

“Inside our TRIBE PLATFORM, every endeavor, such as curating an art show, requires a tribe wherein you do three things - segment into groups, accomplish a set of tasks, and report those tasks back to the tribe. After reading this document, return back to <http://www.ratscoworking.com> and click the **register** link (in the footer) to begin using our BEST control panel to manage your tribe efficiently. Starting a tribe in our system is free for 30 days.

9 Steps to Starting a Blog

Written by Curtiss Cathey | August 2020

“clarify what is fact or fake”

According to wikipedia, 2020, a blog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in [reverse chronological order](#), so that the most recent post appears first, at the top of the [web page](#). From my observations, the difference between a blog and a log is that a blog uses a database to store its data in more creative and accessible ways.

Step 1: Study the History of the Blog



Imagine that you are sleeping and you hear in the whisper rising to low voice, “You will listen to me, to me, to me ...? The voice would not leave my head. I woke up. I thought to myself, “wow, voices are powerful!” A blog, a fancy word for log, weblog, or “we blog” from which it got its beginnings, is a type of voice – online.

That voice has had a growing inception since around 1983 with bulletin boards, explosive potential since 1997, and a recognized staple of the internet by 2002.

Since this blog voice has officially come into existence, that voice has gotten bigger, bigger, and bigger inside peoples heads. Blogging software like wordpress has captured reportedly 33% of the top 10 million websites. This amount has dwindled from 66% over the last 10 years, yielding to other blogging solutions.

Over fourty years ago, the only predominant voice was email. It was a big voice because it was the only voice. A unique characteristic of email is the size of the voice. A writer could write a lot of words and attach other documents of words, giving emails the biggest written voice - at the time and arguably even now. **Lets say email has the largest voice, or voice size.** Then came forums which had a medium to large voice size, chats had a medium voice size, and things like text or brands like twitter have a tiny voice size.

Size is important but today, the lines are blurred because size is not the number one consideration but rather popularity. People generally choose to have a blog or which blog software because of a particular brand's popularity and do not start with planning based on the size of the posts – words, images, video, chatting, parallax, popups, or full page. However, I am writing these 8 steps with emphasis on certain things to consider when starting your blog like size of your content.

Always remember, there are other website types other than blogs and more and more, blogs are taking on the characteristics of things other than weblogs, like including videos, to attract more visitors, subscribers, or even buyers.

Step 2: Name your Blog



Take time to decide whether to start a blog or simply be a blogger. Decided? Good!

So you decided to start a blog where people can here your voice in their head – all over the world.

Right? You will need a name that is as rememberable as your own name, maybe even synonymous with you and your pals or gals. We recommend that you have at least one pal, or friend, because lets face it, starting a blog can be fierce competition so having help from the beginning is smart.

Just as a side note, the 5 platforms offered at www.ratscoworking.com allows a subscriber after registration to post to five systems and several websites simultaneously. In this way, you can create a blog on the blogging platform and venture to one of the four other platforms to extend your voice. Just a heads up. The 5 platforms are all driven by a control dashboard called BEST – business and electronic scrapbooking technology. Its as easy as scrapbooking.

As just mentioned, picking a name will allow you to reference all of the great articles, oh, I mean posts that you and your pals or gals will write with one simple name. This name will become the title to a long story filled with thousands of chapters – I hope.

Step 3: Host your Blog



As mentioned in earlier, blogs like other websites run on computers sitting in a place other than your current location. That other computer in that other place will be the Host of your blog – your server for your blog – same thing.

The host, or host server, can be two computers where one of the two act as a backup to the other or the host can be an army of hundreds of computers with fail safes and fall overs for fallacies and failures ranging from electrical outages, administrative errors, or dreaded hackers – the bad ones.

Now comes the hard part, picking a host out of the thousands voicing their features, prices, and competencies. The best advice at picking a host server comes from looking closely at the internal components used on the host computer. These are the things to watch out for:

- The components can be marketed to you as plugins that you simply point too and poof, they become active and beautiful, but I have never known a new user to have that experience.
- A component can be marketed as features and toolkits to groups of users who are reading, experimenting, or project-based learning.
- Whether looking at plugins or toolkits, there is a trad-off between the amount of code, the amount of control, and the amount of time.
- Whether looking at plugins or toolkits or features, blog owners will need to clarify the use, availability, compatibility, and restrictions when comparing these things.
- Plugins can be tricky because they in limited to basic use limiting blog owners all in pursuit of ease of use – pursuit being the key word.
- Toolkits allow you to do more but range from very easy to hard.

My advice after observing 100s of people and groups try plugins, features, and toolkits, please pay for eight hours with a proven webmaster just to show you and/or your team things at least once every three months. We can recommend a tribe to learn these things and find a junior or senior web master or at least a power user to help you determine your host server – the foundation of your blog.

Step 4: Build your Tribe for your Blog



People make a blog because without them, you have no readers. A tribe focuses on people. By combining tribes with your blog, your blog can get a headstart building as a new entity whose name is known to others online, on the ground, and in the paper.

Picasso, arguably the father of modernism in art, created an art piece and said to the art dealer, “The Art speaks for Itself”. Upon closer look, Picasso was not a quiet man and was one of the

most prolific voices to define art in the last 150 years. Blogs do not speak for their self, they need a tribe to travel and say to people “Who do they say I am?” to start the chatter – online, on the ground, and in the paper – to become an influencer.

Step 5: Choose your Template and Theme



From my observations of hundreds undergoing this process, the best approach to picking a template and theme is to use three common perspectives for choosing – colors, lines, and spaces.

Just like when choosing a place to live, you look at the colors of things inside and outside the living areas, you look at the edges of things and how they meet – the lines, and you imagine what will go in the spaces. Instead of furniture going in the spaces, you are moving in words, pictures, videos, payment buttons, slide shows, price lists, testimonials, charts, and more. I will digress and just say your furniture equates to words – items acting as chandeliers come later.

Step 6: Start Tribe capturing and writing Posts



Often people wait until they go through a sometimes trying time of getting their blog completely setup before they start writing posts. Consider getting a blogging software that allows you to privately write some posts, and upload pictures and videos.

You can publish them later. Do this for a while. Talk to your tribe and figure out what types of posts you and your tribe are excited about writing, expanding, and sharing. Hold on to this common ground because this common ground of interests can be the life blood that drives your blog for many years to come.

Just remember that a blog does not speak for itself but rather is a voice that you make bigger, bigger, and bigger over time.

Step 7: Install your Template and Theme for your Blog with your Host Server



In this step, all the preparation of your previous steps come to fruition. If you followed the advice in the

previous steps, you and your tribe should be very confident and even excited during this step.

Based on observations, adviserees are as follows:

- Identify: Locate your template and theme on your home or office computer.
- Unpackage: Sometimes the files for a template or theme is packaged as a zip file, tar file, or some other compression file. There is separate software used to uncompress these types of files. When uncompressed, one file expands to multiple folders and files.
- Backup: Make a copy of the folders and files from the template and theme and place on a flash drive for backup.
- Upload: Upload the lot of folders with files from either the flash drive on your home computer to the host server.
- Control Panel: For some blog installations, there is a setup file that needs to be activated by clicking on the file. In some cases, a user cannot click on the setup file on the host server because of potential viruses, so the host server creates a control panel with little icons to represent things that the user of the host server can do.
- Activation: Whether through the control panel or by clicking directly (direct clicking is rare these days), activate the installation process that will go through the template and allow you to name the template, issue usernames and passwords for yourself and tribe, pick unique avatars and logos, and fine tune certain features of your template.
- Customization: Like moving into a house or apartment, in almost all cases, there will be things that are annoying or you or your tribe does not like. In building your tribe early and looking for a webmaster or power user, you will be empowered to have discussions early on in a comfortable way that helps you familiarize and empower yourself for changing things about your blog.
- Competition: After undergoing the previous installation considerations, you can reset your mind to prepare to happily compete in the world of blogs and have a solid foundation to do so.
- Pitch: Ideas will come and go with you and people in your blog. When they do, you need a place that you can jot down those notes and track them efficiently by time, day, purpose, people, service, product, image, group, mini-template, feature, intentions, and any of the other characteristics that can spring from our imagination.

Step 8: Enjoy Project-based Learning



You are now on the journey of a blog owner! Congratulations! One of the greatest caveats of being a blog owner is a blog's inherent nature to promote self learning through project based learning.

Project-based learning and experiential learning are two of the most valuable types of learning especially in a time of when we are spending more-and-more time at home.

Remember to consider the 5 platforms at www.ratscoworking.com whereby creating a blog is only one of the platforms and the others are integrated to complement and parallel your blog to make you more competitive in the sphere of blogs. Simply register your tribe for a free 30 days.

Step 9: Add E-commerce to your Blog



According to the SBA (Small Business Administration) of most countries, importing and exporting products and services using electronic commerce is a large portion of growing small business, especially in the U.S.

Your first day of setting up your blog is not the best time to implement your e-commerce catalog. But certainly, my observations over the years would not grant you or your tribe the greatest benefit if you were not made aware of e-commerce on day one. E-commerce is the ultimate destination for most websites, blog or not, except for those rare purest voicers who say it is not about money.

To expand your voice to attract customers to your e-commerce, please study everything digital and become fluent in different approaches. Study the Kanban work progress methodology. See the document on considering everything digital for e-commerce by [click here](#).