

STARTUP BLOGGING

Validate A Business Idea

And Build Your Audience



AMY MAUREEN LYNCH

AMY MAUREEN LYNCH

Startup Blogging: Validate A Business Idea and Build Your Audience

Get your ideas out of your head and into the world.



First published by Notes From Another Land 2020

Copyright © 2020 by Amy Maureen Lynch

All rights reserved. No part of this publication may be reproduced, stored or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise without written permission from the publisher. It is illegal to copy this book, post it to a website, or distribute it by any other means without permission.

Amy Maureen Lynch asserts the moral right to be identified as the author of this work.

Amy Maureen Lynch has no responsibility for the persistence or accuracy of URLs for external or third-party Internet Websites referred to in this publication and does not guarantee that any content on such Websites is, or will remain, accurate or appropriate.

Designations used by companies to distinguish their products are often claimed as trademarks. All brand names and product names used in this book and on its cover are trade names, service marks, trademarks and registered trademarks of their respective owners. The publishers and the book are not associated with any product or vendor mentioned in this book. None of the companies referenced within the book have endorsed the book.

The information given in this book does not constitute professional medical, legal or financial advice. You are advised to consult with an independent or professional advisor for advice on your specific circumstances. Any use of information in this book is at the reader's discretion and risk. Neither the author nor the publisher can be held responsible for any loss, claim or damage arising out of the use, or misuse, of the suggestions made or for any material on third-party websites.

First edition

ISBN: 978-1-9994582-4-9

This book was professionally typeset on Reedsy.

Find out more at reedsy.com

This book is dedicated to my Grandmothers, who inspired me to do things that scare me and my children, who remind me every day of the importance of asking questions.

Contents

<i>Introduction</i>	ii
I DESIGN	
1 Your Why	3
2 Your Values	8
3 Your Time	13
II CREATE	
4 Your Tools	21
5 Your Content	29
6 Your Ideas	35
III LAUNCH	
7 Define Your Solution	45
8 Launch Your MVP	52
9 Test and Evolve	59
10 Conclusion	67
<i>About the Author</i>	69

I

DESIGN

Design a blog aligned with your values.

1

Your Why

Why do I write? I feel compelled to.

Writing is a form of catharsis, a way to explore ideas, draw conclusions and I'm driven by a strong urge to create. If I'm not blogging, writing on social media, journaling my ideas or reading a book, I'm writing on notepads, post-it notes and always have a pen and paper handy.

I've been blogging for the past 10 years, originally as a way to keep in touch with family and friends overseas when I moved to Australia but it became a way for me to share my story and test out new ideas.

As a Canadian living abroad, I married a person from another country (Ireland), while living on the other side of the world (Australia). To add to our logistical complications, we then decided to relocate to Europe and have our first baby in a completely different country (England).

In 2013, while we were preparing to relocate to Ireland for a period of time, I decided to shut down my original Australian

blog and create a new blog to document our travels, experiences and my thoughts about life as an expat: **notesfromanother-land.com**.

This new adventure brought with it a whole host of unique and exciting experiences, as well as a variety of challenges, obstacles, paperwork and emotions. Think life administration, with the added complications of visas, work permits, immigration applications, contract negotiations and the logistics involved with moving countries yourself.

I was a bit of a lone wolf, as my Australian company's first remote worker and contractor, with a 10-hour time difference between us. We lived in a small town in rural Ireland and I'd walk into the village to work from the cafés, book shops and pubs with WiFi. Blogging became my way of keeping in touch with friends and family overseas, while making me feel a little less alone.

I've always talked easily with strangers and people often tell me their life stories with little prompting. I gradually found I was writing on a few distinct themes and these evolved over time to include travel, international family life, creativity and flexible work. They each came with their own audiences and networks but were all connected to my experiences.

My blog started to attract people and opportunities which were aligned with my interests, the problems I faced and how I was working through them. But I never expected it to turn into a vehicle for testing and validating business ideas in multiple countries, being interviewed, asked to speak at events, audition for TV shows and advertising casting calls.

Your turn—why do you or don't you currently write or blog?

Maybe you feel no one will care about what you have to say, or it will come across as oversharing. Don't worry about that—this is the key to attracting your ideal customers.

Start thinking of what you could write about, what topics you could share. Aligned to your interests and your authentic self. Who you actually are...not who you think you should be.

I see your 'why' as how you help others: what you do, who you do it for and WHY you do it. It's something you could talk about for ages and a big hint can be what you often find yourself discussing (or arguing about) with strangers, family or your hairdresser (as I often do).

It's often related to you feeling like you're 'too much' of something. Don't shy away from this, take it as a BIG SIGN pointing in the direction of your calling. You'll always 'be enough' of the right type of something for the right type of person, who wants and needs to hear your story, delivered your way.

My 'why' always gets me fired up: I believe everyone deserves to design a life that works for them and their family. I want to help people fulfill their potential and step into their power, in this lifetime. Personally, I'm motivated by my own mortality.

If I encounter someone who's complaining about their current situation, stuck in a rut or scared of taking a big leap, I love to help them overcome their fears, take imperfect but inspired action and uncover new opportunities.

When someone believes in you, supports what you're doing and holds you accountable, it can make all the difference in your life.

It can change your current reality and your future plans.
Let's pause for a moment to help you determine your 'why'!

YOUR WHY: EXERCISE

Try to list at least 10 things you love to do or would love to try.

Money is no object, you're not worried about getting paid right now. This is from a place of pure passion, interest and curiosity.

Think back to my previous analogy: they could be things you find yourself discussing with friends, family or complete strangers. Something you always come back to or get asked for advice about.

Hobbies, childhood dreams, nothing is off limits or unachievable. It could be something you always seem to gravitate toward but it doesn't have to mean you're playing it safe or avoiding risk. Feel free to put something which motivates you to experiment and try something new.

For example, I had written down:

- travel
- writing
- telling stories
- hosting others
- helping others
- community
- photography
- art
- design

YOUR WHY

Now circle your top three things...you can't live without them or imagine your life without them! This is not set in stone, you can sleep on it if you like. The purpose is to get you to tap into your inner desires and actual interests. For example, mine are: telling stories, helping others and design.

When I have an idea or come across a new opportunity, I explore if it fits with my top three things. If the answer is yes, I go for it!

When combined with what gets me fired up, it looks like this: *I want to share my experiences and encourage others to invest in themselves because I believe everyone deserves to design a life that works for them and their family.*

This is your anchor, your 'why', your greater purpose and reason for writing.

ACTION:

Complete your brainstorm list and circle the top three you could not imagine living without.

Take those three items and use it to craft an active statement to form your 'why':

"I want to [do these first, second or third items] in order to [help others/create value/greater goal than your personal interests] because [this is what gets me fired up]."

Record it by hand in a journal. Design it as part of a vision board and post it in plain view on a wall. Save it as a digital file for access across your devices on the go. Do whatever works best for you and keeps you motivated!



About the Author

Amy Maureen Lynch has negotiated remote work arrangements, freelance client work and validated business ideas, in between living and working in Canada, Ireland, England and Australia over the past decade.

She writes about travel, international family life, creativity and flexible work on her blog **notesfromanotherland.com**.

In addition to her blog, she is the founder of *Babies, Business + Breakfast*[™], where she produces parent-friendly professional development events, digital resources and advises others on creating inclusive and flexible work solutions.

She currently lives in Ottawa, Canada with her Irish husband and two Irish-Canadian children, who are often brought into business settings with their mum.

You can connect with me on:

 <https://notesfromanotherland.com>

 <http://twitter.com/amymlynch>

 <https://www.facebook.com/AmyMaureenLynchWriter>

 <https://www.instagram.com/amymaureenlynch>

 <http://amymaureenlynch.com>

Subscribe to my newsletter:

 <http://bit.ly/AmyMaureenLynchNews>