



Presents:

Podcast Episode 111: Five Blogging Lessons from The Life Of Jesus (Mark 1 – 3)



By: Leslie Samuel



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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

Hello, hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I'm talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from BecomeaBlogger.com where we're changing the world one blog at a time. As usual, another exciting episode for you today. In today's episode, a very interesting topic. I'm going to be talking about blogging lessons in the life of Jesus in Mark 1 and 2.

Yes, I'm going all biblical on you today. Why? Because there are some things that I'm going through right now that have caused me to focus on the life of Jesus.

I've found some interesting lessons that every blogger can put into practice to help our blog have an impact. It's all about creating content to inspire others and even change the world.

I don't know anyone who has changed the world more than that one guy, Jesus. Whether you're a believer or not, this episode will have some value for you. That's what I'm going to be talking about today.

All right, all right. Before I get into this topic because I think it's going to be a very interesting topic, I want to let you know that this episode and this podcast is brought to you by my ten free videos on how to get your blog up and running fast.

It's over at freebloggingvideos.com where you can learn how you can get into this blogging scene. If you're new to this and you want to find out some more about it, head on over to freebloggingvideos.com.

So, let's get into this episode. A few days ago, I was on Facebook which, I tend to spend more time than I should. When I was on Facebook, I saw a graphic that was posted by Michael Hyatt. If you don't know Michael Hyatt, he is the author of the book, "[Platform, Get Noticed in a Noisy World](#)." He has a very large audience and he does a lot when it comes to blogging, when it comes to podcasting and all that kind of stuff.

He posted this image that had, you put these images that have phrases on there and the phrase was one that I thought was very significant. The phrase was, "Even if you're not a Christian or don't consider yourself a spiritually inclined person, the Bible is worth reading."

Without question, it has had a greater impact on Western civilization than any other published book, any other book published. You know what? I think this is very true. You may be listening to this and you may not be a Christian, I still think there's value in that book, there's a lot to learn and it has impacted so many lives of so many people that it is worth reading.

This episode was actually supposed to be a Q and A episode. I posted part one to all of the questions that were called in two weeks ago but, I decided not to go with the Q and A episode. I wanted to change things because of what I'm dealing with right now.

I'm going to give you the back story and I hope it kind of helps you to understand where I'm coming from, why I'm doing this and all of these stuff.

I have been struggling with a concept recently and the concept is, "What is my single motivating purpose?"

There's a podcast that I listen to. It's [Internet Business Mastery](#). If you don't listen to it, I recommend for you to check it out. It's really good. It's by Jeremy and Jason over at [internetbusinessmastery.com](#).

In Episode 185 of their podcast, they spoke about the importance of a purpose-driven business. This was something that I was thinking about before listening to the podcast but, when I listened to it, it really drove home to me that I needed to figure out what my single motivating purpose was and I've been kind of on this journey and this trek to try to figure that out.

That's what I have been doing over the last few weeks but, the result is not what I expected it would be. I want to talk a little bit about that. I'm actually right now in the country of Columbia and I came down here on Monday because my mom is coming down to get medical treatment and I wanted to be here with her to help her out, to support her and all that kind of stuff.

She was supposed to come down on Sunday...

Oh man, my mom is calling me. I'm going to pause this. I'm going to continue recording later...

Okay, so I'm back now. Sorry about that. My mom was just calling me from the airport in Saint Marten.

Anyhow, I am in Columbia right now. My mom was supposed to come on Monday, as I was saying before. So, I booked my ticket to come down on Monday and then, last week or so, they changed her ticket so, she couldn't make it. She's coming today. When I heard that, I tried to change my ticket. I tried to change my ticket but, it costs \$1100 to change that ticket.

When I heard that, I was upset and I was like, "Oh man, I'm going to go down to Columbia. I'm going to be there before my father. It doesn't even make sense. I'm leaving my job early and I did so much work just so that I could leave my job," and I started moaning and groaning and all that kind of crap.

But, at a certain point, it was as if something told me, it was as if God was trying to tell me, "Hey, calm down. I need you alone for a little while. I need you to get away from all the hustle and the bustle of everything that you're doing and just be alone and just chill with me, try to figure out some things, try to re-focus and all that kind of stuff."

At that point, I thought to myself, "You know what? Maybe this is a good thing. Maybe I need to just step back from everything that's going on," because you probably know, there's a lot going on in my life right now, nothing that I can really complain about but, I just keep very busy.

Now, I had three days to myself. I'm in Columbia right now. You're actually in bed with me right now. I'm sitting down on my bed in the hotel room. Over the last few days, I've been trying to figure out what my single motivating purpose is.

It's been a very interesting process. In the process, I started to get impressed about one thing that my single motivating purpose needed to be but, I kind of struggled with the concept. I'll tell you what it was, or what it is.

The single motivating purpose that kept coming to my mind was to know Christ. But then, when I thought about that, I struggled with the concept because that doesn't tell me what to do. It doesn't allow me to do anything in particular.

How does that inform everything that I'm doing right now? How does blogging do that? How does blogging help me to get to know Christ? How does Biology do that in my Biology blog and

all the time that I'm spending there. It just didn't seem to make sense. I couldn't make sense of it personally because it didn't fit into what I understood this single motivating purpose to be.

If my single motivating purpose was to be the best Biology teacher in the world or something of that sort, that tells me exactly what I need to do. That tells me that I need to study, I need to focus on Biology. I need to attend conferences about Biology.

But, if my focus is to know Christ, that does not tell me what I need to do. Like I said, you can tell, I struggled with this concept but, then ultimately, it kept coming back to me, kept coming back to me. This is what your focus needs to be.

So, I decided to just change this concept of the single motivating purpose and instead of trying to find that, to change it to what is my main focus.

My main focus is to get to know Christ. You know what? I believe personally, and I don't want to get too religious on this podcast or anything of that sort and I'm going to get to the lessons in about a minute but, you know? I believe personally that if I were to focus on getting to know Christ, it's going to inform every other aspect in my life.

So, what I decided to do is make that my main focus. Make that my main thing that I am trying to accomplish and then, everything else, just continue living life. Continue blogging. Continue working and teaching and all the different things that I'm doing and just trust that all of that is going to be taken care of.

That's where I am right now with what I'm doing, with my single motivating purpose and all that jazz.

I want to get into the five lessons that I have learned since I'm focusing on the life of Christ. I'm starting in the book of Mark for a reason. I'm not going to go into the reason now but, I have just read the first three chapters.

What stood out to me was a lot of blogging lessons. I don't know if it's because I'm biased or whatever the case but, I want to share this five blogging lessons that I have learned from the life of Christ in this first three chapters.

Lesson #1: Simplify your CORE MESSAGE (Mark 1:15)

Lesson number one, you need to simplify your core message. You need to be able to say what you stand for, what your blog stands for in one sentence, really concise. You need people to be able to know what that message is.

I got this from Mark 1:15 because of all the things that Jesus could have gone around and said and taught, he could have teach you what to wear, what to do, how to dress and how to do your hair and how to live a good life and all these different types of things, the rules and the regulations, what you should do, what you should not do but, his message was summarized in one sentence.

The time is fulfilled and the kingdom of God is at hand. Repent and believe in the Gospel. That is what he went around teaching people. That is what his core message was and whether he said it exactly that way or Mark just wrote it down that way, it was succinct. It was clear. It was simple. It was one short sentence and that message permeated everything that he was doing.

This is something that I have been working on a lot. This is something that I have been refining for example, for Become a Blogger, my core message is, "Changing the world one blog at a time."

My core message is not about money. It's not about fame. It's not about notoriety and all those types of things. It's about how we as bloggers can actually change the world with what we're doing on our blogs, with our blogs.

Now, here's the problem. Everything I am doing does not reflect that. Yes, I talk about that in my podcast but, my course is, I think my course is a great course. But, when I think about it from the perspective of changing the world one blog at a time, I don't see how that is emphasized in my Become a Blogger Premium Course.

You can get that out of it. You can get how to get your blog up and running, create great content, get traffic, turn it into a business that's making money and all that kind of stuff. But, the focus is not how we as bloggers can change the world. That's something that I'm going to be working on fixing, on refining, so that, it does emphasize my core

5 BLOGGING LESSONS FROM THE LIFE OF JESUS

Based on Mark 1 - 3
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#1 Simplify your CORE MESSAGE 
Mark 1:15

#2 Understand who your target audience is and tailor your message to that audience 
Mark 1:17

#3 Don't be apologetic. Write with confidence in what you are saying 
Mark 1:22

#4 Put first things FIRST 
Mark 1:35
Focus on what's most important before indulging in less important tasks. I.e. Content BEFORE Facebook :)

#5 If you do things right, some people will dislike/hate you! It's O.K. 
Mark 2 and 3

Conclusion
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message of changing the world one blog at a time.

With my Biology blog, my core message is to make Biology fun. Take complex things, complex topics in Biology and really simplify it in a way that people can really enjoy this Biology thing.

That's something that I try to do with everything that I'm doing on my Biology blog. So, lesson number one, simplify your core message. If it's not simple enough for someone to say, "This is what this blog is about. This is what you stand for," then, work on that. Simplify. Simplify. Simplify.

Lesson #2: Understand who your target audience is and tailor your message to that audience (Mark 1:17)

Lesson number two, and this one is another interesting one to me. Even in His life, he understood who his target audience was and then, tailored his message to that audience. I'll give you a very specific example in Mark 1:17. He went up to Simon and Andrew and he wanted them to be His disciples.

Now, they were fishermen and they were out there catching fish. Because he wanted to appeal to them or to speak directly to them, this is what he told them, "Follow me and I will make you become fishers of men."

He didn't tell them, "Follow me and I'm going to teach you how to start an online business," or anything of that sort. That was not what they were about. He knew they were fishermen so, he spoke to them in fishermen terms. I will make you to become fishers of men. That is something that they can understand.

Do you know who your target audience is? This is something that I have spoken about extensively. If you go back to [Episode 107](http://www.becomeablogger.com/episode107). Just go to [becomeablogger.com/episode107](http://www.becomeablogger.com/episode107). I talk about how I went about narrowing down my customer avatar. Who exactly am I trying to target? I read the story, the customer avatar story that I came up with and I talk to you about the importance about it.

You can check that out.

Now that I know that, it makes it much easier for me to speak to them, to speak to their experiences, to speak to their concerns, the things that they're struggling with, the fears that they have.

It doesn't make sense if I'm targeting Biology students who are struggling with Biology to talk to them about how they can start an online business. That's not what they care about. They may care about it but, that's not my target audience and what they are struggling with at this moment.

I can talk to them about passing Biology classes, about studying. How do you go about studying correctly? How do you go about tutoring and the importance of tutoring? All these types of things I can focus on because I know that they are my target audience.

If you are targeting for example, with Become a Blogger, people who want to change the world, you want to talk as if you are someone who is trying to change the world and deal with their passions, deal with their affairs, their concerns, their struggles and all those kinds of things and tailor your message to that specific target audience.

That's lesson number two. Lesson number one, simplify your core message. Number two, understand who your target audience is and tailor your message to that audience.

Lesson #3: Don't be apologetic. Write with confidence in what you are saying. (Mark 1:22)

Number three, do not be apologetic about your message. Write with confidence in what you are saying or make videos with confidence in what you are saying or record podcasts with confidence in what you are saying.

In Mark 1:22, it says, "... and they were astonished at His teaching for He taught them as one having authority and not as the Scribes."

So, He was teaching with authority. Now, this is something that a lot of people struggle with especially if you're just getting started. You don't feel like you're an authority. You don't feel like you're an expert.

But, here's the thing. You are an authority when it comes to you, when it comes to your experiences. Take a stand and believe in what you are saying. What if you are wrong? Well, if you are wrong, be wrong confidently.

If you find out that you are wrong, be real. Be honest. Be straightforward about it. We're all wrong at some point in time. Usually we're wrong more than we're right. I don't know. But, if you don't feel like an authority on a topic, Simple. Study that topic. Explain it from where you are, the position that you are. If you're not a pro, be honest.

You are not a professional but, you're going to show what you've done and you think that your audience can learn from it. You know that your audience can learn from it. I don't know everything about blogging. I don't know everything about Biology. But, I put my content out there. I put it out there and it's up there in front of the world and sometimes, I make mistakes and that is okay.

I move forward one step at a time. I don't know how this sounds to you in terms of the microphone. I'm actually holding a mic in my hand. I don't have a stand. I'm on the bed. I don't know if you can hear the background noise. This is not my studio. Anyhow, it doesn't matter.

So, don't be apologetic. Take a stand. Put your stuff out there. If you are wrong, admit you are wrong but, be authentic. Be confident in what you are trying to do in what you are saying. That's lesson number three. Don't be apologetic. Write with confidence in what you are saying.

Lesson #4: Put first things FIRST. (Mark 1:35)

Number four, and this the one. This is the one that I struggle with. I don't know about you. But, put first things first. Put the most important things first. Get those out of the way and then, move on to everything else. This comes from Mark 1:35.

It says, "In the morning, having risen a long while before daylight, he went out and departed to a solitary place and there, he prayed."

This is what he did first thing in the morning before everyone got up, before the sun even got up, he went and he focused on what was important for Him. For Him, that was praying first thing in the morning.

This is a huge struggle for me. Now, I don't know about you but, I'm going to tell you what some of my days look like. I wake up because I have my phone right next to my bed and my phone, actually right on my bed, my phone is my alarm. It wakes me up at 6:00 o'clock and sometimes earlier depending on the day and what I'm doing and when I wake up, I take up my phone. I turn off my alarm and I immediately check email while laying down in bed then I jump to Facebook and I see if any interesting things happen while I was on Facebook.

Then, I get sidetracked and then, I get nothing done. This is some of my days when I wake up in the morning. That's just me being real. Maybe you are the most efficient and effective person in the morning. I am not always that way.

But then, there are some other days when I do focus on the important things first. Actually, over the last few days since I have been in Columbia, I have been really trying to focus on that and this is what my days have been looking like now.

I wake up, of course, my phone is the one that is alarming me. I have my devotions. Over the last few days, that's what I have been doing then, I go for a jog. I go for a run to get some exercise in. I come back to the hotel and I eat my breakfast and then, I get to work.

I get some of the important things that I need to get done out of the way.

When I do that, I am much more productive than the wake up, check email, check Facebook, browse around in the Internet and all that kind of crap. Focus on the most important things first and then, you'll see, you'll be much more productive with your blog.

What is the most important? For me, it's content. Content is king. That is why people come to my blog. This is why I'm able to grow my audience and all that kind of stuff because I focus on creating high quality content.

Once you focus on that first then, you can go out there on social media and proudly promote that awesome work that you just did. But, if you don't have that awesome stuff done first, what are you promoting? Are you just promoting the fact that you're on Facebook?

You want to focus on the most important things first. That is lesson number four. That means we have one more lesson, lesson number five.

Lesson #5: If you do things right, some people will dislike/hate you! It's O.K. (Mark 2 and 3)

This one is the hardest to accept in some cases. But, if you do things right, some people and in many cases, many people will dislike and even hate you. That is okay.

I'm getting this from Mark 2 and 3. I was reading that part in the Bible. To me, it was almost comical because Jesus came to save the Church and what did they do? They complained about it. They complained about why in the world are you telling people that their sins are forgiven? Why in the world are you eating with sinners? Why in the world are the disciples not fasting? This is what you're supposed to do.

Why in the world are your disciples picking grain on the Sabbath? That is against the law. Why in the world are you healing people on the Sabbath. Now, this dude, this guy came doing all these great things and all the people in the Church did was complain. Not all the people but,

I'm talking about this specific group of people and as you read those two chapters, it's just so obvious that no matter what he did, people complained and to the point that in Chapter 3:6, the Pharisees were plotting about how they can destroy Jesus.

If you put your blog post out there and people want to destroy you, that's a jacked up stuff right there. So, yes. If you're doing things right, some people will dislike and some people will even hate you. That's crazy! That's crazy!

This is something I spoke about in a recent podcast episode, [Episode 102](#). You can go to becomeablogger.com/episode102 where I talk about how to handle trolls, personal attacks and negative comments on your blog. The thing is, as I mentioned before, if you do things right, people will dislike you. People will hate you, hate what you're doing maybe, hopefully they don't go to the point of wanting to destroy you but, if you do get some of that negativity, if you do get some of that hostility, it's all good.

Dust yourself off and move on. It's something that you just have to accept as long as you are doing what you believe, you're standing up for what you believe, you're creating that good content, you're helping people. That is what matters.

Forget anyone that might be against you. They were against Jesus and if they were against Jesus, hey, who am I? Be against me. I don't care.

So, I just want to recap on those five lessons that I learned just from looking at these few chapters in the Bible since that has been my focus.

Number one, simplify your core message. Know exactly what you stand for.

Number two, understand exactly who your target audience is and then, tailor your message to that audience and just to reinforce this topic, if you look at your target audience and you look at the content that you have and your core message and it doesn't align which is partly what I am starting to realize right now, revisit that content. Redo some of those lessons. Redo whatever it takes to make sure everything aligns with your core message and your target audience.

Number three, do not, and I repeat, do not be apologetic with what you believe. Write with confidence in what you are saying. Make videos and confidence in what you are saying. Record your podcast episodes with confidence in what you are saying.

For example, this episode, I'm giving lessons from the life of Jesus and there are people that are listening to this right now that probably don't believe in Jesus and that's okay. I am so

confident in what I am trying to portray in this podcast episode. So, make sure you're not apologetic. Write with confidence in what you are saying.

Number four, put first things first. The important things, get those out of the way and do them first.

Number five, last but, not least, if you do things right, some people will dislike you and maybe even hate you, hopefully not plotting to destroy you but, you know what? It's all good. It is okay.

That's pretty much it for this episode. Let me start the music. By the way, I'm actually adding the music in after the fact that I have to edit my podcast and I never do that but, I don't have my studio here and my mixer and all that jazz.

But, that's pretty much the end of this episode. As usual, this episode was brought to you by my ten free videos on how to become a blogger at freebloggingvideos.com where you get to avoid the hassle and stress of not knowing how to get your blog up and running, how to install Wordpress, how to start adding content and all that jazz.

I've personally seen that one of the biggest things holding people back from starting their own blog, they just don't know how. They are not sure about technical details and all that jazz. That's where the ten free videos come in.

I will show you step by step how to get up and running over at freebloggingvideos.com. So, check them out today. That's pretty much it for this episode. If you enjoyed this episode, if you found value in it, share it with someone. And, if you're enjoying this podcast, make sure to leave a rating in iTunes.

I don't ask you to do that a lot. But, if you can I would really appreciate it. That will help to get the word out there about the podcast and help even more people.

So, this is Leslie Samuel from becomeablogger.com where we're changing the world one blog at a time. Until next time, take care and God bless.