

Blogging Pyramid of Success

Unique Voice

Trust/
Authority

Level Three Blogger

Social
Community

Product
Creation

Level Two Blogger

Monetization

Outsourcing

Mailing List

Level One Blogger

Keyword
Research

Content

Links

Analysis

Principles of Blogging Tier

Commitment

Focus

PASSION

Consistency

Patience

Inner Game Tier

Word of Mouth
Social Traffic

Search Engine Traffic
Time

