



How does a CA wish  
his client a happy  
birthday?

**Many Many Happy  
Tax Returns**





# BLOGGING

The Tax Free Writing Platform

The session will cover these basics:





# What is

## Blogging?

1. It's like your secret finance diary where you record how well you are doing

life investing in mutual funds – a little regularly

3. The only tax you pay is your time

4. Returns on investment will come over time

QUESTION IS...

**DO YOU STILL  
WANT TO BLOG?**

# AND WHY?

Do you like to  
**write?**

Do you like to  
**share your expertise?**  
like beauty or fashion



Do you want to market  
yourself?  
**Personal branding**

# WHY BLOG?

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Its not the digital age...we kept diaries, for ourselves.  
Today we want to show off to the world how much we know.



The concept called content marketing – for those who cannot advertise, market!



Cannot have websites,  
so blog!



A large, horizontal, orange brushstroke graphic that serves as a background for the main text. The strokes are thick and layered, creating a textured, hand-painted effect.

# SUCCESSFUL CASE STUDY

# KARAN BATRA



# CAVEATS

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It's a regular & taxing affair



ROI is tough, not  
impossible



Needs discipline,  
regularity

**If Yes, then  
go ahead!**

**YES!**





**HOW TO START?**

# THERE ARE TWO TYPES OF BLOGS

Hobby

Professional



# HOW TO START?

You can blog as yourself –  
personal branding or  
As your company- you can  
write or invite teams



First start with the idea – what  
your blog is all about

- Personal Finance
- Taxation
- Other Topics

1

Choose the  
publishing  
platform!

Wordpress



Medium



Tumblr



Blogger





# CAVEAT

2

Keep a content bank ready-  
minimum 15 posts to give a  
2 month lead



# 3

## Domain Name & Registration

There are usually two options:

- Can do free e.g. [taxonomy.wordpress.com](https://taxonomy.wordpress.com)
- Or domain hosted – this is better. Hardly costs Rs 2000-3000 for the year E.g. [www.taxonomy.com](https://www.taxonomy.com)





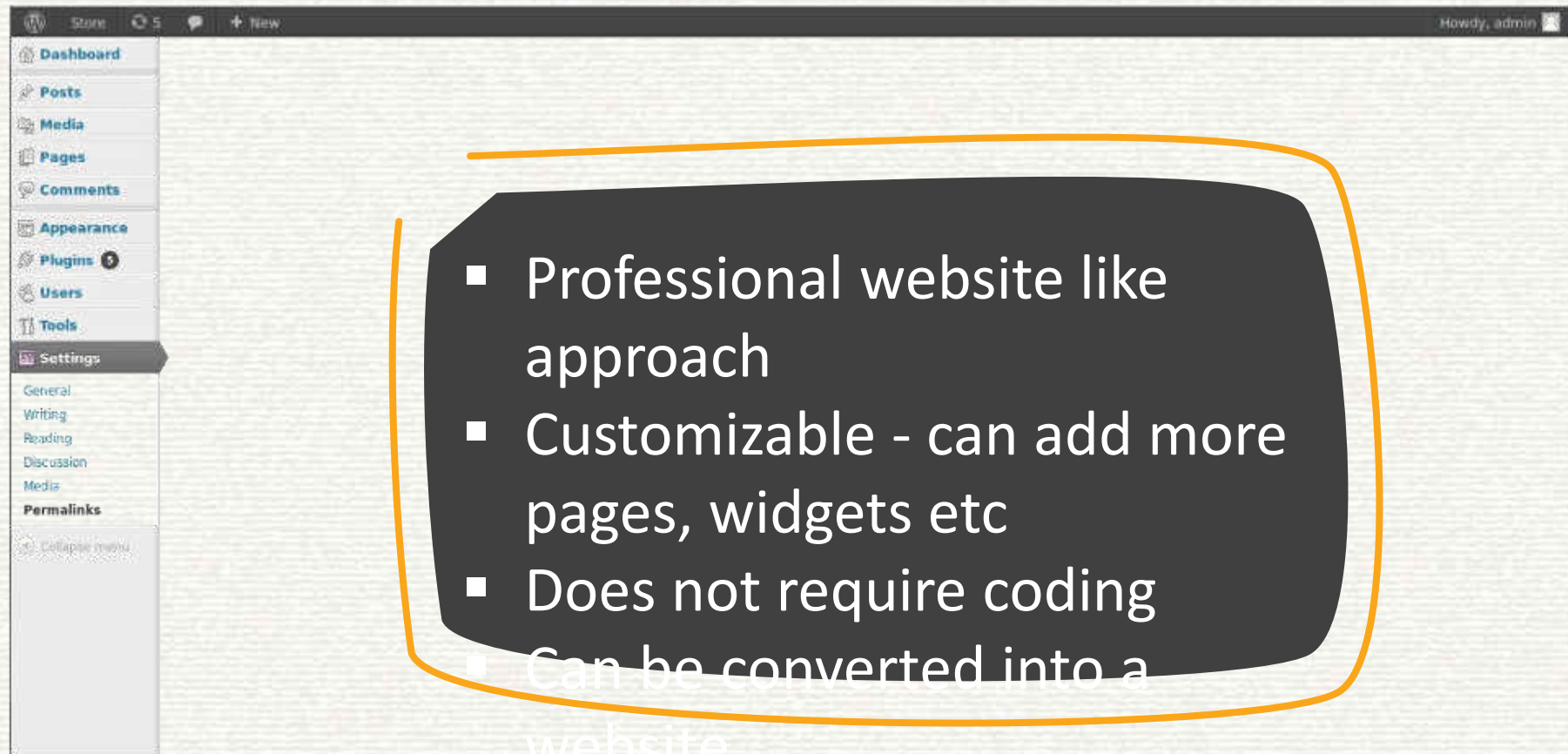
## Same difference as owning a home or renting

When you own a home you have full control over what you want to do with it  
Else landlord controls it, can shut it down anytime or something



**ABOUT  
WORDPRESS.ORG**

**G**

A screenshot of a WordPress dashboard interface. The top navigation bar shows 'Store', '5', and '+ New'. The user is identified as 'Howdy, admin'. The left sidebar contains a menu with items: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins (with a notification badge), Users, Tools, and Settings (highlighted). Under Settings, there are sub-items: General, Writing, Reading, Discussion, Media, and Permalinks. A 'Collapse menu' button is at the bottom of the sidebar. In the center of the dashboard, there is a large, dark grey rounded rectangle with a thick orange border. Inside this rectangle, there is a bulleted list of four items in white text. The background of the dashboard is a light grey grid.

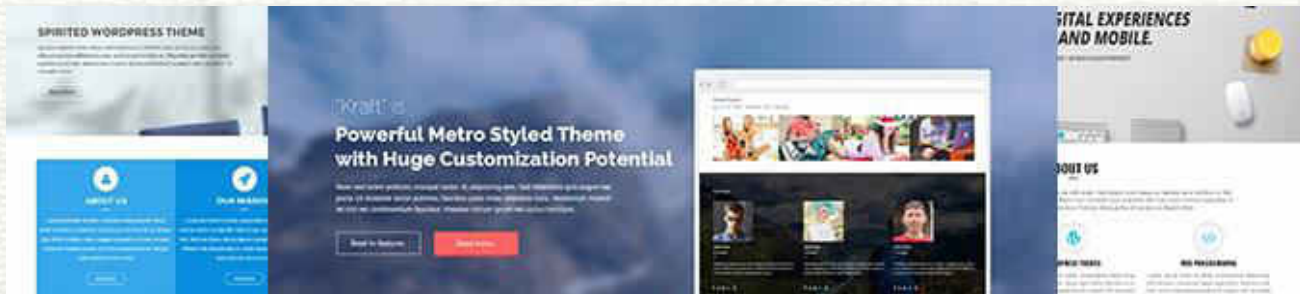
Store 5 + New Howdy, admin

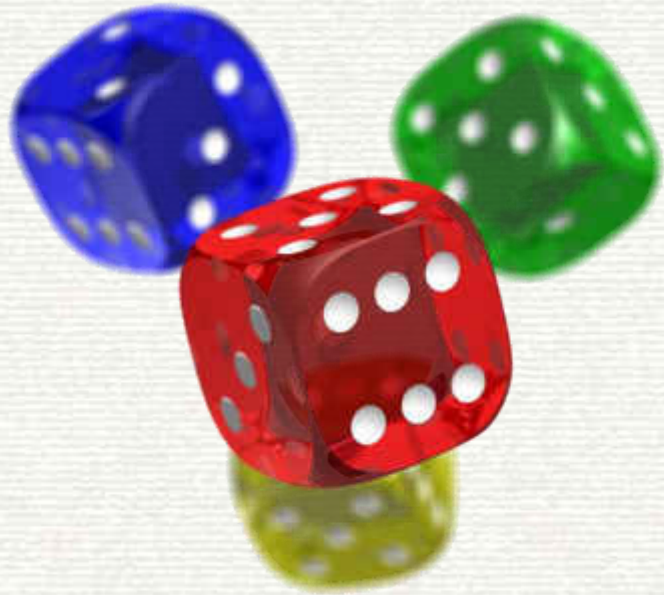
- Dashboard
- Posts
- Media
- Pages
- Comments
- Appearance
- Plugins 5
- Users
- Tools
- Settings
  - General
  - Writing
  - Reading
  - Discussion
  - Media
  - Permalinks
- Collapse menu

- Professional website like approach
- Customizable - can add more pages, widgets etc
- Does not require coding
- Can be converted into a website

- Dashboard
- Posts
- Media
- Pages
- Comments
- Appearance
- Plugins 5
- Users
- Tools
- Settings
- General
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- Reading
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- Permalinks
- Collapsed menu

# MANY FREE TEMPLATES





# EXAMPLES

<https://fundoo professor.wordpress.com/2013/09/15/the-relaxo-cinderella-project/>

  
WORDPRESS



**FUNDOO PROFESSOR**  
[Theater and Film Studies | Department of Theater and Film Studies]



SECURITY & DISSEMINATION | OUR STORY | RESEARCH & COURSES | CONTACT & SUPPORT

**SEP 15 2013**  
39 COMMENTS  
SECURITY & DISSEMINATION

### THE RELAXO CINDERELLA PROJECT

With the help of a grant awarded by the Office of Academic Excellence, a grant was awarded to the theater and film studies department to support the Relaxo Cinderella Project. The project is a collaboration between the theater and film studies department and the theater and film studies department.



**get the book 'The Relaxo Cinderella Project' by [Author Name]**



The Relaxo Cinderella Project is a collaboration between the theater and film studies department and the theater and film studies department. The project is a collaboration between the theater and film studies department and the theater and film studies department.

**MAR 03 2014**  
39 COMMENTS  
39 COMMENTS

### THE FINAL RELAXO LECTURE

The Relaxo Cinderella Project is a collaboration between the theater and film studies department and the theater and film studies department. The project is a collaboration between the theater and film studies department and the theater and film studies department.



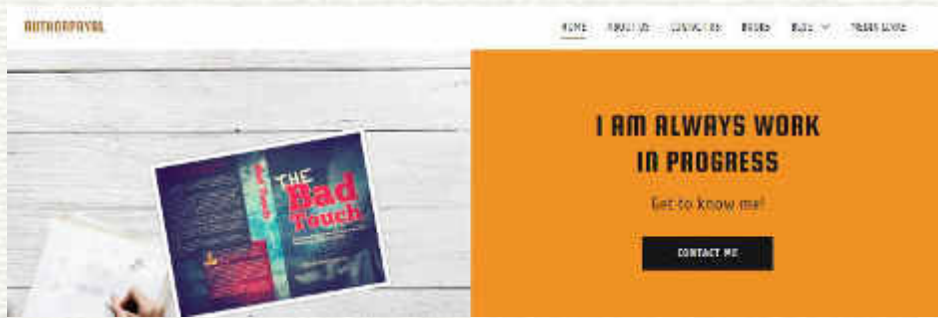
Or buy a domain name and hosting at  
GoDaddy and setup a personal website  
like [www.payalshahkarwa.com](http://www.payalshahkarwa.com)



# GoDaddy

<http://www.authorpayal.com/>

**AUTHORPAYAL**



## ABOUT ME



### Early Life

Payal Shrivastava was born in Mumbai, Maharashtra, India to a family of 6. She was a topper in all her school exams and a professional figure skater. She had a sister, Varsha. Payal's parents are doctors in a well-known and elite hospital. Her mother, Payal attended St. Xavier's Convent High School in Santacruz, Mumbai.



### Personal Life

She met her life partner, Sakar, through a friend and after their marriage in 2010. She continues living in Mumbai but they both get Mumbai and New York in a 50/50 as work and constant company.



### Career

Early career: After completing her Post Graduate, she worked in the IT field for 4 years. She worked in 4 major clients. She has also worked as a Senior HR manager and HR executive. She has 4y 10m. (2017) she started her content agency, The Word Jockey Studio, which is now...

# MEDIUM

[https://medium.com/  
me/publications](https://medium.com/me/publications)



# BLOGGER

<https://www.blogger.com>



The screenshot shows the Blogger homepage with a dark blue header. On the left is the Blogger logo and the word "Blogger" in white. On the right is a sign-in section with the text "Sign in to use Blogger with your Google Account", fields for "Username (email)" and "Password", a "SIGN IN" button, and a "Remember me" checkbox. Below the header, there are two sections: "BLOGS UPDATED AT 00:31" with a link to "OPINION Y DEPORTES" and "BLOGS OF NOTE" with a link to "When Tara Met Blog". The main content area features a "What is a blog?" section with a "TAKE A QUICK TOUR" button and four icons: "Publish thoughts", "Get feedback", "Post photos", and "Go mobile". To the right is a "Create a blog in 3 easy steps:" section with a numbered list: "1 Create an account", "2 Name your blog", and "3 Choose a template". Below this is a "CREATE YOUR BLOG NOW" button with a right-pointing arrow. At the bottom, there is a footer with links for "Home", "About", "Support", "Help", "Privacy", "Language", "Disclaimers", "Contact", "Terms of Service", "Privacy", "Content Policy", and "© 1999 - 2014 Google".



# HOW TO SELCT TOPICS?

Make a content strategy and calendar to decide on the frequency



Create a visual map for topics



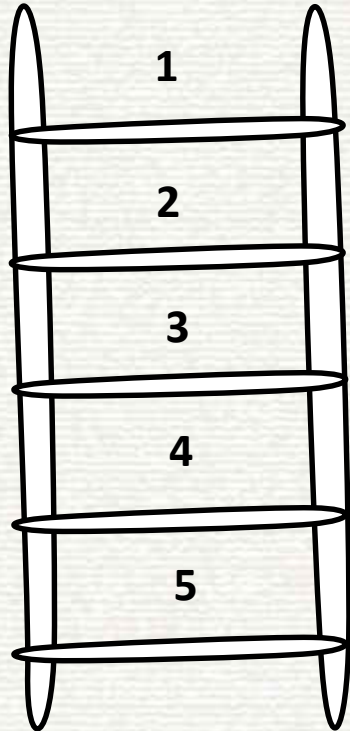


If I am running  
a food blog...



# STEP 1 - MAKE CONTENT BUCKETS FIRST

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Restaurant Reviews – City wise. Cuisine wise.



Recipes- veg and non veg.



New dishes – what's trending



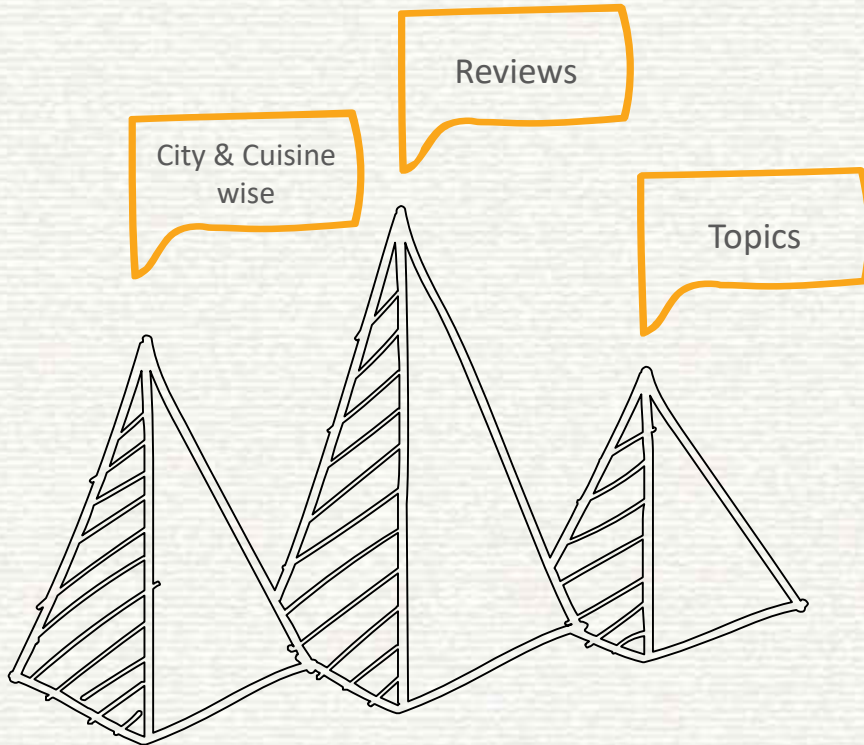
Healthy eating – best way to lose weight /  
nutrition speaks



Street food



## STEP 2 – WRITE THE TOPICS UNDER EACH



E.g. Restaurant Reviews  
(City wise and Cuisine wise)

### Topics

- The new 91 in Mumbai hits a success code
- In Mumbai, do as the Mexicans at Sammy Sosa's.



# MY RECIPES

# VEGETARIAN

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The best  
pineapple  
halwa ever

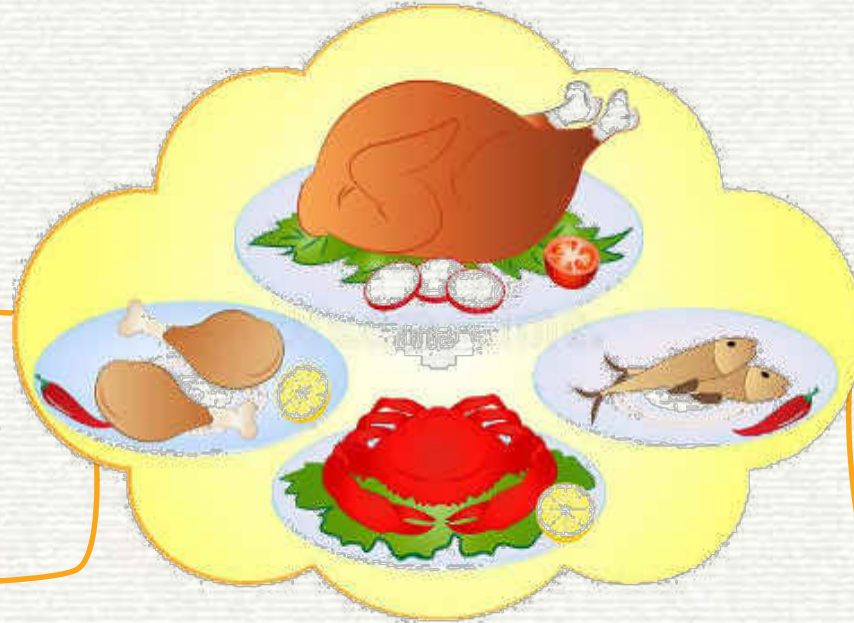


What to do  
with leftovers

Vegan diaries

# NON -VEGETARIAN

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Eat Crabs like the  
Goans!

The best eggs  
for biryani

# AN

# EXERCISE



Please make groups and make your own visual maps – 15 mins



Select a topic or purpose for your blog

**NOW WRITE!**



# NOW START WRITING – BEST PRACTICES

Add **Images**

Add **Videos**

Head turning **headlines**



# HEADTURNING HEADLINES



Catchy  
headlines,  
please!

Blog post to be  
max  
– 600 Words



# HEADLINES THAT WORK

1. How To \_\_\_\_\_ That Drives \_\_\_\_\_
2. How To \_\_\_\_\_ in [#] easy steps
3. How To \_\_\_\_\_ In \_\_\_\_\_
4. How I Made \_\_\_\_\_ In \_\_\_\_\_
5. How To Find \_\_\_\_\_
6. How To Rock \_\_\_\_\_
7. How To Make A Strong \_\_\_\_\_
8. How To Completely Change \_\_\_\_\_
9. How To Create \_\_\_\_\_ That Gets \_\_\_\_\_
10. How To Use \_\_\_\_\_ To Stand Out
11. How To Tell If \_\_\_\_\_
12. How To \_\_\_\_\_ The Right Way
13. How \_\_\_\_\_ Can Inspire Your \_\_\_\_\_
14. How To Get Rid Of \_\_\_\_\_
15. What To Do With \_\_\_\_\_
16. Where To Find \_\_\_\_\_
17. Quick Guide: \_\_\_\_\_
18. A Complete Guide To \_\_\_\_\_
19. Ultimate Guide: \_\_\_\_\_
20. Beginners Guide: \_\_\_\_\_
21. Hack: \_\_\_\_\_
22. DIY: \_\_\_\_\_
23. The Anatomy Of \_\_\_\_\_ That Gets \_\_\_\_\_
24. [#] Things your \_\_\_\_\_ Doesn't Tell You
25. [#] \_\_\_\_\_ Trends For [YEAR]
26. [#] \_\_\_\_\_ Every \_\_\_\_\_ Should Own
27. [#] \_\_\_\_\_ To Consider For \_\_\_\_\_
28. [#] Amazing \_\_\_\_\_ To Try Right Now
29. [#] Insane \_\_\_\_\_ That Will Give You \_\_\_\_\_
30. [#] Types Of \_\_\_\_\_
31. [#] Questions You Should Ask Before \_\_\_\_\_
32. [#] Worth-It \_\_\_\_\_ For \_\_\_\_\_
33. [#] Secrets To \_\_\_\_\_
34. [#] Resources to Help You Become \_\_\_\_\_
35. [#] Signs You Might \_\_\_\_\_
36. [#] Point Checklist: \_\_\_\_\_
37. [#] Rules For \_\_\_\_\_
38. [#] Habits Of \_\_\_\_\_
39. [#] Ideas To \_\_\_\_\_
40. [#] Trends You Need To Know \_\_\_\_\_
41. [#] Best \_\_\_\_\_ To \_\_\_\_\_
42. [#] \_\_\_\_\_ We Love
43. [#] Facts About \_\_\_\_\_
44. [#] Essential Things For \_\_\_\_\_
45. [#] Key Benefits Of \_\_\_\_\_
46. [#] Examples Of \_\_\_\_\_ To Inspire You
47. [#] \_\_\_\_\_ That Will Motivate You
48. [#] \_\_\_\_\_ Ideas
49. [#] Reasons You Didn't Get \_\_\_\_\_
50. Getting Smart With: \_\_\_\_\_
51. [#] Smart Strategies To \_\_\_\_\_
52. [#] Most Effective Tactics To \_\_\_\_\_
53. [#] Most Popular Ways To \_\_\_\_\_
54. [#] Essential Steps To \_\_\_\_\_
55. [#] Wrong Ways To \_\_\_\_\_
56. [#] Creative Ways \_\_\_\_\_
57. [#] Tips For Busy \_\_\_\_\_
58. [#] No-Nonsense \_\_\_\_\_
59. [#] Surprising \_\_\_\_\_ Tips For \_\_\_\_\_
60. [#] Foolproof \_\_\_\_\_ Tips For \_\_\_\_\_
61. [#] Epic Formula To \_\_\_\_\_
62. [#] Handy Tips From \_\_\_\_\_ For \_\_\_\_\_
63. [#] Superb Ways To \_\_\_\_\_ Without \_\_\_\_\_
64. [#] Tricks \_\_\_\_\_
65. [#] Ways To Make Sure Your \_\_\_\_\_ Is Not \_\_\_\_\_
66. [#] Mistakes You'll Never Make Again
67. [#] Weird But Effective \_\_\_\_\_ For \_\_\_\_\_
68. [#] Tactics To \_\_\_\_\_
69. [#] Super Tips \_\_\_\_\_
70. [#] That Will Make You \_\_\_\_\_
71. [#] Supercharge Your \_\_\_\_\_
72. [#] Pleasant Ways To \_\_\_\_\_
73. [#] Whillest \_\_\_\_\_ To \_\_\_\_\_
74. What No One Tells You About \_\_\_\_\_



How to ..... that save taxes



10 Rules for.....



Most efficient.....



A complete guide to....



5 tricks to .....

# FREE IMAGE RESOURCES

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[www.pixabay.com](http://www.pixabay.com)

[www.pexels.com](http://www.pexels.com)



# ADD VIDEOS

- Free Resources like Pixabay
- Create your own – record on phone, take membership of Powtoons.com or any animation software
- Or simple video makers like windows movie makers



# MOST IMPORTANT IS STORYTELLING!



Tone etc should be about **simplifying it** rather than using jargon

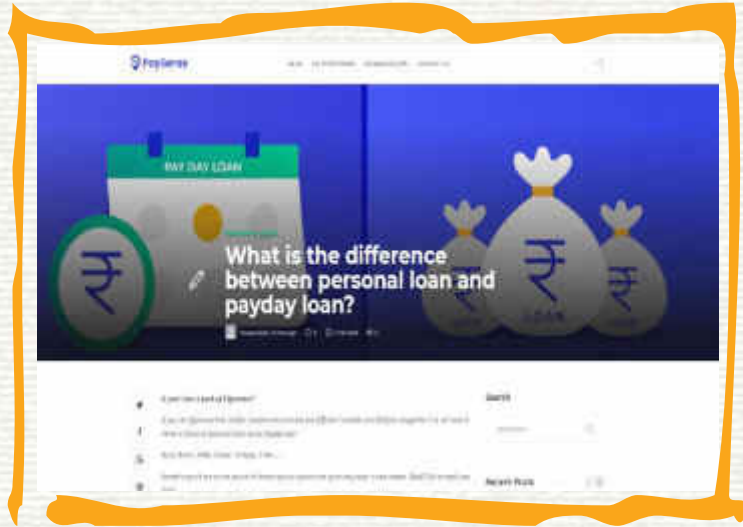


Do not stuff **SEO** keywords for the heck of it



Use slice of **life** examples

# EXAMPLE - PAYSENSE



<https://www.gopaysense.com/blog/>

## PERSONAL LOAN

# How to get a collateral free loan instantly?



Shweta Joshi, 2 weeks ago



4 min read



5



Life is a race. First in school, then in college, followed by a job and now, shaadi! As I worked out my wedding costs for the 8th time in that excel sheet, I was, let's say, about to go into hiding. The process of getting married, those rituals, the flashy venues, the costs, meeting the expectations of both sides of the families... it simply felt nightmarish. For weeks I tried to match that scary figure on the excel sheet with my savings, but I realized I needed more than what I had in the bank.

But what had to be done, had to be done. Including multiple visits to the bank for a personal loan. When I started looking out, I was categorically told that a collateral and a co-signer are a must for the loan. Well, if I was rich enough to have an asset to submit as a collateral I won't be asking for a loan in the first place, would I? It's basic. My fiancé and I had understood the importance of savings and had our monthly SIPs\* in place (thank God!). However, the preparation for the wedding and furnishing the house would be more expensive than we

## Search



## Recent Posts

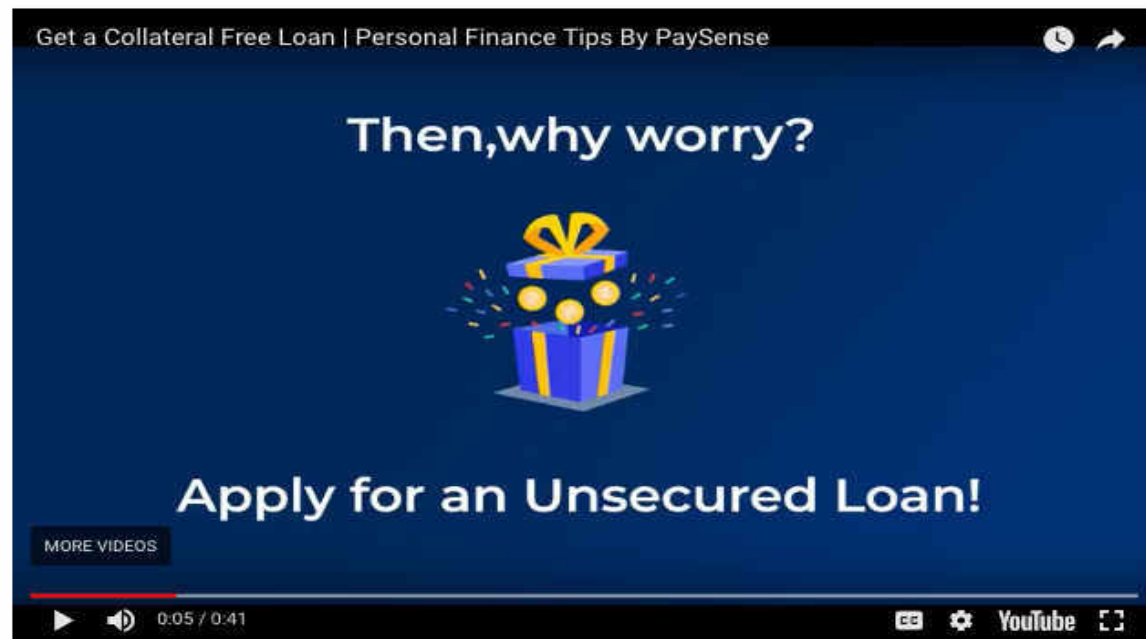


**What is the difference between personal loan and payday loan?**





like a dream come true! Here, was this whole new world of easy personal loans for salaried people like us and I had no clue?



After all the demo, I felt at ease, and relaxed. "The shaadi ka laddoo doesn't seem so bitter after all Manoj Bhai, does it now?" Armaan teased said, and I laughed saying "And you will have a whole box Armaan, a gift from me and my fiancée."

I thanked him profusely for helping me out and said "Let's go for lunch, my tummy is growling. Oh, and it's on me!" We laughed as we headed out as I told him about the fancy venue my family was planning for the functions

## Search



## Recent Posts



**What is the difference between personal loan and payday loan?**

[0](#) [0](#) [0](#)



**Which is better, gold loan or personal loan?**

[0](#) [0](#) [0](#)



**What is the difference between NACH and ECS?**

[0](#) [0](#) [0](#)

## About PaySense

Apply for Loans of upto Rs 2 Lakhs easily using your phone or laptop, and pay back on low EMIs

- Dashboard
- Posts
- Media
- Pages
- Comments
- Appearance
- Plugins 0
- Users
- Tools
- Settings
  - General
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  - Reading
  - Discussion
  - Media
  - Permalinks
- Collapse menu

HIT PUBLISH & **YOUR BLOG IS READY!**

**Publish**

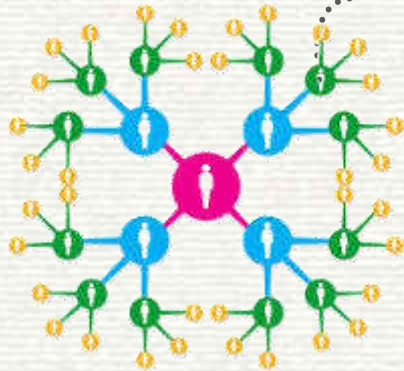




**BLOG IS READY,  
NOW PROMOTE!**



# Social amplification



in Search Home My Network Jobs Messaging

Bulk Packaging Materials - Lowest Price, Best Quality, 1 Million Production capacity, Custom

- I write content that can fetch you more business
- I speak about the things that matter most
- I give consultancy that can save huge taxes

Hardik Lashkari - 2nd  
Tax & Finance Content Writer | Tax Consultant  
Jaipur, Rajasthan, India

Leadership Demystified  
See contact info  
500+ connections

Connect Message More...

If you want to discuss your salary details and tax planning, you can book a call here - <https://calendly.com/hardikdashkari/tax30> Want to know the secret to higher take-home salary? - Download <http://bit.do/efvaK> I am Content Writer, Articles & Blog Writer, Technical Writer and Business..



Cross posting or  
**back linking** with  
other bloggers



# PROFESSIONAL BLOG

- Sponsored Posts / Cross posting
- Google AdSense – but not spammy
- Direct ads (if you can endorse a product, eg. a new auditing software)
- Give value not just content, freebies like products or services,



# BEST PRACTICES IN A SUMMARY

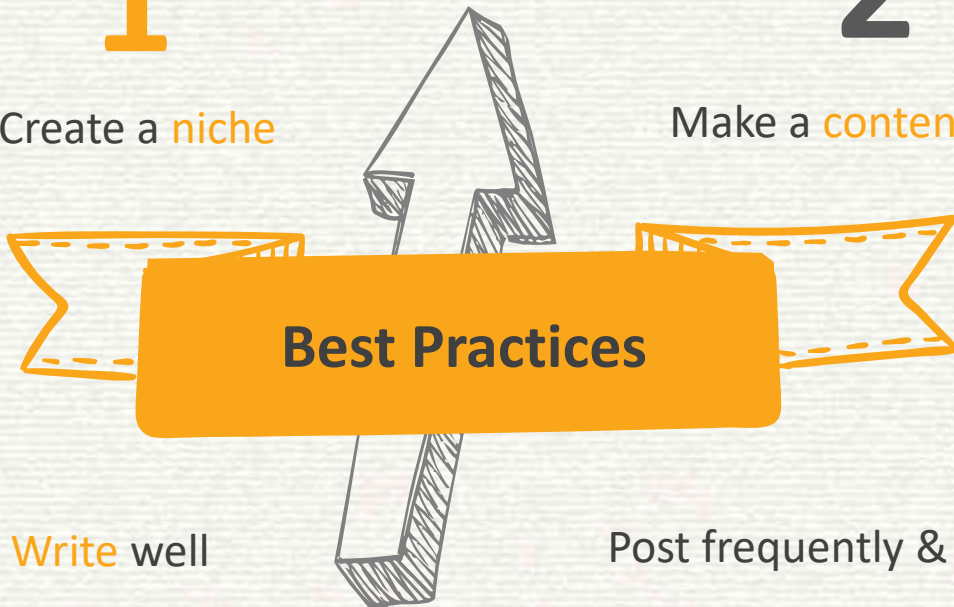


1

Create a **niche**

2

Make a **content** plan



**Write** well

Post frequently & **regularly**

4

3

5

No Plagiarism

6

Aesthetics are important



Give **free** products and advice **e.g.** e-books

Over time evolve – from **basic** go **professional**

8

7

**TAKE TO THE  
NEXT LEVEL!**





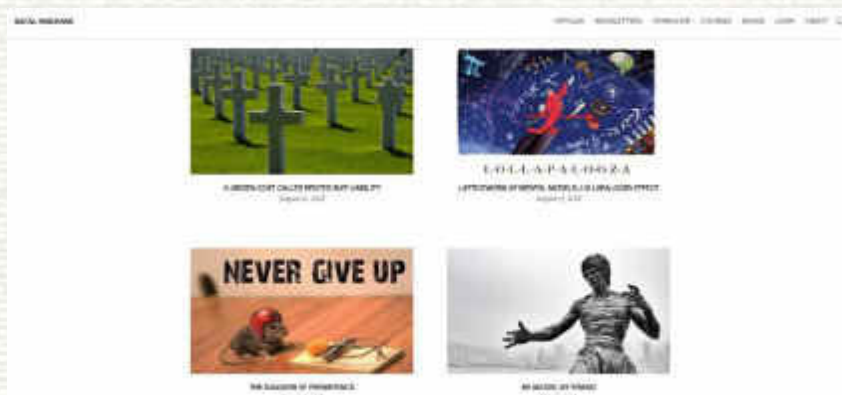
# THIS IS HOW YOU CAN DO IT!

E.g. <https://www.safalniveshak.com/>

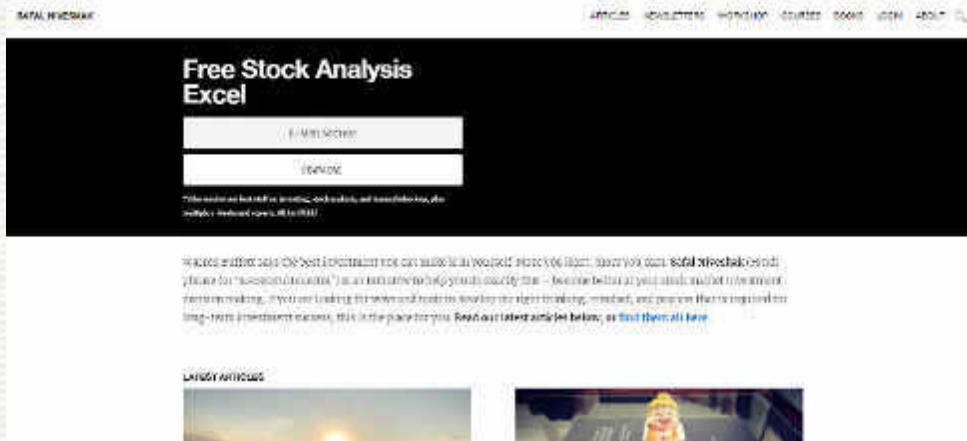
- Can invite guest columnists
- Can syndicate e.g. collaborate with other bloggers to host their content pieces on your site and vice versa

E.g. <https://www.safalniveshak.com/>





# SAFALNIVESHAK



## What Workshop Attendees Are Saying



"I really loved the workshop. It is your sharing knowledge of your concepts which made teaching the principles of investing very enjoyable journey. I have been reading and investing in stocks very well for the last two years but I was unable to find some good businesses. In your workshop, I learnt about buying-up and picking. The process which you told is very useful. — Ravi Jain, New Delhi

"Appreciating the Art of Investing workshop was a very rewarding experience for me. The way in which Will tried to educate the need for a portfolio and very feasible attitude for becoming a successful baby investor over the long term was the main

# LASTLY...

- Monitor or Analytics with webmaster tools
- **Google Analytics**



Google  
Analytics

BLOG



KEEP  
BLOGGING!



**THANK  
YOU!**

[payal@thewordjockey.in](mailto:payal@thewordjockey.in)

+ 91 9820696585

[www.authorpayal.com](http://www.authorpayal.com)

[www.thewordjockey.in](http://www.thewordjockey.in)