

# BLOGGING RESOURCES

## *Your Ultimate Resources for Starting a Blog*

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Hi Friends! I am ecstatic that you've downloaded this resource guide to help you start a blog or enhance your current blog.

In this guide, I am sharing my absolute favourite freebies and paid resources for bloggers. Starting a new blog can be a rocket-science and for me, it wasn't too long ago that I was just pulling my hair trying to figure out how to start with Wordpress, what scheduling tools do I use, what social media platform should I be part of, where to purchase my themes or finding an answer to a simple question: do I really need hosting for my blog?

Don't be discouraged! This resource guide will be your new best friend.

To make it easier, this guide is organized into categories so you can easily spot the areas more important to you.

I can't wait to hear your thoughts on this guide. Feel free to drop me a line at [hello@jemcastor.com](mailto:hello@jemcastor.com) and let me know what you think!

Talk soon,

*Jem Castor*

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# *MEDIA KITS*

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**Media Kits** are documents that highlights who you are, what you do, and the services you offer. This is extremely important if you are considering on doing sponsored posts on your site or social media channels. Consider it another form of resume or portfolio.

Brands are more favourable to bloggers who have a media kit. This gives them an overview of your website stats, total social media reach, brand voice, and companies you've worked with. *Plus, let's face it, a blogger is more put together with a media kit!* Your design of your media kit also sets you apart from other bloggers out there.

## **Media Kit Do's:**

- Add stats that are easy to read and highlight your success ie. pageviews
- Add images that makes your media kit more appeal
- Don't forget to include a summary of who you are
- Highlight brands you've worked with in the past. Use logo or testimonials

## **Media Kit Dont's:**

- Make it confusing for the reader. The simpler the better!
- Overload it with statistics.
- Go beyond two-pages

Creating a media kit can be confusing so there are tons of freebies available online for those of you starting out. It usually comes in multiple format that best fit your strengths - PDF, Word.

- **Collective Mill Template:** This shows tutorial on how you can edit the template plus freebie
- **Food Blogger Template:** Template perfect for foodies. Editable in Photoshop and Word
- **Colourful Template:** Template for mom bloggers. Accessible in InDesign and PDF.
- **Floral Media Kit Template:** Perfect for floral lovers like me. Editable in Photoshop and Word
- **Pink and Simple Template:** This one is created by me. Editable in Adobe Acrobat only.

Now time to get started with your media kit. Start designing a media kit that truly represents your blog and personality! No one is judging.

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# PLANNERS

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Are you just like me who is absolutely obsessed with printable planners and spend an afternoon updating your blogger binder with ideas, drafts, weekly schedule and more? Well this is the perfect resources for you to go to.

- **Blog Planner Tool Kit:** This my personal favourite. It is simple and straight forward. This ten-page planner is perfect for weekly and monthly blog planning, and brainstorm.
- **2018 Free Planner:** Colourful, inspirational planner is perfect for DIY mini notebooks or binder.
- **2018 Calendar:** Perfect for those who want just the calendar to see in one snapshot when you want to post or create content for the month.
- **Personal Planner:** Perfect for easy to read planner with lots of blank space for writing.
- **Colourful Planner:** This include events and holidays printable, finance and resolution tracker

# STOCK PHOTOS

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As much as you love taking your own photos, sometimes you do not have enough time for it. It's okay to mix stock photos along with you creative, authentic flat lays or fashion shoot.

- **Pexels:** It's been a life-saver for me since I found this amazing photo search engine. There are flat lays that I was able to use for my banner images or simple images you need to strengthen your blog posts.
- **Pixabay:** Another wonderful stock search engine with over 410,000 photos, illustrations, and vectors free for commercial use, no attribution required.
- **Unsplash:** This is definitely a bloggers dream. Unsplash releases 10 new photos every ten (10) days and its released under the creative commons public domain license.

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# WORKSHEET

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Starting out is a scary thing! So why not learn how the pros use this worksheet to make their day better and organized. The worksheet can vary from business plan, expense sheet or brainstorming documents.

- **Lady Boss Business Plan:** This business plan is perfect for bloggers looking to make revenue of their blog. It includes expense form, annual goals, business at glance and more.
- **Blog Post Ideas:** Running out of topic ideas? Here's the printable perfect to enhance your creative juices.
- **Eliminate Competition:** If you want to be different, this worksheet is ideal for you. Share your stories, find your brand voice and more.

# DESIGNS & APPS

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How did she get that font? What about that palm trees? What software did she use to make that ebooks? Where did she get her header? What mobile app should I use to schedule? I'm sure you've asked that at one point or another. Here are some mix-and-match design elements and apps I've used throughout my blogging journey.

- **Fontspace:** With over 30,000 free fonts shared by designers around the world, I'm sure you'll find the perfect one that will speak to your personal logo.
- **Urban Fonts:** Say goodbye for old-school font style with over 8,000 urban and premium fonts
- **72 Social Media Icons:** The best design work is when you have the coolest social media icons.
- **Watercolor Social Media Icons:** unique social media icon available in various formats.
- **Canva:** create beautiful design projects and documents with less time. This drag-and-drop feature allows you to choose from thousands of layouts, elements for the appropriate sizing.
- **PicMonkey:** The go-to app for collage making, graphic design and photo editing.
- **Creative Blog Header:** With variety of adorable blog headers to fit your blog. Headers are editable in PicMonkey, Canva and Pixlr Editor.

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# WORDPRESS THEMES

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Now you've purchased your very own URL, got a Wordpress hosting with SiteLock feature and then what? There are few ways to go about it: take advantage of free themes or invest a few more bucks and have the most amazing theme to customize.

- **65 Best Free Themes:** Go crazy with many free options suitable to your blog style.
- **ThemeForest:** Premium wordpress themes with rates starting from \$10 to more than \$99. You have multiple open-source theme options perfect to the look and feel that you want.
- **Pure Free Blog:** Minimalist look that are ideal for minimalist bloggers.
- **Feminine Theme:** Fashionable, stylish and free theme perfect for fashion bloggers.
- **49 Best Free Theme in 2017:** From Bento to Humaen theme, I'm sure you'll find the one that highlights the blog you are looking to start.

## MORE RESOURCES

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Mix-and-match of resources that I find beneficial for me when I was starting out. From SEO to Pinterest tutorial.

- **Make Money Blogging:** Take an 8-days email course on how to start a profitable blog.
- **Take Your Instagram to the Next Level:** Whether you need help gaining the right followers, hashtag strateg or building your relationship with your audience.
- **Media Mention in 30 days:** Tips on how you can grab the attention of media to your blog.
- **Wordpress Migration:** Tutorial on transferring your blog posts from Blogger or Wordpress.
- **Step-by-Step Wordpress Tutorial:** the best tutorial on how to get started with Wordpress.org
- **Email List for Newbies:** Kickstart your email list and build better relationships w/ your readers.
- **A-Z Blogging Resource:** This resource library can direct you to any topic you help with.
- **Social Media Examiner:** Anything you need to know about Social Media is in this site!
- **Collaboration Contract:** Brief on what you need in drafting your own contract with brands

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# LET'S BE FRIENDS

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*I can't wait to hear what you think about this guide on my social channels!*



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You can also email me at [hello@jemcastor.com](mailto:hello@jemcastor.com) ... I hope this helps you a lot!