

MAKING MONEY BEYOND THE BLOG POST

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MY STORY

OLEANDER + PALM *(that's my blog)*

- I've been blogging for 6 years, and I'm not a famous blogger yet.
- Maybe I don't care about being famous.
- I do know that I want to have a flexible, creative job.
- And I want to make a some money so I can take some cool trips.

So, here's what I've done:

- I've created consistent content that represents my brand. *(At least I've tried to.)*
- I knock on ALL the doors ALL the time.
- And along the way I figured out what I was good at.

YOUR STORY

Who are you?

*But let's keep it short and sweet
(wink, wink)*

LET'S GET AWKWARD!

What aspect of
blogging do you have
confidence in?

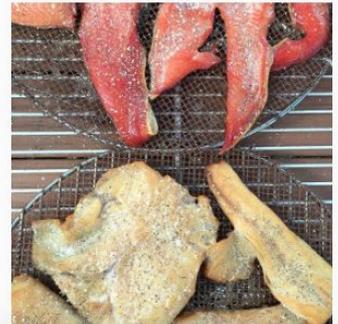
What do other folks
say about your blog?

Ask someone to point out your strengths.

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INSTAGRAM TAKEOVERS



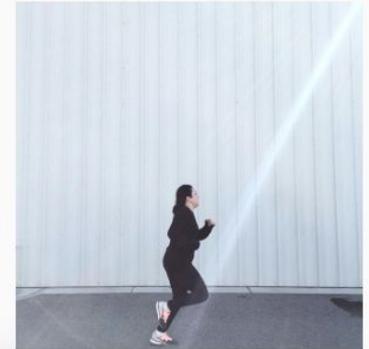
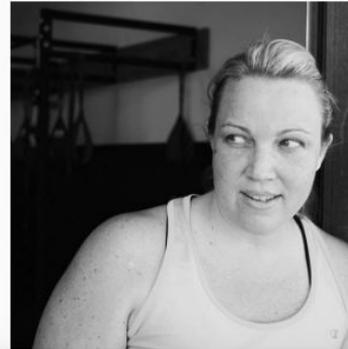
LIFESTYLE IMAGES FOR FRIENDS



RECIPE AND IMAGE CREATION FOR BRANDS



RUNNING SOCIAL MEDIA ACCOUNTS FOR LOCAL BUSINESSES



CONTRIBUTING TO BIGGER BLOGS



BUDGET FRIENDLY KITCHEN HARDWARE

GOLD

1.  \$5.69	2.  \$3.99	3.  \$4.69
4.  \$4.95	5.  \$9.00	6.  69 cents
7.  \$4.00	8.  \$10.00	9.  \$5.86
10.  89 cents	11.  99 cents	12.  \$4.99

EMILY HENDERSON DESIGN



DESIGN CONSULTATION



YOU'VE GOT SKILLS

So, you've been blogging for awhile now. Guess what?

YEP, YOU'VE GOT SKILLS!

- Photography
- Styling
- Marketing and Social Promotion
- Branding

WHAT'S NEXT?

DON'T WORRY, I'VE GOT A PLAN

THINK LOCAL

Small Businesses Need Your Help!

- Start with a barter. Exchange services with a local service you need or want to use. (Gym Membership)
- Attend local meet-ups for small business owners.
- Partner with local companies (Bakery, Florist, Etsy Shop Owners)

And hey, you might make some IRL friends in the process.

BE A FAN

In a creepy stalker kind of way.

- Find someone you admire and aspire to be. Someone who has a similar aesthetic and style.
- Watch everything they do, learn their site inside and out.
- Comment on their social media and make yourself known.
- Apply for jobs they advertise and cold turkey pitch.

DO YOUR HOMEWORK

- Media Kit
- Rate Sheet
- Put together a portfolio of your work. It can be as simple as keeping your site up to date and well organized with easy to find categories.

TAKE THE PLUNGE!

I'm challenging you and it's pretty
much a double dog dare.

Write and send 5 pitches by the end
of the day.

1.

2.

3.

4.

5.

HOW TO KEEP THAT SWEET GIG

REMEMBER this is NOT your blog!

- Present fully concepted ideas.
- Communication - quick response times.
- Listen, don't be defensive and take direction, you are creating content for someone else.
- Willingness to do a trial or pro-bono work.
- Cut ties if it isn't a good fit.
- Think ahead of the curve. Propose ideas that are current and even ahead of the game.
- Submit quality work, sometimes that means your best work will not live on your blog.
- Contributors should be a triple threat: high quality photographers; clear, concise writers; and have inspired ideas.
- Be excited to work for someone else, so promote that work.
- Be a professional, meet deadlines, keep a good attitude and be reliable.
- Have a distinct voice and a clear aesthetic.
- Have additional skills like photoshop and create beautiful mood boards.

THANK YOU

FOR PUTTING UP WITH ME

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