



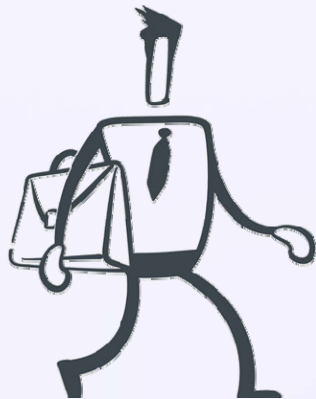
avignyata inc.



avignyata inc.

How does a CA
wish his
client a happy
birthday?

Many Many Happy
Tax Returns



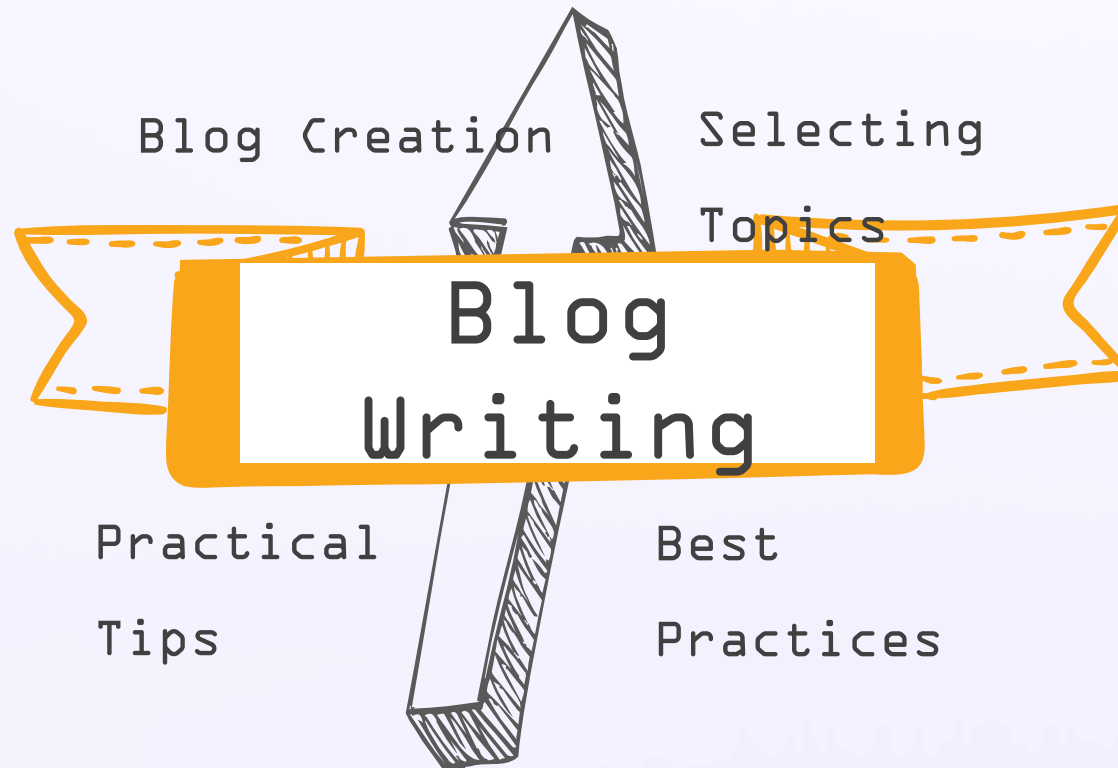


BLOGGING

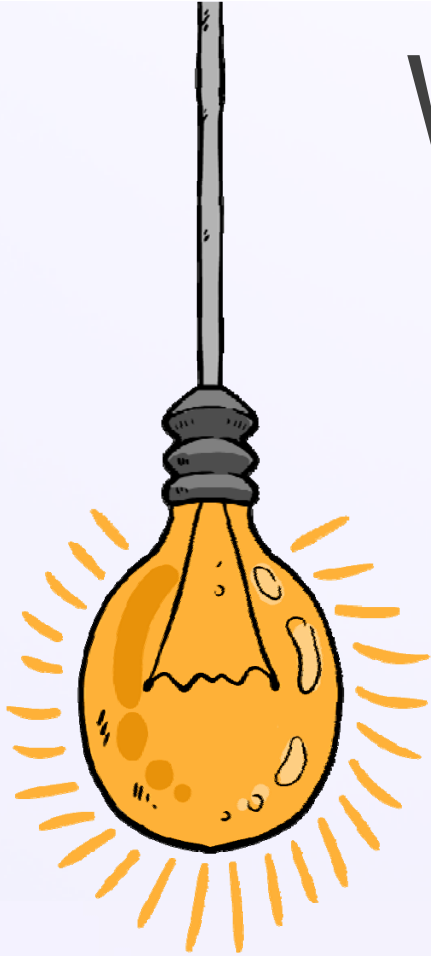
The Tax Free Writing
Platform


avignyata inc.

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
2. It's 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?



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



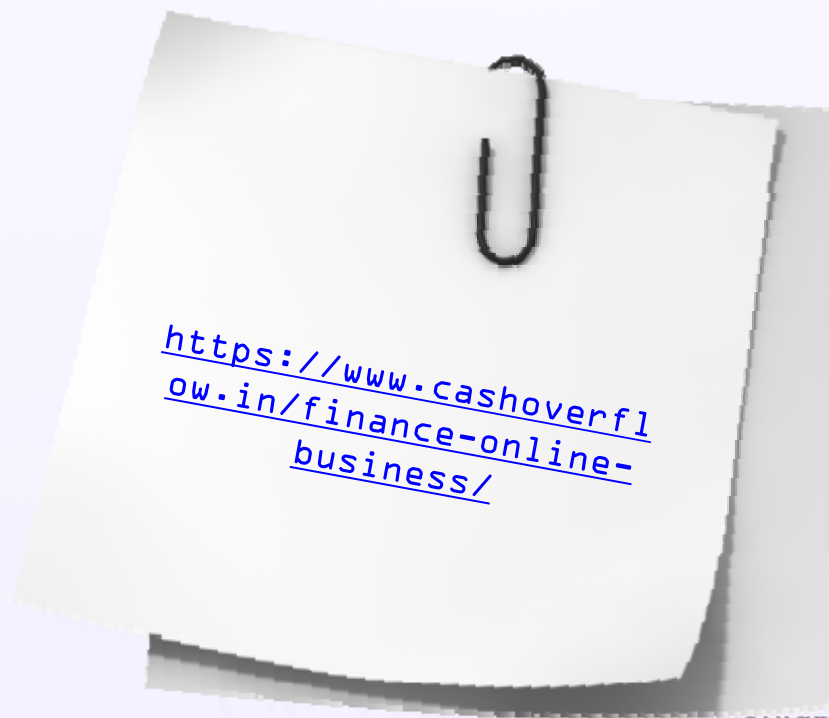
The concept called content marketing - for those who cannot advertise, market!



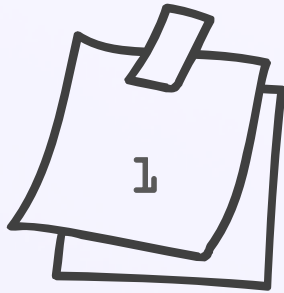
Cannot have websites, so blog!

SUCCESSFUL CASE STUDY

KARAN BATRA



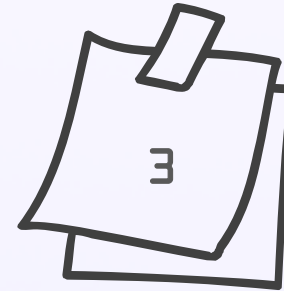
CAVEATS



It's a regular &
taxing affair



ROI is tough,
not impossible



Needs discipline,
regularity

**If Yes, then
go ahead!**





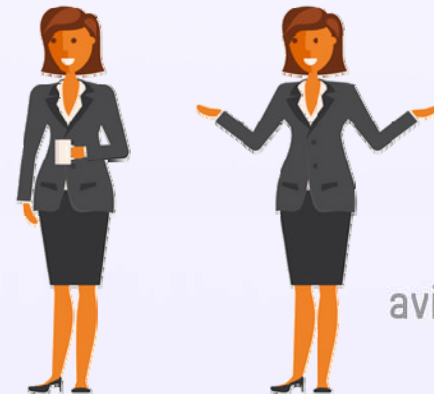
HOW TO START?

THERE ARE TWO TYPES OF BLOGS

Hobby

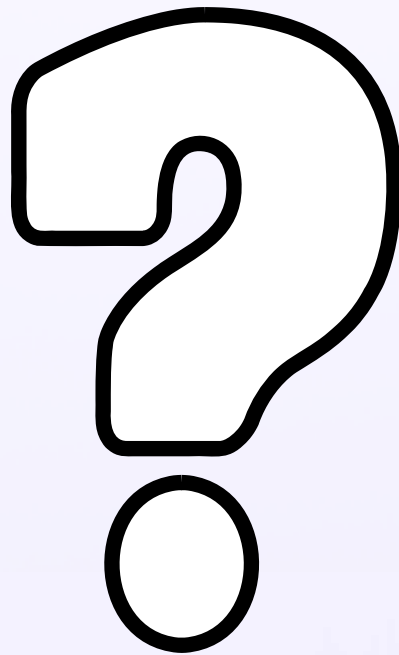


Professional



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



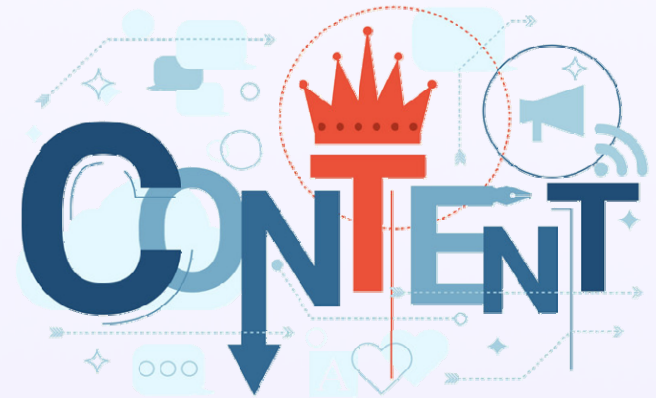
Blogger



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`
- Or domain hosted - this is better. Hardly costs Rs 2000-3000 for the year E.g. www.taxonomy.com



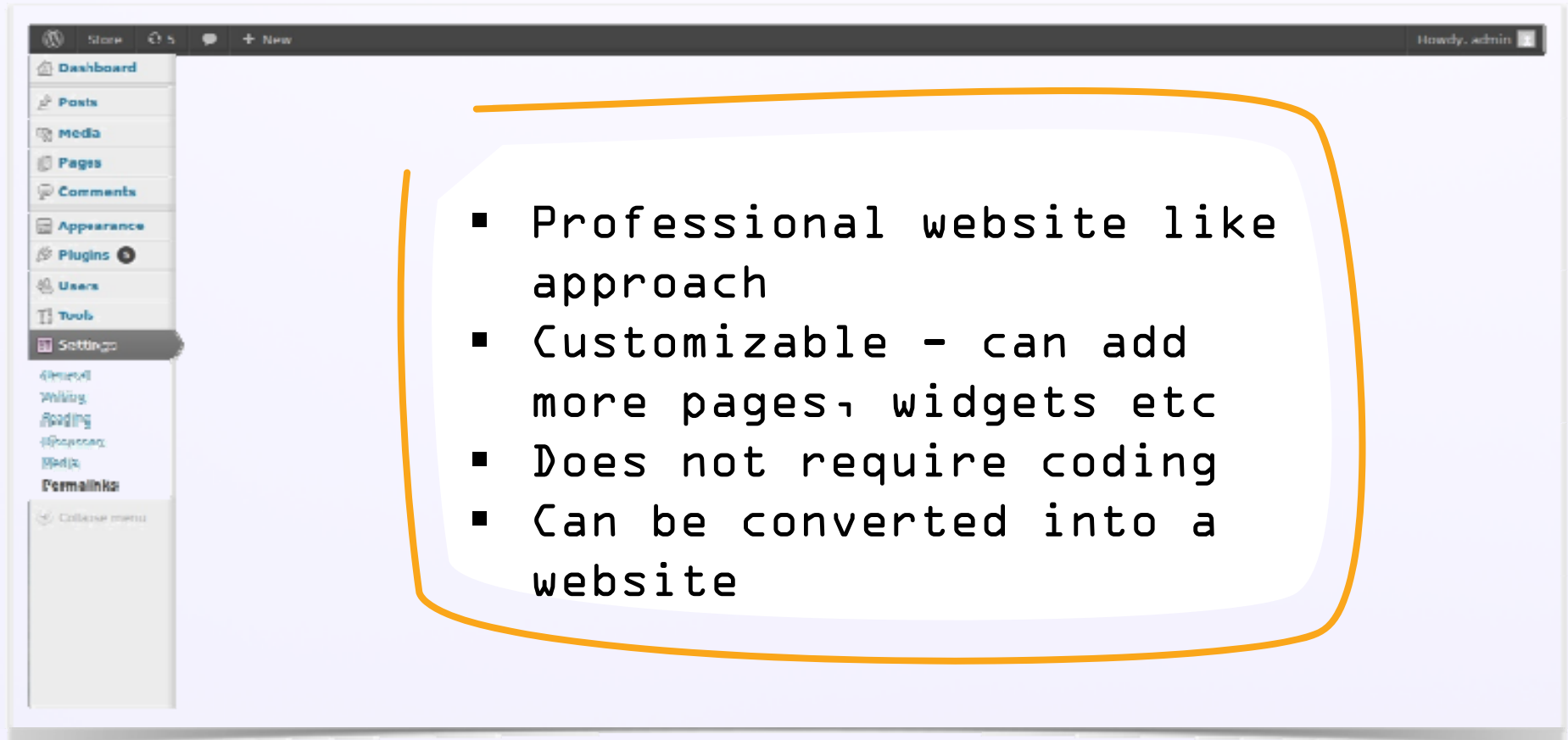


Same difference as
owning a home or
renting

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



ABOUT WORDPRESS.ORG

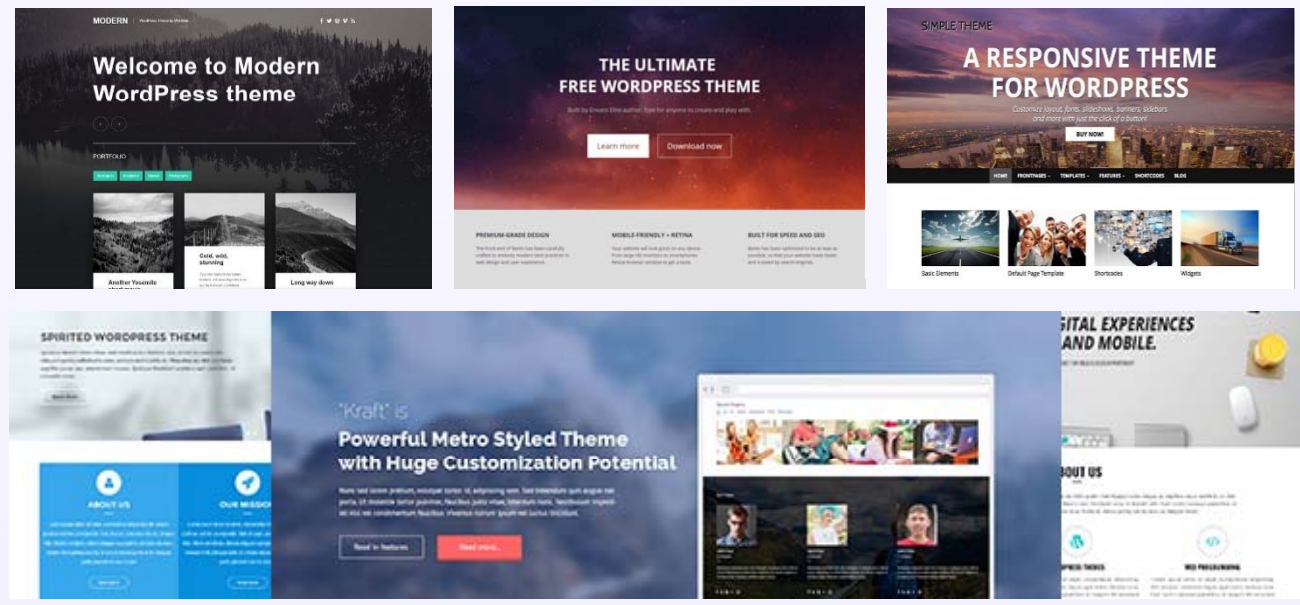


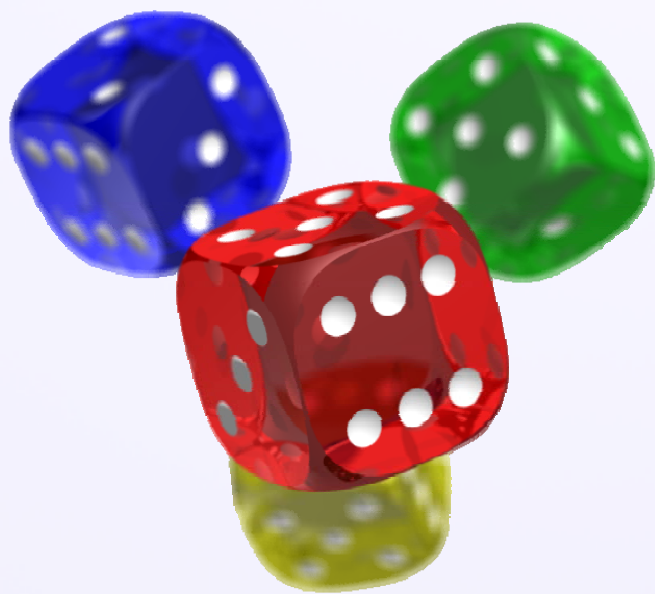
The image shows a screenshot of a WordPress admin dashboard. The left sidebar contains a menu with the following items: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins (with a dropdown arrow), Users, Tools, and Settings (highlighted). Under Settings, there are sub-items: General, Writing, Reading, Discussion, Privacy, and Permalinks. At the bottom of the sidebar is a 'Collapse menu' button. The main content area is mostly blank, with a large yellow rounded rectangle overlaid on it. Inside this rectangle is a list of four bullet points describing the platform's features. The browser's address bar at the top shows 'Store' and 'New' buttons, and the user is logged in as 'Howdy, admin'.

- 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
- Writing
- Reading
- Discussion
- Media
- Permalinks
- Collapse menu

MANY FREE TEMPLATES





EXAMPLES

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



This screenshot shows the top portion of a WordPress website. The header features the title "FUND00 PROFESSOR" in a large, bold, black font, with the tagline "Thoughts of a teacher & practitioner of value investing and behavioral economics" underneath. Below the header is a horizontal banner with four profile sketches of men. Underneath the banner are four category links: "SECURITY & BUSINESS ANALYSIS", "CASE STUDY", "BEHAVIORAL ECONOMICS", and "ABSTRACT IDEAS IN FINANCE". The main content area displays a post from "SEP 15 2013" with "28 COMMENTS" and the title "THE RELAXO CINDERELLA PROJECT". The post text begins with "I am experimenting with a new teaching style this year. Every year students work on projects in groups and it turns out no one cares about what happens in other groups. There is no collaboration. This time, I am asking each group to work on each project. Each project is broken into 'chunks.'" There is a "Follow" button to the right of the post.

This screenshot shows a video player on the WordPress site. The video title is "Best Dharma Township in India: Utav Active Senior Living". The video shows a group of people sitting around a table, looking at documents. Below the video player, there is a text block that reads: "The lecture was organized with the help of my ex student and colleague, Arpit Ranita. Thanks Arpit! (Note: I am living Ashiana Housing and hence you should assume I am positively biased in its favor.) END". Below the text are "Share this" and "Share" buttons. The post is dated "MAR 03 2014" and has "22 COMMENTS" and is categorized as "CASE STUDY". The post title is "THE FINAL RELAXO LECTURE". The text continues: "My BBEV course @ IITD got over in January 2014. One of the highlights of the course was a live case on Palco Footwear, a company in which I am invested. The case was initiated at the beginning of the course. On 15 September 2013, I posted a mail (The Relaxo Cinderella Project) to my students about the company. At the time, the stock price of the company was Rs 144 (on a 5:1 split adjusted basis)." There is a "Follow" button to the right of the post.

Or buy a domain name and
hosting at GoDaddy and setup
a personal website like
www.payalshahkarwa.com




GoDaddy

 avignyata inc.



AUTHORPAYAL HOME ABOUT US CONTACT US BOOKS BLOG MEDIA LINKS



**I AM ALWAYS WORK
IN PROGRESS**

Get to know me!

CONTACT ME

ABOUT ME

Early Life


Payal Shah Karwa was born in Mumbai, Maharashtra, India to Rashmika B Shah, who was a homemaker, and Bhupendra M Shah, a businessman from Gujarat. She has a sister, Hemal Shah, who is a pre-school teacher and who lives in Mumbai. Payal attended St Teresa's Convent High School in Santacruz, Mumbai and

Personal Life

She met her life partner Rahul Karwa at BMMIS and after their marriage in 2005, they continue living in Mumbai with their twin girls Adweta and Aarna. Rahul is a CEO in an event and content company.

Career

Early career:
After completing her Post Graduation, Payal worked in the field of brand communication in Fidas Events, Diglvy and Mather, Hammer MSG&L and Out of Home Media India Pvt Ltd. In 2009 she started her content agency The Word Jockey Studio, which is now a



MEDIUM

<https://medium.com/me/publications>



A screenshot of the Medium website interface. At the top, there is a 'Log in' button and the 'Medium' logo. Below this is a 'Publications' section with a 'New publication' button. Underneath, a 'Suggested' list features several publications: 'The Startup' (Medium's largest publication for makers), 'P.S. I Love You' (writing from the heart), 'Hacker Noon' (how hackers start their afternoons), and 'Noteworthy - The Journal Blog' (the official journal blog). Below the list is a section for 'The Writing Cooperative', which includes a 'CHALLENGE' button, a 'SUBMIT' button, and a 'JOIN US ON SLACK' link. A 'Featured Story' is displayed with a thumbnail image of a hand writing on a chalkboard and a computer screen showing a dashboard. The story title is 'August Writing Challenge: Autobiography' and it includes a promotional banner for 'FLASH SALE: 50% Off ProWritingAid for the next 48 hours!'.

BLOGGER



The screenshot shows the Blogger homepage with a dark blue header. On the left is the Blogger logo. On the right is a sign-in section with the text "Sign in to use Blogger with your Google Account", input fields for "Username (Email)" and "Password (?)", a "SIGN IN" button, and a "Remember me (?)" checkbox. Below the header, there are sections for "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. Below this are four icons: "Publish thoughts" (notepad and pencil), "Get feedback" (speech bubbles), "Post photos" (photo cards), and "Go mobile" (mobile phone). 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". A large orange arrow button labeled "CREATE YOUR BLOG NOW" is at the bottom right of this section. At the very bottom, there is a footer with links for "Home", "About", "Buzz", "Help", "Discuss", "Language", "Developers", "Gear", "Terms of Service", "Privacy", and "Content Policy", along with the copyright notice "© 1999 - 2008 Google".



HOW TO SELECT TOPICS?

Make a
content
strategy and
calendar to

frequency



Create a
visual map
for topics



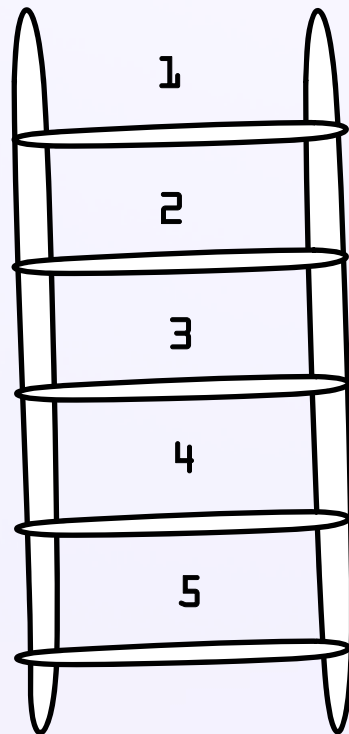


If I am
running
a food
blog...



STEP 1 - MAKE CONTENT BUCKETS

FIRST



Restaurant Reviews - City wise.
Cuisine wise.



Recipes- veg and non veg.



New dishes - what's trending

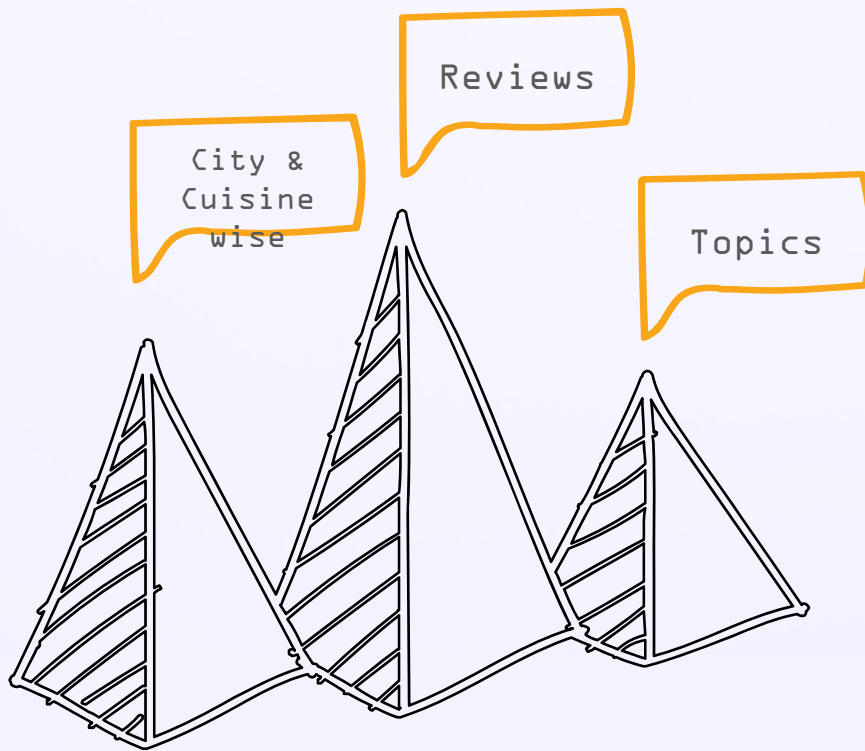


Healthy eating - best way to lose weight
/



Street food peaks

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

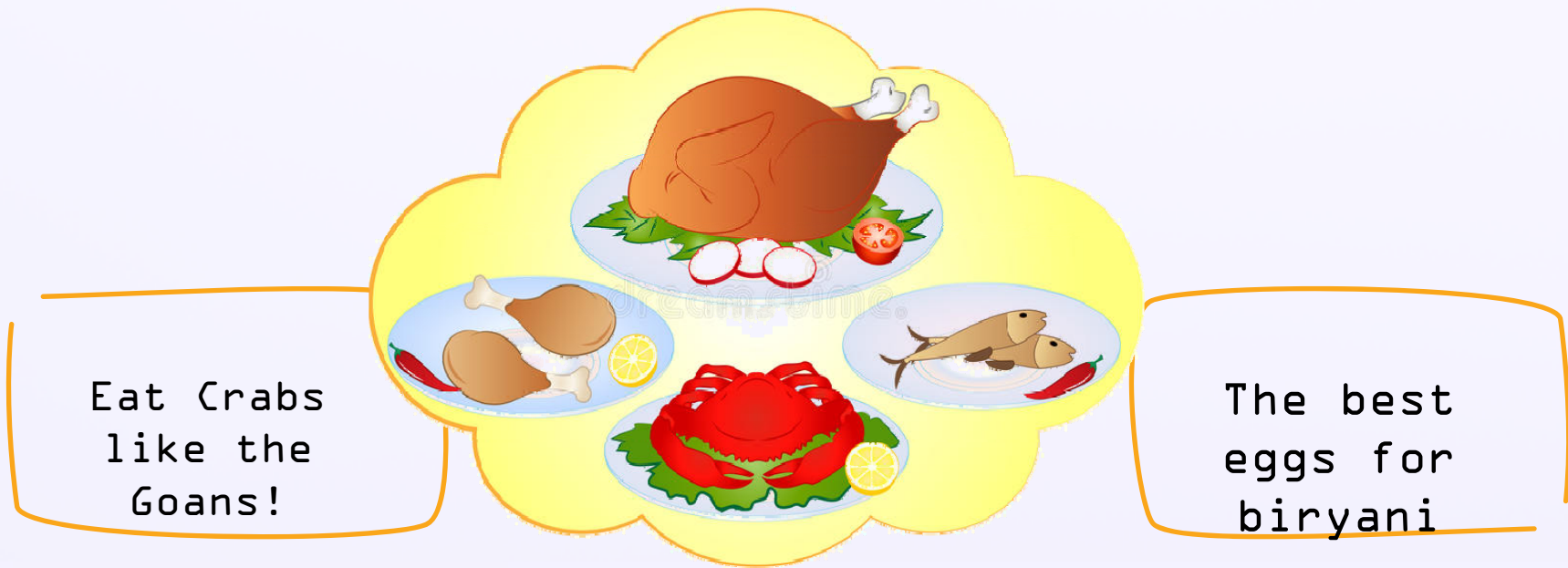
The best
pineapple
halwa ever



What to do
with
leftovers

Vegan
diaries

NON -VEGETARIAN

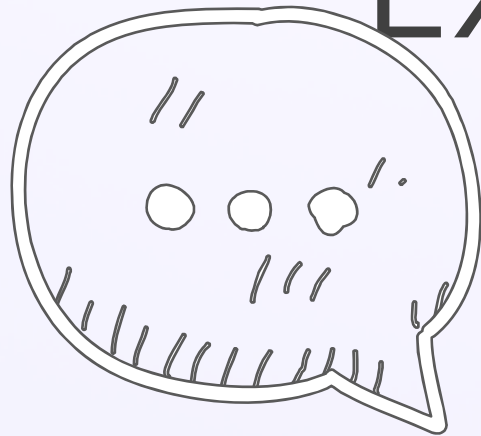


Eat Crabs
like the
Goans!

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



Blog post to be
max
– 600 Words

74 CLEVER BLOG POST TITLE TEMPLATES THAT WORK

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 _____
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. [#] Wittiest _____ 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

www.pixabay.com

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



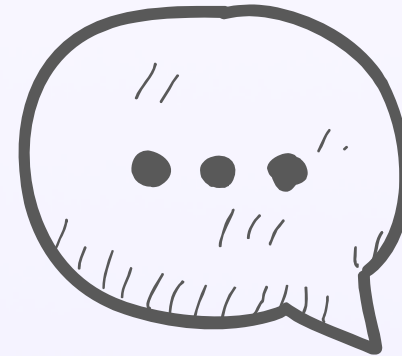
MOST IMPORTANT IS STORYTELLING!



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

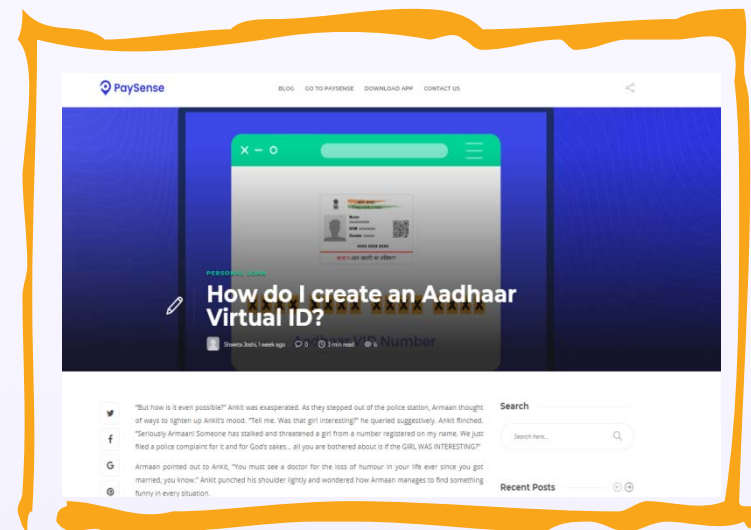
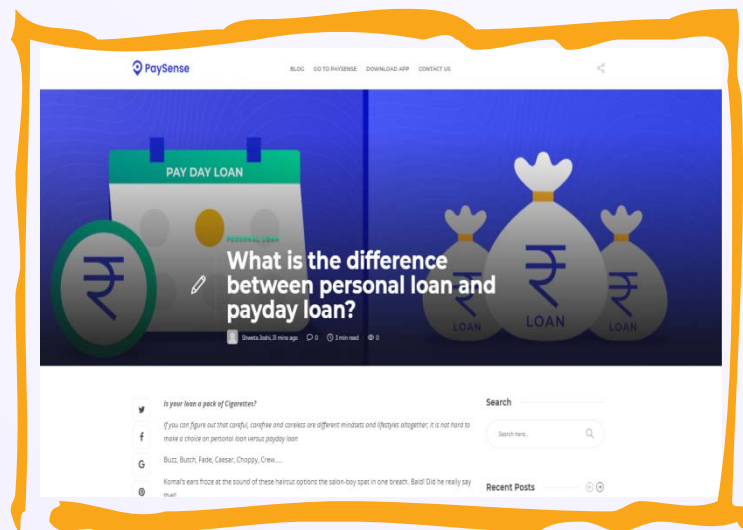


Do not stuff **SEO** keywords for the heck of it



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 | 0 | 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

Search here...



Recent Posts



What is the difference between personal loan and payday loan?

0 | 0



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

Search here... [Search icon]

Recent Posts

- What is the difference between personal loan and payday loan?
Which is better, gold loan or personal loan?
What is the difference between NACH and ECS?

About PaySense

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



The image shows a screenshot of a WordPress dashboard. On the left is a sidebar menu with items: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. Under Settings, there are sub-items: General, Writing, Reading, Discussion, Media, and Permalinks. A 'Collapse menu' option is at the bottom of the sidebar. The main content area has a dark header with 'Store', navigation icons, and '+ New'. The user name 'Howdy, admin' is in the top right. The main text reads 'HIT PUBLISH & YOUR BLOG IS READY!' with 'YOUR BLOG IS READY!' in orange. A blue 'Publish' button is centered, with a black mouse cursor clicking it. To the right, a woman in a business suit points to the button.

Store + New Howdy, admin

Dashboard
Posts
Media
Pages
Comments
Appearance
Plugins
Users
Tools
Settings

General
Writing
Reading
Discussion
Media
Permalinks

Collapse menu

HIT PUBLISH & YOUR BLOG IS READY!

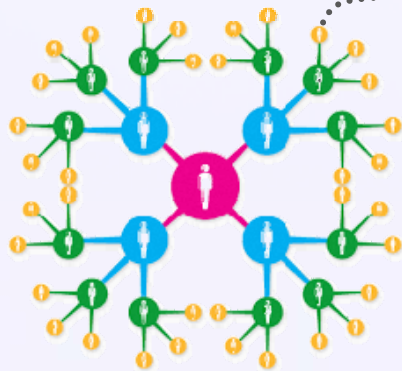
Publish



**BLOG IS
READY, NOW
PROMOTE!**



Social amplificat ion



LinkedIn Profile: Hardik Lashkari

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

Skills: Leadership Demystified

Actions: See contact info, 500+ connections

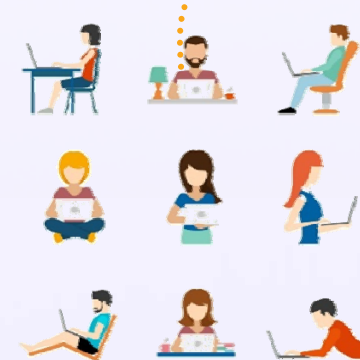
Buttons: Connect, Message, More...

Text: If you want to discuss your salary details and tax planning, you can book a call here - <https://calendly.com/hardiklashkari/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...

Media: 1 photo, 2 photos

blog

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



Best Practices

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



**TAKE TO THE
NEXT LEVEL!**



 avignyata inc.

THIS IS HOW YOU CAN DO IT!

E.g.

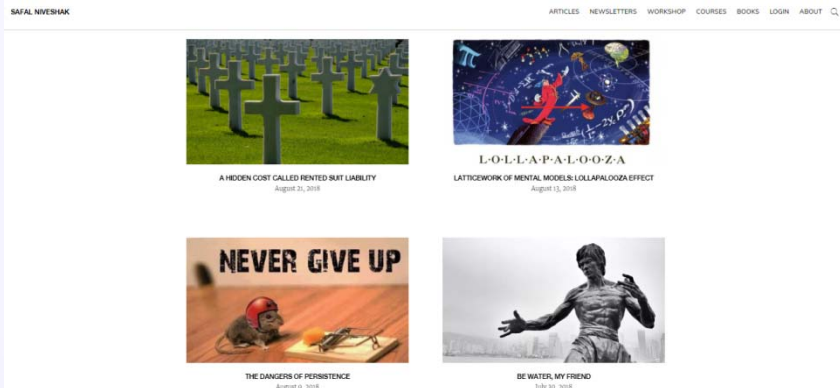
<https://www.safalniveshak.com/>

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

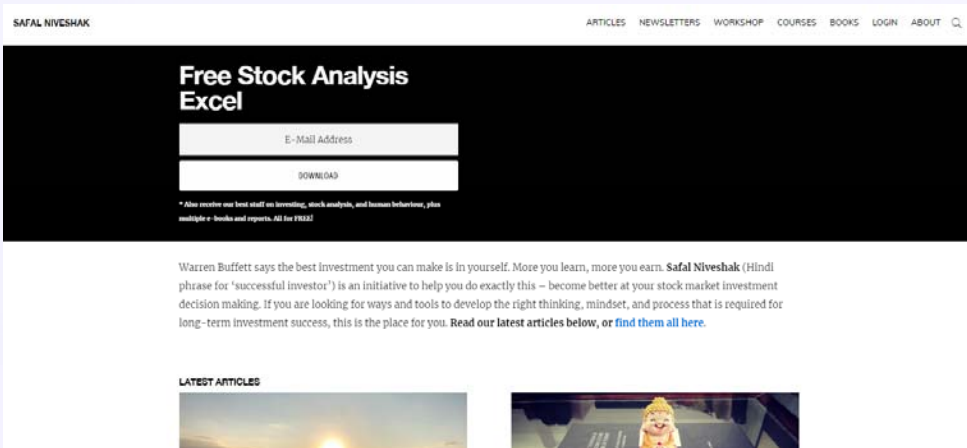
E.g.

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





SAFALNIVES HAK



What Workshop Attendees Are Saying

3:25 Safal Niveshak's Art of Investing Workshop Test...

"I really liked the workshop. It is your sharp knowledge of stock markets which made teaching the principles of investing very enjoyable journey. I have been reading and investing in stocks myself for the last two years but I was unable to find some good businesses. In your workshop, I learnt about bottom-up stock picking. The process which you told is very useful. ~ Kunal Jain, New Delhi"

"Attending the Art of Investing workshop was a very rewarding experience for me. The way in which Vishal tried to elucidate the need for a patient and very inquisitive attitude for becoming a successful value investor over the long term was the most"



LASTLY...

- Monitor or Analytics with webmaster tools

- Google Analytics



BLOG



Keep
Blogging!

Presentat
ion by





moksh@avignyata.com

+91 9322121170

www.authorpayal.com

www.thewordjockey.in