant for happiness in Finland (Illman;Ketola;Latvio;& Sohlberg, 2017, 16.). Meaning no new happiness could be created and implied inflicting unhappiness could potentially transfer happiness from the abused onto the abuser. Few today believe in this, yet many more think that there is little sense in writing new content when the world is brimming with existing content no single person can ever consume.

Aside from a cornucopia of interest, there is the argument of writing for the sake of writing. To become a better writer writing is necessary. To improve as an author is reason enough to write.

6.3 Own learning and professional development

Writing the thesis did not improve my self-efficacy as I kept finding out more and more about every single topic or facet, leading me to abandon the work altogether multiple times. Due to the virtually infinite amount of available information on the internet and the ease-of-access to much of that information, missing out on something instrumental feels not only embarrassing but also demoralising. Much of that is due to the author's self-abasing mindset as a more beneficial mindset would be to look at new information as a hint to correct the course. The work on improving the author's self-efficacy will continue.

While Herodotus states in the Book IX of The Histories around 425 BC that "There's no more terrible pain a man can endure than to see clearly and be able to do nothing" (Herodotus, 1998, 547.). What the research leading up to the thesis has made me feel is the more I learn about any aspect, the more there is to know. I feel like a man gaining sight from blindness, and I can not elude the dread that the currently unknown unknowns entail. Much of what I've learned has shaken the foundations of what I perceived as knowledge, and much more of that has yet to occur.

I feel that Jiddu Khrisnamurti had it right by stating that instead of getting used to breaking out of our conditioning (such as letting go of things previously perceived as knowledge), we retreat outside our bodies and into amusements, drugs, and ideologies. Instead of escaping from poor conditioning we run towards worse forms of it (Krishnamurti, 1969, 15-23.). Conflicts reveal to us who we are and most importantly our inadequacies.

It is no wonder that most people have never really looked at themselves (Krishnamurti, 1969, 26.), and who would blame them as staring into that abyss leads to it staring back at us (Nietzsche, 1973, 102.). It is simpler to explain things away and blame the circumstance, the times, and most all, others. There is a reason why the motivational triad (that keeps all species alive) consists of seeking pleasure, avoiding pain, and conserving energy (Lisle & Goldhamer, 2003, 7-17.), and not facing your Jungian shadow. All change is difficult, and being proven wrong, thus having to correct our behaviour, is humiliating on top of difficult.

Some results, such as an improvement in the overall writing ability is too early to tell. Especially since many of the copywriting related materials suggest learning an unorthodox way of looking at and composing written word (Vitale et al.). I read most of the source literature (as opposed to skimming them), but only a few of the books and academic papers were studied. There is still much to accomplish in improving writing competency.

I do not feel that I made much professional development throughout my thesis. I might have learned a thing or two about WordPress or writing, especially for a living, but my current level of understanding of any topic relating to the thesis is hardly leading me to employment, at least any time soon. I do feel that I could continue deepening my domain knowledge on many of the topics, some of which I will.

I started this thesis to create a personal foundation for making money on blogging. I did not entirely succeed in making my vision into reality, as time constraints pushed that

milestone beyond the scope of the thesis. I am optimistic about finding out how my project turns out.

Aside from making little professional progress and failing to make my dream into a reality, I did make tremendous personal growth. I've found out that many of the production and idea creation oriented tools have been a good fit for me. More important than any single tools or method has been that of sticking to a schedule. It is not about writing it down, but about sitting down to write it out. It is easy to make elaborate plans, but sitting down to write is no joke.

I have found that the best way to write is to stay consistent. No minimum requirements, no set times, but to have something written by the end of the day without having to force me to do so has been life-altering. It is like going to the gym. When you have been going every day or every other day, you keep going, but when you start missing consecutive days, you're in danger of stopping. It is about consistency and keeping the momentum. It is Newton's first law of motion: objects in rest tend to stay in rest, and objects in motion tend to stay in motion. Once you're writing, it becomes normal to keep writing. If you do not happen to work in your dream job, you try to take an extended holiday and see how you feel about returning by the end of it.

Apart from actually getting writing down, I also feel more consistent. Although I have been writing on a weekly basis for years, it is precisely the irregularities that I used to have that made me feel malaise. I did not know it at the time, but in hindsight, I can tell that I need to write my ideas and opinions out. There is an all-consuming fire inside me that I douse by writing. Writing allows me to live beyond the fleeting moments.

At parts I felt like what I wanted to write was a book on starting a niche blog, not a thesis. I feel that the thesis suffers for this. What I ended up was a product that is not quite a book, but neither is it entirely a project-oriented thesis as the project is the thesis itself.

References

- Adams, S. (2013). *How to Fail at Almost Everything and Still Win Big*. Penguin.
- Allen, D. (2001). *Getting Things Done*. New York: Penguin Books.
- Bastian, A. (1868). *Das Beständige in den Menschenrassen und die Spielweite ihrer Veränderlichkeit*. Berlin: Dietrich Reimer.
- Becker, J. (November 2016). *15 Reasons I Think You Should Blog*. URL: <http://www.becomingminimalist.com/15-reasons-i-think-you-should-blog/>
Accessed: 21 October 2017
- Beech, J. R.; & Mackintosh, I. C. (2005). Do differences in sex hormones affect handwriting style? *Personality and Individual Differences*, 459-468.
- Belfort, J. (2017). *Way of the Wolf: Straight Line Selling*. John Murray.
- Brinton, J. E. (1961). The 'feeling' of type faces. *CA magazine*, 43-45.
- Briscoe, M. E.; Woodyard, H. D.; & Shaw, M. E. (1967). Personality impression change as a function of the favorableness of first impressions. *Journal of Personality*, 343-357.
- Britton, B. K.; & Tesser, A. (1991). Effects of Time-Management Practices on College Grades. *Journal of Educational Psychology*, 405-410.
- Brooks, S. (2015). Does personal social media usage affect efficiency and well-being? *Computer and Human Behavior*, 26-37.
- Brumberger, E. R. (2003). The Rhetoric of Typography: The Persona of Typeface and Text. *Technical Communication*, 206-223.
- Buzan, T. (2018). *Mind Map Mastery*. London: Watkins.
- Campbell, J. (1949). *The Hero with a Thousand Faces*. Princeton: Princeton University Press.

- Campbell, J. (1960). *The Masks of God: Primitive Mythology*. London: Secker & Warburg.
- Carlyle, T. (1840). *On Heroes, Hero-Worship, and the Heroic in History*.
- Chow, S. (2017). *How To Make Money Blogging*. URL: <https://www.theblogstarter.com/how-to-make-money-blogging/> Accessed: 5 January 2017
- Cirillo, F. (2006). *The Pomodoro Technique*.
- Copyblogger. (2016a). *Content Marketing Research*. Rainmaker Digital.
- Copyblogger. (2016b). *Copywriting 101*. Rainmaker Digital.
- Copyblogger. (2016c). *Effective Content Promotion*. Rainmaker Digital.
- Copyblogger. (2016d). *How To Write Magnetic Headlines*. Rainmaker Digital.
- Copyblogger. (2016e). *Keyword Research*. Rainmaker Digital.
- Copyblogger. (2016f). *The 5 P Approach to Copy that Crushes It*. Rainmaker Digital.
- Crossan, M.;Pina e Cunha, M.;Vera, D.;& Cunha, J. (2005). Time and Organizational Improvisation. *Academy of Management Review*, 129-145.
- Crossan, M.;Pina e Cunha, M.;Vera, D.;& Cunha, J. (2005). Time and Organizational Improvisation. *Academy of Management Review*, 129-145.
- Cuofano, G. *Five Killer Ways to Hack the Growth of Your Blog Now*. URL: <https://fourweekmba.com/growth-hack-your-blog/> Accessed: 21 October 2017
- David, P.;Kim, J.-H.;Brickman, J. S.;Ran, W.;& Curtis, C. M. (2014). Mobile phone distraction while studying. *New Media & Society*, 1-19.
- Erez, M. (1977). Feedback: A Necessary Condition for the Goal Setting. *Journal of Applied Psychology*, 624-627.
- Feynman, R. P. (2009). *The Meaning of It All: Thoughts of a Citizen-Scientist*. Basic Books.

- Fields Millburn, J. (26. December 2017). *How to Start a Successful Blog in 2018*. URL: <http://www.theminimalists.com/blog/> Accessed: 5 January 2018
- Flynn, P. (2014). *How to Build a Niche Site*. URL: <https://www.smartpassiveincome.com/how-to-build-a-niche-site/> Accessed: 21 October 2017
- Foster Wallace, D. (2007). *Consider the Lobster and Other Essays*. Back Bay Books.
- Friedman, M. C. *Notes on Note-Taking: Review of Research and Insights for Students and Instructors*. Harvard Initiative for Learning and Teaching .
- Gracian, B. (1996). *A Pocket Mirror for Heroes*. Doubleday.
- Hall, B. L.;& Hursch, D. E. (1982). An Evaluation of the Effects of a Time Management Training Program on Work Efficiency. *Journal of Organizational Behavior Management*, 73-96.
- Hardt, O.;Einarsson, E. Ö.;& Nader, K. (2009). A Bridge Over Troubled Water: Reconsolidation as a Link Between Cognitive and Neuroscientific Memory Research Traditions. *Annual Review of Psychology*, 141–167.
- Hattie, J.;& Timperley, H. (2007). The Power of Feedback. *Review of Educational Research*, 81-112.
- Herodotus. (1998). *The Histories*. New York: Oxford University Press.
- Hill, C. A.;& Helmers, M. (2004). *Defining Visual Rhetorics*. Mahwah: Lawrence Erlbaum Associates Inc.
- Hocks, M. E. (2003). Understanding Visual Rhetoric in Digital Writing Environments. *National Council of Teachers of English*, 629-656.
- Hoff Macan, T.;& Shahani, C. (1990). College Students' Time Management: Correlations With Academic Performance and Stress. *Journal of Educational Psychology*, 760-768.
- Hopkins, C. C. (2012). *Scientific Advertising*. Start Publishing.

- Hustwit, G. (Director). (2007). *Helvetica* [Movie].
- Illman, R.;Ketola, K.;Latvio, R.;& Sohlberg, J. (2017). *Monien katsomusten ja uskontojen Suomi*. Kuopio: Kirkon tutkimuskeskus.
- Johnson-Sheehan, R.;& Baehr, C. (2001). Visual-spatial Thinking in Hypertexts. *Technical Communication*, 22-31.
- Jordan, W. G. (1902). *The Power of Truth*. New York: Brentano's.
- Kluger, A. N.;& DeNisi, A. (1996). The Effects of Feedback Interventions on Performance: A Historical Review, a Meta-Analysis, and a Preliminary Feedback Intervention Theory. *Psychological Bulletin*, 254-284.
- Knapp, J. (26. December 2017). *How to Make Money with Your Blog in 2018*. URL: <https://www.bloggingbasics101.com/how-can-i-make-money-from-my-blog/>
Accessed: 5 January 2018
- Koch, R. (5. August 2015). *How To Build A Tiny Website That Earns \$1,000 A Month*. URL: <http://30daystox.com/how-to-build-a-tiny-website-that-earns-1000-a-month/>
Accessed: 21 October 2017
- Koch, R. (20. June 2016). *The Fastest Way To Build A Profitable Website*. URL: <http://30daystox.com/the-fastest-way-to-build-a-profitable-website/> Accessed: 21 October 2017
- Kolenda, N. *Font Psychology*. URL: <https://www.nickkolenda.com/font-psychology/>
Accessed: 21 October 2017
- Krishnamurti, J. (1969). *Freedom from the Known*. Hampshire: Krishnamurti Foundation Trust Limited.
- Kubey, R. W.;Lavin, M. J.;& Barrows, J. R. (2001). Internet Use and Collegiate Academic Performance Decrements: Early Findings. *Journal of Communication*, 366-382.
- Landoni, M.;& Gibb, F. (2000). The role of visual rhetoric in the design and production of electronic books: the visual book. *The Electronic Library*, 190-201.

- Lisle, D. J.; & Goldhamer, A. (2003). *The Pleasure Trap*. Summertown: Healthy Living Publications.
- Locke, E. A. (1996). Motivation through conscious goal setting. *Applied & Preventive Psychology*, 117-124.
- Locke, E. A.; & Latham, G. P. (2002). Building a practically useful theory of goal setting and task motivation. *American Psychologist*, 705-717.
- Maslow, A. H. (1943). A Theory of Human Motivation. *Psychological Review*, 370-396.
- McQuarrie, E. F.; & Mick, D. G. (1999). Visual Rhetoric in Advertising: Text-Interpretive, Experimental, and Reader-Response Analyses. *Journal of Consumer Research*, 37-54.
- Medhora, N. (2013). *This Book will teach you how to write better*. Neville Medhora.
- Mitscherlich, A. (1993). *Society Without the Father: A Contribution to Social Psychology*. HarperPerennial.
- Nietzsche, F. (1973). *Beyond Good and Evil*. London: Penguin Books.
- Nukariya, K. (1913). *The Religion of the Samurai*. Tokyo.
- Ogilvy, D. (1983). *Ogilvy on Advertising*. New York: Random House.
- Pintrich, P. R. (1999). The role of motivation in promoting and sustaining self-regulated learning. *International Journal of Educational Research*, 459-470.
- Pintrich, P. R.; & De Groot, E. V. (1990). Motivational and Self-Regulated Learning Components of Classroom Academic Performance. *Journal of Educational Psychology*, 33-40.
- Pride, V. (2015). *Spartan Entrepreneur: The Blog Artist's Handbook*. Superdrive Publishing Limited.
- Rabin, M.; & Schrag, J. L. (1999). First Impressions Matter: A Model for Confirmatory Bias. *The Quarterly Journal of Economics*, 37-82.

- Rank, O. (1914). The Myth of the Birth of the Hero: A Psychological Interpretation of Mythology. *The Journal of Nervous and Mental Disease*, 1-32.
- Rosati, A. G.; & Hare, B. (2016). Reward currency modulates human risk preferences. *Evolution and Human Behavior*, 159-168.
- Rosen, J. A.; Glennie, E. J.; Dalton, B. W.; Lennon, J. M.; & Bozick, R. N. (2010). *Noncognitive Skills in the Classroom: New Perspectives on Educational Research*. Research Triangle Institute.
- Schopenhauer, A. (2014). *Schopenhauer: Parerga and Paralipomena: Volume 1*. Cambridge University Press.
- Schunk, D. H. (2003). Self-efficacy for Reading and Writing: Influence of Modeling, Goal Setting, and Self-Evaluation. *Reading and Writing Quarterly*, 159-172.
- Schwartz, E. M. (1966). *Breakthrough Advertising*. New York.
- Scott, L. M. (1994). Images in Advertising: The Need for a Theory of Visual Rhetoric. *Journal of Consumer Research*, 252-273.
- Smith, K. L.; Moriarty, S.; Kenney, K.; & Barbatsis, G. (2004). *Handbook of Visual Communication: Theory, Methods, and Media*. Routledge.
- Strang, H. R. (1981). The Effects of Challenging Goal Instructions Upon Goal Setting and Performance on a Reaction-Time Task. *The Journal of Psychology*, 241-246.
- Tannenbaum, P. H.; Jacobson, H. K.; & Norris, E. L. (1964). An experimental investigation of typeface connotations. *Journalism Quarterly*, 65-73.
- Thiel, P. (2014). *Zero to One*. New York: Crown Publishing Group.
- Thurstone, L. L. (1931). The measurement of attitudes. *Journal of Abnormal Psychology*, 249-269.
- Trouble, K. (15. March 2016). *33 Truths About Blogging Nobody Will Tell You (Learn From My Mistakes)*. URL: <https://thisistrouble.com/2016/03/15/truths-about-blogging/> Accessed: 21 October 2017

- Vaynerchuk, G. (2017). *How To Start*. URL: <https://www.garyvaynerchuk.com/how-to-start/> Accessed: 21 October 2017
- Veloso, M. (2013). *Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them to Buy*. AMACOM.
- Whatley, T. *How I increased SEO traffic by 181,82% with one post*. URL: <http://www.tomwhatley.co/b2b-content-marketing/> Accessed: 21 October 2017
- Willis, A.-M. (2006). Ontological Designing: laying the ground. *Design Philosophy Papers*, 80-98.
- Vitale, J. (2007). *Hypnotic Writing*. Hoboken: John Wiley & Sons, Inc.
- Vogler, C. (1998). *The Writer's Journey*. Studio City: Michael Wiese Productions.
- Young, K. S. (1996). Internet Addiction: The Emergence Of A New Clinical Disorder. *CyberPsychology and Behavior*, 237-244.
- Zimmerman, B. J. (2008). Investigating Self-Regulation and Motivation: Historical Background, Methodological Developments, and Future Prospects. *American Educational Research Journal*, 166-183.