

HALDEN ZIMMERMANN'S
GUIDE TO HIGH IMPACT
BLOGS FOR LIFE
CHANGING INCOME



HALDEN ZIMMERMANN

Halden Zimmermann's Guide to High-Impact Blogs for Life Changing Income

By Halden Zimmermann

Introduction

There is so much about the world of blogging that is simply amazing, but perhaps the most fascinating and positive development brought about by its advent is the fact that writers no longer have to conquer a series of increasingly complex obstacles in order to have their work published. Even a literary giant like William Faulkner once found it difficult to find a publisher willing to accept his manuscripts for publication, and he then had to repeatedly battle his publisher over attempts to edit to his work. Editorial oversight was hardly the only issue authors faced, as a great deal of Bruno Schultz's brilliant work was never published during his lifetime, with the bulk of his creative output therefore lost during the great cataclysm of World War II and the Holocaust.

Blogging has made it possible for much of the difficulty associated with being published to be removed entirely, as the blogger is in complete control of every facet of the platform and the content it houses. While this assures that a writer will have a public outlet for creativity, there is no guarantee that the work will reach a broad audience or generate the kind of interest necessary for generating significant income. Promoting the blog's content and creating a profitable writing platform falls entirely on the blogger, but this responsibility also affords a level of control placing the blogger in position to succeed or fail based only on the merit of their individual efforts.

As an executive with a leadership background across a variety of industries, it is my personal opinion that blogging represents one of the great entrepreneurial opportunities of our time. My experience in creating what I like to call "high-impact blogs" has imbued in me a deep understanding of precisely what it takes to be successful as a blogger and to secure a truly life-changing source of income. Through the application of what I have learned during my time as a mechanical engineer, a corporate executive and an author, I believe that the name Halden Zimmermann has come to be

synonymous with achievement regardless of the endeavor, as the strategies I have employed throughout my career have served me well in every position I have held. These strategies will therefore serve as the backbone for this book on creating high-impact blogs for generating life-changing income.

High-Impact Blogging

So what exactly is high-impact blogging? Well, the concept is a simple one and is based on the principle that consistent success is only possible when a strong, positive impression is repeatedly made on the audience. In order to build the kind of blog that generates life-changing income, it has to provide information so valuable to the reader that it earns a place among their primary bookmarks. Since most web browsers only have so much space allotted for those bookmarks, the blog you intend to create has to be so impactful that readers are willing to use that limited space as a constant reminder of the value your site possesses. If your blog does not have that kind of immediate and repeated impact on the reader, then it becomes much less likely that it is able to generate the kind of lifestyle-changing income you are seeking.

High-impact blogging does not just refer to the blog's audience. It also refers to you, the blogger. A high-impact blog will change the way you are able to live your life, providing a source of income that does not demand your immediate presence or drain your energy day after day to the point that any time off is spent recovering from work rather than enjoying all that life has to offer. This type of blogging requires a lot of work up front, but the idea is that the blog will continue to pay off long after the work has been completed.

Having worked in leadership positions in a variety of industries, I know just how hard salaried employees work each and every day. I have had the great fortune of being consistently surrounded by highly motivated individuals

who care deeply about the quality of their work, and I often imagine the kind of impact these individuals could generate by applying the same level of energy and devotion to blogging. I believe they would experience tremendous success through high-impact blogging and would indeed see their lives positively changed by the kind of income they would surely generate.

Life-Changing Income Defined

It is important to clarify that it is simply not enough to generate more income for it to be considered "life-changing income." In traditional work environments, a promotion includes a pay raise along with increased responsibilities that may place a greater demand on time. Even though we tend to conceive it this way as we seek a promotion, it is indeed rare that someone is paid more while doing less. The same is true for entrepreneurs: generating greater revenue often requires business expansion, and overseeing a larger operation requires more time and energy. So while an increase in pay is indeed a life-changing event, it is not the kind of wholly positive life change we are seeking through high-impact blogging.

I see life-changing income as the kind of income that allows you to radically alter your lifestyle in an overwhelmingly positive manner. This means not just being able to afford a yacht, but also being able to use it at your leisure. I know many CEOs who have yachts of their own that remain anchored for the majority of the year and leave the CEO to long for the time when they will finally be able to experience the beauty and freedom of the open water. The goal of this book is to help you generate the kind of income that allows you to not just afford the finer things in life, but also to have the kind of time necessary to truly enjoy those finer things.

In this guide for creating high-impact blogs for life-changing income, it is my hope that you will learn the practical aspects of blogging from beginning to end. Each

chapter covers a different component related to building a high-impact blog, from selecting a high-impact topic to promoting and monetizing the site so that it achieves a life-changing level of revenue. I have attempted to adopt a straightforward approach for the sake of clarity and simplicity, and I truly believe that following each of these steps for building a high-impact blog will allow you to adopt the kind of new lifestyle that lets you enjoy all that life has to offer.

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