

Interviews with Top Bloggers: - Ray Johnson -



Copyright @ <http://www.RemarkableBlogging.com>
All rights reserved worldwide

This PDF is compiled by **Codrut Turcanu**
<http://www.LazyBlogging.com>

NOTICE: You Do NOT Have the Right to Sell or Rent the Content Herein!

**Feel FREE to GIVE the PDF AWAY and
recommend it to ALL Your Friends & Contacts though :)**

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. This report is for educational purposes only. We offer no legal, business or accounting advice.

1. Would you mind sharing a few things about yourself and your background for our readers?

Sure Codrut, well my name is Ray Johnson, I was a failed offline direct marketing businessman, and literally came from the brinks of being homeless to generating my first \$17k month online. I now run a successful online marketing company with 5 staff, called The Ray Johnson Group.

2. When did you get started blogging, and why?

I started last year as I knew the power of Blog when done properly, they are literally a sponge for traffic from the search engines, can help brand your name and get you recognition as well as building a subscriber base.

3. What's the biggest mistake you made getting started with this?

To be honest I had my blog outsourced to my coder – so I didn't really face any difficulty!

4. How did you come up with the idea of launching your blog?

I just knew that Blogs are an essential tool to build your business from the point of building a readership base and community of followers (to which you can assist, become the expert authority turn into affiliates for you!) AND I also knew blogs get sucked up FAST by the search engines because of the frequent page updates and content changes. I also knew that I had a lot to say on a PERSONAL NON business level to my audience, and a Blog being an online diary - was a perfect way to do just that.



5. How often do you publish and how do you get content ideas?

I try to publish daily or as often as possible and I get ideas from what's happening in my business, the news and world events.

6. How do you mainly receive (or generate) traffic to your blog?

Again I am fortunate now to be in a position where blog traffic generation is outsourced to my staff. They write articles linking back with anchor text, they leave deep blog comments on other marketers blogs, blog seo, twitter and facebook – and viral eBooks sold on eBay or passed around the net. I have an entire dedicated Outsource Team following my recent highly successful launch of <http://www.outsource2success.com> - which sold over \$7000 in 6 days and generated over 3000 subscribers in the same period. EVERYONE should be outsourcing from day one, and my site shares my story and how ANYONE can achieve the same. You can see my team of staff here: <http://www.therayjohnsongroup.com/staff.html>

7. What is your most closely-guarded secret about blogging for money?

I do not think there is truly a secret – just give before you receive. Make sure you research your blog posts to make sure the content you give is relevant and in demand and can really help people move forward in their businesses – the cash will always find it's way back to you. You can find relevant content for blogs by searching in online forums - find out what people need help with, if there is a common need or want - look on the news (because after all a blog should mix business with real life, it helps with rapport from readers)

8. What differentiates your blog among all the others in your niche field?

Basically, I vary my content from basic posts, to audio and video through to blog competitions and contest that really get my readers engaged. You can check out a popular competition or 2 I have done by visiting this link: <http://ray-johnson.co.uk/category/contests>

9. If you had to get a boost in comments from your blog readers, how would you do it?

I would not want a boost in comments, you are only as good as your last post! Meaning that if you as the blogger thinks you can improve on comments received, provide better material for the audience.

10. Which are the blogs you visit frequently and why?

I read very few but John Thorhill's is quite good!

<http://www.planetsmsblog.com>

Lee McIntyre is also a great upcoming new marketer too @

<http://www.lee-mcintyre.com>

And of all the guru-made people I think Alex Jeffreys blog is pretty good too.. just shows you what can happen if you align yourself with successful people: <http://www.postlaunchprofits.com/blog>

11. Which are your favorite bloggers and why?

I am my favourite blogger!

12. Which plugins you can't live without and why?

I am not tecchy so as my blog coding etc was done for me I couldn't really say, although I know of Askimet and UBC ADBlock, and the Twitter plugins, they prevent spam, help others generate traffic to their sites and allow people to see my Twitter tweets and help become a follower of what I do.

13. What is the most important thing you learned about blogging that you could share with your best friend?

Be yourself, don't be false or uppity. Just like in real life if people like what you deliver and like you- you win the battle.

14. What plans do you have for the future with your blog?

I currently have a new IM chatroom, created for the blog to bring marketers together in my community, helping them build relationships together – get Adswaps and JV's - a blog is really the central point to building your community of followers - whether they subscribe or not, at least they are listening and engaging what you are doing. This way there is a chance that even if word of mouth or viral marketing only plays a part - YOUR business is ALWAYS growing. Further more to

Interviews with Top Bloggers: Ray Johnson
by Codrut Turcanu – www.LazyBlogging.com

Adswaps and JV's I welcome ANYONE reading to contact me on my blog with their own products to help promote, and get their name out there on the big wide WWW.

You can contact me @ jv@ray-johnson.co.uk anytime.

We wish Ray success in the future and thank you very much for sharing your BLOGGING tips, tricks & secrets with us all! ☺

If you want to get further into blogging, check out these resources:

- [WordPress Profit Maximizer](#) - The BEST WordPress Plugins sent to you weekly via e-mail!
- [Lazy Blogging dot Com](#) – Everything I learned about blogging!



Thank you,
Codrut Turcanu.
<http://www.CodrutTurcanu.com>