

Vegans on the Net

HOW TO SET UP A BLOG THAT
TEACHES AND INSPIRES PEOPLE TO
GO VEGAN



NAYA AYNAT

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By Naya Aynat

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The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy. – Martin Luther King Jr.

I am currently listening to Bach and his Ave Maria, while trying to come up with an introduction to my second eBook. I decided to write Vegan Online with a simple excuse – I want you all to have an impact on animal lives all across the world.

I remember when I first started writing a blog and sharing tips and tricks about veganism and how awesome it was to be compassionate; I was so excited to become a part of the vegan community online and have friends that live in California or in Sydney. It didn't happen soon, but that didn't stop me from pursuing more from the internet and finding out how my words affect people.

Now I have a nice social media circle and followers that help me share my message. I am in no way an expert on how to gain 100k Instagram followers or how to have the best vegan blog in Europe; what I do have, is passion for those who wish to do something good for the animals and see blogging and social media as a nice opportunity to connect and inspire.

This eBook will help you do just that; it will show you how to start, where to start and how to keep it going until you have at least 100 Twitter followers that interact with you on a daily basis. Because let's face it – not everyone is

going to have a large following and will have an impact on the masses, but each one of us can share what we know with one person and help them transform their life into a more compassionate one.

That's the goal really, to help one person and then another one and another one and so on. If I would wait until I had a million followers all across my social media profiles, I wouldn't be writing this eBook, but I know how important is to do something right now.

Not tomorrow, but right now.

For those of you who have read my first eBook Vegan Convo, you know who I am and that I haven't always been the happy vegan I am today. But I went through my special journey that made me who I am today and I am here to share what I have learned and what I know to be true.

I have been a vegan for three years and have been writing about veganism and animal rights for quite some time now, so I know how to create a website that works and how to schedule articles and promote them. And I will teach you all those things in Vegan Online; you will know exactly what works and what doesn't, which topics are a go and which ones are a no, all my knowledge will be yours.

I hope you will enjoy the book and I wish you all the best,

Tanja

WHERE TO START

You must not lose faith in humanity. Humanity is an ocean; if a few drops of the ocean are dirty, the ocean does not become dirty. – Gandhi

The main focus of this eBook is going to be blogging and social media; so I assume that you will start a blog first and we will continue after that. Creating a website is going to cost you a few Euros (I'm going to talk in Euros) and a lot of patience and creativity.

I use WordPress, so I highly encourage you to use WP as well, because it has tons of cool widgets and themes that will make your blog look professional and attractive. You know that humans are visual beings and if you admit it or not, we all want things to look pretty and acceptable, not only to ourselves, but to others as well.

1. First thing you will do is buy a domain and you can do that on a website GoDaddy or any other, it's your choice. A domain is for ex. vegan.com or apple.com, you know, that thing that you type in your browser to enter a specific website. You can buy a domain on your name or a name that will represent your blog. If your blog will be called Flowers and Whales, you will buy a domain that says flowersandwhales.com or .eu or .net – your choice. This could cost you up to 10€, but it shouldn't be too expensive.

2. Next step is to find a website host that will provide a server for your website. You can use Bluehost for example; it's the easiest to use and you can connect it to WordPress with one click. You may want to find a web host on your own and see what packages are in your price range, so you don't spend too much on it.
3. Connect everything to WordPress.org, or in Bluehost case they will do that for you with just one click.

P.S. – I am mentioning Bluehost because Google told me it's the best, but I can't guarantee that for a fact, because I use a Slovenian host and I assume most of you are not Slovenian, so you wouldn't use it.

By the way, two things before we move on:

1. You can use websites like WordPress and Tumblr for free as a blogger, but you will have to deal with your URL looking like this – `yourblogname.tumblr.com` instead of `yourblogname.com` and let's face it, the second one is way cooler and professional.
2. For information on how to create the whole website in general, you will have to Google that on your own. There are way too many experts that will help you for free and this eBook is mainly targeted at those who want to know what to do AFTER they have done the basics. Nonetheless, as

you can see for yourself, I still helped you with a few tips.

Now that you have created your website and you are looking at the WordPress dashboard, now it's time to have fun. Pick a theme that you like and use widgets that will make your website attractive and nice to look at; but then again, everyone is different, so just make sure you like it.

Your theme should be easy to navigate and have all the necessary pages, like About + Contact + Terms & Conditions + Privacy Policy + Disclaimer + Cookies. Everything is pretty much optional; like I will mention later in the book, it all depends on whether or not you will decide to eventually turn your website into a business or it's just for activism purposes.

My advice is to wait until you have fully decided what you will be writing about and you have a vision of how you want to talk about veganism. Some may choose to write about the vegan lifestyle, others are looking to create a newspaper type of website with tons of new articles every day; everyone has a different approach to vegan activism and your blog should reflect who you are as a vegan.

BLOGGING AS A TREE

If you want to make peace with your enemy, you have to work with your enemy. Then he becomes your partner. – Nelson Mandela

Imagine a big tree with hundreds of fruits on it; not a specific tree, just a tree that grows all kind of fruit. That tree is your blogging and until I reveal what every branch means and what different types of fruit represent, we have to look at the whole tree and take it in. Now look at the branches, they represent social media and all the ways your blog and everything that is on it reaches people that get in touch with each branch.

Fruits are your knowledge, they grew into something that gives value and life, like what you have experienced and can share with others now. Every time you give value to someone with your articles or a video, there is one fruit less on the tree and soon it will be replaced by another fruit that will grow as soon as you learn something new. Do you understand the concept of a tree now?

Everything that you will create on your blog as an activist is going to form a tree that will either nourish, not only people but animals as well, or it will be an ugly tree with poisoned fruits and everyone who will eat it will be sick afterwards. That means that if you will share things that will give life to everyone your tree will thrive and benefit the planet and all beings on her, but if you will use it for

bad things and to spread negativity and hatred, you will be spreading a disease that will only harm everyone that comes in contact with the tree.

I will talk about how to create a loving and healthy tree in chapters What to Write About and Should You Be Graphic.

I already wrote in my first eBook, Vegan Convo, about how to spread veganism through love and compassion, so you must choose if you will join a compassionate vegan movement or you will be angry and bitter. No one wants to change when someone tells them that what they are doing is wrong; just imagine a person calling you a murderer and evil... would you change?

I know, you are probably saying that you would try and look into it and then change, but in reality you wouldn't. It's easy to say that if you would be someone else and a person would show you a graphic video of an animal being slaughtered, that you would go vegan. I doubt that, I really do, because I know that we have all been there.

We have been showed a graphic slaughter video and we haven't transitioned to veganism then. We have all been accused of being mean for whatever reason, yet 99% of us haven't changed, simply because we as humans don't want others to tell us when to change. It's in our nature to want to rebel against anyone who doesn't agree with us.

That is why it is so important to be kind and understanding, not all the time, we are humans after all, but through our compassionate movement we should

spread compassion even to those who are against what we stand for. We must find good in bad and realize that we have all been programmed to be harming others, not one of us has been born like that.

I really recommend you read my first eBook titled Vegan Convo – it beautifully compliments this book and will help you find a way to be an online activist that does everything through compassion and kindness.

Remember that wise talking tree in Pocahontas? She was nice and gave advice; she didn't judge her and tell her what she should do. I completely understand that seeing a dying pig on a Facebook photo is extremely painful, I am very, very aware of that, because it hurts me too, but I know how to swallow the pain and comment with respect.

Sure you can easily find angry comments that I have made on Facebook under rude peoples comments, but every day I remind myself that I am better than that. I remind myself that those mean responses didn't change anything, it only made it worse, because they saw me as an angry vegan and you know that they love it when we are angry, they enjoy provoking us and teasing us.

Yes, losing it once or twice every few months is normal, but to what extent? Is it writing a rant and posting an extremely graphic video on someone's wall? Are you one of those activists that throw paint on people's fur coats? How much do you lose it?

Do you think throwing paint helps animals? Or does it only make people see animal rights activists as crazy people who have no respect towards individuals? I know, I know – why would you respect them if they don't respect the animals... but should we really take this approach? Should we really risk being seen as a crazy bunch that no one wants to be a part of?

I know you think animals would want you to do this, but what does it help if the only disrespectful person in that situation isn't the lady with a fur coat, but you? People don't see a dead animal; they just see a crazy individual that is invading someone's body and personal space.

I have absolutely nothing against protest of any kind, but the line ends once you disrespect someone and invade their personal space by putting bumper sticks on their coat or shouting at them in the middle of the busiest street. That is not activism anymore, its harassment.

If you want people to respect animals, you must show respect to them. Not necessarily respect them, but show them respect by not harassing and insulting them. No one said you must respect their choices or them as an individual, but at least act in public like you do, because hate and bullying won't solve any problem.

I promise you that once you create a blog where people do not feel judged and insulted, you will be able to change many lives. When your website is a loving place, your

activism and social media presence will be backed by kindness and loving intention.

When creating a website remember to:

- Be respectful.
- Show compassion towards humans.
 - Be kind.
 - Do not respond to insults.
 - Educate, don't bully.
- Teach love by being a loving person.

SOCIAL MEDIA AS BRANCHES

All, everything that I understand, I understand only because I love. – Leo Tolstoy

I bet that you have at least one social media account and I also bet that you haven't given much thought about how you present yourself to people who see your profile. Now, you may be careful about what you post and how much into an argument are you willing to go with one of your peers, but I doubt you have looked at it from the non vegan point of view. That is, if you talk about veganism and your vegan lifestyle on social media. If you are not distributing this part of your life – I will come back to you later, but still read my advice to those who do display their vegan choices to the world.

Have you asked yourself how would a non vegan feel if they would look at your Instagram feed or read your latest 10 tweets? Would they feel like you would judge them if they would tell you that they are vegetarian or would you understand? What photos would they see on your Instagram? Are you posting graphic content and rude memes? Or are you posting insightful photos with educational information in a description? Are you talking about non vegan men having erection problems and making fun of them, or are you posting facts about what vegans contribute to the planet each day of eating plant based and living at peace with animals?

What message are you putting out to your followers? It's really important to not only like what you post on social media yourself, but to also think of how your message will be perceived.

That is not to say that you should care about what others are thinking of you, that doesn't matter at all, but if you want to inspire people to lead a compassionate life, you must be the light showing them how to do exactly that. It's your responsibility to be a kind vegan online, because you never know when someone might see your tweet as an attack on those who are not vegan. And no one wants to join the attacker's side.

What to post on social media, so that your presence shines light on the important tissues? I will give you some ideas and you pick and choose which ones you like.

- Link to your latest article where they can learn about how to make the best vegan apple pie, or a blog post where you talk about how to shop vegan in a small town. You should be sharing your blog posts at least twice a day on Twitter and every few days on Instagram.
- Post a #throwback photo of before you went vegan and share how you have lived your life then. It doesn't have to be a drastic change in how you looked before versus how you look like now, just a photo of you before you went vegan and a story how you lived your life then. What has changed? How did you feel about the animals back then?

What did you love to eat without knowing the full story behind it?

- Ask your followers what is the hardest thing of being vegan and then write a blog post about the solutions. If you ever find yourself lacking ideas you can just pop a question on Facebook, asking your followers to brainstorm some ideas for you and what their biggest challenge with the vegan lifestyle is and there you have it – a year worth of content for your blog.
- Share a video that has taught you a lot about veganism and they can watch it for free on YouTube. Try to find videos that are not dull or too long, the majority of people would prefer a fun, entertaining, short and educational video over an hour long speech by a guy that shows no signs of life.
- Share a random helpful tip about something that you know might be challenging for new vegans. As you go through your day, tweet random tips that you can think of; not only will you help them out, but you will also be perceived as someone that is fun and worth following.
- Share quotes about animal rights from great leaders of the past. The best type of quotes are those on photos, with a bright and lovely background and easy to read. Put your URL on the side of the photo in a smaller size, so that people give you credit for making the graphic and can easily find your website. Make sure you use

hashtags, such as #quotes #vegan and #(name of the person who said the quote).

- Simply thank people for following you and wish them a happy day. Everyone loves to be thanked and it takes nothing from you to say a few words of gratitude.
- Make a short 1-minute video with an advice you wish someone would have given you when you first went vegan. You can then share it on Instagram, Instagram Stories, Twitter, Facebook, Facebook Live or other social media that feature video.
- Share a photo of yourself posing with a farm animal (I hate this term, because it reminds me of how animals are treated as food at farms, but I use it for better understanding). Show humanity of the animal on the photo with you and tell them a story of how did you two meet.
- Recommend a book that can help them with learning more about nutrition on a vegan lifestyle. I always share what I am reading and that way people can see the variety of books about veganism that are available to us.
- Write about all the things that give you faith in a better world where animals matter as much as humans do. It's easy to break down and feel hopeless, but let's remind ourselves and others of all the things that are slowly changing and how much we still have left to protect. Yes, the number of animals that are going extinct is rising rapidly

and trillions of land and sea animals are slaughtered and tortured every single year, but we are changing the world. It's not going to happen quickly, that's why we need to be the light we wish to see in the world, we must show the right way and lead by example.

- Create stunning quotes with Canva and post them on social media. People love quotes and you never know when one might touch them. They can vary from quotes about life, respect, family and animal rights, to quotes about patience, friendship and love. Everybody loves a good quote.
- Post photos of what you eat in a day. I know, everyone is doing it, but we need the #vegan hashtag to grow as quickly as it can and show people that vegans eat a great amount of delicious food. Inspire people to go vegan through delicious meals you post on social media and if you want, you can even share the recipe.
- Have you discovered the new cashew milk? Is your local store now selling vegan ice cream? Great, take a photo and share it with people, so they know what to buy, where to buy and how much you like it. Tag the brand and let them know how much you appreciate that they are providing plenty of vegan alternatives to the market.
- Share information about vegan festivals or any social events that are happening around the world. Maybe you don't live in Berlin, but who said that one of your followers doesn't? You may not be

interested in that vegan protest that is happening in Zagreb, but maybe your first follower is free that day and just happens to be living in Croatia. You never know what might click and inspire someone to go and join other vegans.

Those are just some ideas that I can write on top of my head, so make sure you use them as you go along on your vegan journey. If you ever run out of ideas or if you don't feel inspired by any of the suggestions above, you can always post a photo of a tree or the sky. Everyone likes a great cloud photo.

Now that I have offered you some social media content ideas, I want to share with you a few tips on how to handle each social media account as a blogger and an online vegan activist. By now you have - I imagine - created a website or at least got an idea on how you want your website to look like and what you want to write about.

I understand if you want to first read this eBook and then take a 7 week challenge. I know that many of us prefer having a guide when starting something new and sometimes you just have to read an entire eBook before you actually take all the advice and put it to practice.

Here are the tips on how to work with different social media accounts, so that you make the most out of each one of them.

TWITTER:

- Use photos when posting quotes and blog posts; people are visual beings and a photo says a thousand words. Get creative with Canva or iPiccy and create beautiful graphics that will inspire your followers to share, like, or click the link if provided.
- Use relevant hashtags, but not more than three in a single tweet. I would go and say that you don't have to use any, but you can use a few for fun if they are placed correctly.
- Respond to people who comment on your posts and start a conversation. If people see that you are friendly and interested in what they have to say, they will more likely interact with you in the future and support your content.
- Search different tags and answer to people's questions about veganism and animal rights. Don't respond to provocative tweets, but seek for those who are asking genuine questions.
- To schedule tweets in advance, use Hootsuite or Buffer. That way you don't have to be on Twitter all the time, just about 40 minutes to schedule for the whole month ahead. You can schedule everything from blog posts to graphic quotes and so on.
- Support smaller vegan accounts by re-tweeting their posts and sharing them with your followers.

Connect with like-minded people who can one day be a part of your online community.

FACEBOOK:

- Again, use Canva for beautifully designed photos and schedule your posts for up to 6 months in advance. Yes, you can actually schedule every single post for the next season.
- Join Facebook groups and share your posts with group members. Just search for blogging groups and find those that are related to whatever you are writing about.
- Join groups that are not for promotion, but for connecting to fellow vegans or soon-to-be vegans. You can help them on their journey by answering questions and offering them advice when needed.
- If you are willing to spend some money on blogging and getting visitors to your website, you can use Facebook Ads and reach people around the world who have interest in veganism based on their previous activities.
- Use Facebook Live for better interaction with your readers and share with them your knowledge live from your cozy couch.

INSTAGRAM:

- Make your photos spectacular by using only the good angles and natural light when you take photos of your food. The more professional it

looks, the more attention it will get and the more likes you get, the more people you have reached. Don't get me wrong, likes do not determine your worth or how much of an activist you are, after all, they are just likes, but you want your account to be a go-to place for vegan curious people, correct? Then likes DO matter and followers DO matter, just don't put your self-worth on the amount of likes you receive.

- Write the whole recipe in your description, so that people who liked the photo of your vegan dish can make it themselves as well, without having to search for the recipe somewhere else.
- Add your website and latest post in your bio. Update it every time you post a new article. There are so many people that don't take the advantage of that and it's crazy, because most people usually first see your bio, so it should be obvious that you put a link to your website and latest post up there.
- Like other people's photos and comments, make them feel valuable and respond to the comments you receive. Once they've seen you enough times liking something of theirs, they will most likely check you out and follow you.
- Use hashtags! All twenty of them! If you are from Spain use #VeganSpain or #VeganMadrid; that way people from your country or your city will be able to find you and you can make new friends.

PINTEREST:

- Post vertical images and make sure they are already created and added beneath your blog posts, so that people can click on them and pin them right away. Vertical photos with bright colors and an attractive title and description have a better response than those who are small and made in 30 seconds on an old online photo editor. Again, I suggest you use Canva and I am not getting paid to promote them, I just really love the website.
- Join group boards and let me tell you, if you blog about vegan food you will have plenty of group boards to chose from.
- Make your personal boards SEO friendly. Just use Google Keyword Planner for that and Google what SEO is, I can't believe you haven't learned about it yet. If you have – congratulations, you are ready to rock the blogging sphere.

YOUTUBE:

- Use good lighting and make sure your camera or phone is standing still when recording. You don't need a fancy camera to share your message, but do the best that you can with what you have and with where you are. Go in nature or use a white wall as a background, find a bright spot or use your home lights to create a studio like vibe.
- Put your website and all of your social media accounts in the description.

- Use SEO friendly words in your title and description, plus use lots of tags.
- Fun idea – make a video about every single blog post you have written and then link the video to your website and your written post to your video.
- Comment under videos that you like, even if they are not vegan related, and expose yourself to those who might click on your channel just to see who wrote such an insightful or humorous comment. You would be surprised by how much you can connect to others by simply commenting or responding to their comments. With each comment your circle of influence grows and out of a thousand people who read your comment, one might click and subscribe. And that one person is just as valuable and important than if there would be a million of them.

Oh, before I forget. I use words like blog post and article interchangeably, because it depends on what type of writing you will do. You can either have a blog or you can create a website; I know it doesn't sound much different, it really isn't that different to be honest, so I will just focus on using both, as well as words like article and blog post interchangeably, so you can feel good about whatever you decide. Either way, you will be writing about it and you can either call it a blog or a personal website – what matters is how you will do it.

Okay, so now that I have given you some basic tips on how to use each social media account, I think it's safe to say

that you are ready to choose which ones you will have. You can choose to have 10, 5 or just one of them, but you need to be fully focused on growing your social media presence on those that you will choose. It doesn't help if you have 7 different accounts on 7 different social media sites, if all of them have only one photo and no bio. I would rather have you only have Instagram and grow your following from 0 to 10.000 than see you juggle five of them unsuccessfully.

If you intend to focus mostly on writing about different issues surrounding animal rights, you will most definitely need to be on Twitter and Facebook, but if you will be a food or a lifestyle blogger, you can easily have just Instagram and Pinterest. If you love video and love to talk directly to people, use Facebook LIVE and Snapchat, as well as Instagram Stories and Periscope. I suggest that you focus on those who are of interest to you and that you don't push yourself to be on Snapchat if you are not comfortable with showing your face.

If you want to save time and schedule your posts in advance, look up Hootsuite and Buffer. As I mentioned, Canva is great for graphics and Pixlr is right behind it. I know that at first glance this whole social media thing may seem a bit scary and hard to learn, but I promise you that it gets easy once you figure it all out. All the websites I have mentioned so far are easy and can be learned in a matter of an hour or usually less, so no need to be frightened by it.

Oh, you want more tips for social media?

- Use the same photo of yourself on all social media profiles, so that people can easily recognize you and remember you from other social media.
- Be nice to people. I know I have said this like a billion times already, but really make sure you are being nice. Remember that you are representing a group of individuals who want a compassionate world, so BE compassionate.
- Always ask yourself if what you are about to post is helping the animals. I'm not saying that you can't tweet about the latest Supernatural episode or post photos of science books on Instagram, but don't go through a week without mentioning veganism at least 20 times. But seriously, don't talk about how much you hate an actor when you could be spending that time tweeting about how much pus is in the milk people are obsessed with. If it's mean, don't even think about posting it, it's not helping the animals and it's certainly not helping you gain any new followers.
- Link your blog in all bios across all social media accounts you will have.
- Cross promote your accounts; for example, tweet about how awesome your photo quotes are on Facebook and how great it would be if they would have decided to follow you or Instagram a photo of your latest hilarious tweet with a link to your Twitter page.

- Make your colors pop. If you like it all to be black and dark blue, people will associate veganism with sadness, which it kind of is when you think about how painful it is to know how far from animal liberation we still are, but still you want people to associate veganism with happiness, happy new beginning and positive energy. When your first priority is making sure your activism is well received, you must make sure that your audience loves it way before you do. Even I have to compromise with my website and make it more lovely and girly than I would personally like. I still love it, but it's definitely brighter and happier than my natural state is. Create a persona and go with it.

Moving on now.

YOUR KNOWLEDGE AS FRUITS

To live without hope is to cease to live. – Fyodor Dostoyevsky

Everything you learn is valuable and could change somebody's life for better, so think of everything you know as fruits that nourish and give life. Don't take it for granted and spread the seeds everywhere; give out your knowledge for free (later we will talk about blogging as a way to make money) and you will always have more of it in life. When you gather together everything that you have learned about veganism since you became one, you mate, have enough knowledge to write a book about it.

Matter of fact, I dare you to write a book about veganism! I did it and all it took was a few hours a week and silence around me. You can sell it or give it out as an opt-in aka freebie to your readers who will be then added to your newsletter list.

I would like to believe that all of us are aware of how amazing we are and how much we can do if we just decide that we WILL do something. I know that I didn't always felt like that; matter of fact, I used to think that its better if I settle for less in life, because it's not like I can actually change something in the world with my limited school education.

But I grew to realize that I am super smart about so many other things; I know a lot about the internet and I can

Speak multiple languages, I also know a lot about nature and animals. I might not be good at math or chemistry, but I will surely win at a movie quiz or guess how many dress changes Blair Waldorf had in the 4th episode of the 2nd season in the best show ever, Gossip Girl. And who said that knowing what Queen B said to Chuck right before they kissed in the limo that time isn't smart? Smart is many things and all kinds of smart is damn sexy.

You too are smart.

Like, super smart.

You just need to find the courage to show how smart you are. If you haven't finished high school or your grades were very low, who cares about that? Your grades and years spent in school don't determine your future or how smart you are.

I have met people with the highest degrees who were incredibly close minded and uninspiring and I have met people who have only spent a week in high school and turned out to be wealthy entrepreneurs who save lives of millions of people on a daily basis.

No one determines how smart or stupid you are, but you. You are the one that decided how you will perceive yourself and therefore, how others will perceive you as well.

Can you do that?

Can you believe that you have a lot to offer?

Think about all the books you have read about nutrition on a plant based diet and think about all the documentaries and videos you have seen that talk about cruelty that humans are imposing on animals of the world. You know so much about the vegan lifestyle and all that knowledge must be shared with people who might be inspired by you to go vegan. That's why blogging and rocking social media presence are important and that's why I wrote this book for you.

Once you acknowledge how freaking smart you are and how much you have to offer to the world and to the people who are eager to learn about veganism, you will make this world a better place.

With that being said, that doesn't mean you can just drop everything and stop learning. Uh-uh, you are still obliged to follow vegan doctors and different vegan news on social media to keep up with news and what is happening around the world.

Why not make sure that you gain new knowledge in the next month immediately?

- Follow three vegan accounts on Instagram (ex. @vegan).
- Follow five vegan accounts on Twitter (ex. @tanjajurtec).
- Like ten vegan pages on Facebook (ex. @veganpublishers).

- Join three vegan Facebook groups.
- Follow eight vegan boards or people on Pinterest (ex. @Phyrra).
- Subscribe to five vegan YouTube channels (ex. @happyhealthyvegan).
- Borrow two vegan books at a library (ex. Skinny Bitch).
- Find two vegan documentaries online that are free to watch or buy/borrow them (ex. Cowspiracy).

Every day is a chance to get new knowledge and to learn something that will help you long term. It's not only about how much we know and how smart we are, but rather how much we give and how much time we spend teaching others and helping them.

Just remember how lost you felt when you first started learning about animal rights and veganism; you were craving for knowledge and for the right people that you will resonate with. Because let's face it, not everyone is going to vibrate at the same level as we do and not everyone will be our type of person.

That's why we need diversity and activists that are doing different types of activism; from protests and showing slaughterhouse footage on streets to active vegan bloggers and vegans that share their knowledge through online courses, eBooks and videos. Gary Yourofsky and FullyRawKristina are so different, yet both have inspired thousands of people to go vegan. You may like one more than the other, but that doesn't change the fact that some

resonated more with the graphic approach and others with a more loving tone.

Who do you want to be?

How do you want to inspire change?

How will you use your voice and knowledge to change the world for animals?

There is no right or wrong answer, there is just doing something. Being yourself.

Because when it comes down to it, the animals really don't care whether you are standing outside slaughterhouses or you are spending every waking hour posting something on social media to inspire change (that's why scheduling is your best friend, we all need to sleep), they just want you to do something, anything. Anything that you are most comfortable doing, because when you are doing things that are making you feel happy, comfortable and inspired, that's what you should spend most time being focused on.

I know, I know... go out of your comfort zone and explore new things, that's all perfect and I love it, but not when it comes to standing up for important things that are already hard to talk about. When you are standing up for animal rights and you feel like shit in your personal life because you are not happy with your appearance or you have social anxiety, it's obvious that you won't go out on streets and protest with a bunch of other people.

You will blog and do your part in changing the world behind the computer. If you are a very outdoor type of a person and you can't stand the internet and social media obsession, you will join groups that witness the animals being brought to slaughterhouses.

If anyone tells you that you are selfish, because you are thinking of yourself and not the animals, just thank them for being an activist themselves, tell them that you are happy to be a part of such passionate community, but that you know yourself and you are most effective doing things that are comfortable to you.

Seriously, shaming people for not doing what you are doing has to stop. It's a shame that instead of supporting each other and being grateful that more and more people are standing up for justice and equality among all beings, we have to witness people bashing each other on social media and spread negativity.

Your form of activism matters! Animals are grateful that you are doing this! I promise!

Just like I said earlier, we all resonate with different mentors and teachers and we all became vegan because of a different trigger that showed us the compassionate life we could all be living, that's why we need people that are fighting the fight on social media AND on the streets and classrooms and in the government and in newspaper.

We all have different gifts that should be used for the platform that we most feel comfortable with – whether

that platform is writing books, doing a podcast, writing for a magazine or being a filmmaker.

We all should be doing exactly what we are doing now, because when we do what makes us happiest, we are being the most successful.

WHAT TO WRITE ABOUT

Be not afraid of greatness: some are born great, some achieve greatness, and some have greatness thrust upon them. – William Shakespeare

Finally.

What to write about on your blog.

Well, there are a thousand ideas that are floating in my brain at this exact second, but first we must find your niche aka your target audience. We must find your topic and a category under which you will be seating under.

You can be a lifestyle blogger, sharing bits and pieces from your daily life of being a vegan. Or you can be a food blogger, posting recipes and showing us different ways of using healthy foods to create delicious meals. Maybe you want to be an informative blogger and write all about the animals and veganism, pretty much anything as long as it's informative.

Or you can be a beauty blogger and talk about cruelty free and vegan beauty products. Or a fashion blogger where you will show outfits you are wearing that are vegan and ethical.

Maybe you just want to write about nutrition and where to find protein and zinc. Or you are a horse lover and want to dedicate your blog to spreading awareness about how

horse riding is not at all ethical, or you want to write about dogs all the time, giving advice about how to adopt and how to stop the Yulin festival. Or you want to share poetry and fiction that is all about animal rights.

THERE ARE SO MANY TYPES OF BLOGGING TO CHOOSE FROM.

And they are all correct, as long as you are spreading the awareness about veganism and encouraging people to choose the compassionate lifestyle where we are doing the most that we can to not exploit animals.

Here are a few questions to ask yourself before you go and create a website that will be your online voice.

1. Are you interested in mostly writing or are you into photography as well? That will help you when deciding whether or not you will show your face or just write and hide behind the logo (which is totally okay if you promise to make up for it by providing great content and jaw dropping graphics).
2. What do you like? In general I mean. Make-Up and clothes? Reading and writing? Photography? Cooking? Sports? Learning about spirituality? What do you love to do? What makes you the happiest?
3. What is your long term goal with this blog? Do you just want to be an activist or are you interested in selling products and services as well in the future?

I will talk about money and activism later, so be honest. It's okay to make money when you are an activist; you just have to know how to do it the right way. Remember that animals are always first.

4. How much of your life are you willing to share with your readers?
5. What problem that we as vegans must solve are you most passionate about? Nutrition? Fishing? Horse riding? Being vegan as an athlete? Staying vegan for more than six months? Growing vegan children? Ivory trade? Animal extinction? Testing on animals? All of them? It's okay to pick just one that you feel you would be most effective at solving. All of them are important.

Now that you have answered some basic questions, you have some basic idea about what type of a blogger you wish to be, so take a few minutes, hours or even days to really go deep and decide what you want to be speaking up about. Like I said before, all of them are important.

I assume that you have taken some time to think and you are back, ready to start writing about some important things.

On the next few pages, I will give you ideas about what to write about. You will get ideas about blog posts whether you are a food blogger or an informative blogger. If your category is not mentioned, you can still get some inspiration and then brainstorm ideas on your own. Put some Chopin in the background and write down your

content for the next hundred days. After that, I will share with you some tips on how to write a blog post, what to do before you post and what to do after you post it. Like I promised, I got your back lovely.

IDEAS FOR LIFESTYLE BLOGGERS:

- What I Eat In a Day.
- Books That Have Changed My Life.
- How I Eat Vegan On 3€ a Day.
- How to Eat Vegan at a Family Event.
- How to Date As a Vegan.
- Why I Am an Animal Rights Activist.
- How And Why I Went Vegan.
- Animal Organizations I Love to Support.
- My Favorite Vegan Singers.

IDEAS FOR FOOD BLOGGERS:

- Five Vegan Christmas Friendly Pies.
- Vegan Dishes Your Grandma Will Love.
- Vegan Lunch Ideas for 1.50€.
- Top Three Vegan Chocolate Cakes for Beginners.
- How to Make a Vegan Cappuccino at Home.
- My Ten Best Recipes.
- Vegan Comfort Meals.

IDEAS FOR INFORMATIVE BLOGGERS:

- What Do Birds Actually Eat?
- Why Adopting a Dog Might Not Be For You... Yet.

- Eight Ways to Help Animals This Month.
- Why Honey Is Bad For Bees And Your Health.
- Things Your Cat Should Not Eat... Like Ever.
- 20 Crazy Facts About the Dairy Industry.
- Are Tattoos Vegan?
- Books About Veganism For Children.
- Five Animal Rights Websites You Should Follow.

IDEAS FOR FASHION BLOGGERS:

- Where to Buy Vegan Leather?
- How to Find Fab Quality Faux Fur.
- My Collection of Leather Boots... That Are Totally Vegan.
- How to Style Your New Faux Suede Skirt.
- How to Buy Vegan and Ethical Clothes.
- How to Find Quality Vegan Handbags.

IDEAS FOR BEAUTY BLOGGERS:

- My Favorite Cruelty Free Lipsticks.
- Top Five Vegan Beauty Brands.
- Why I Love (insert a CF and vegan beauty brand name here).
- Where I Bought My New Vegan Brushes.
- DIY Easy n Natural Vegan Shampoo.

IDEAS FOR SPORT BLOGGERS:

- How to Eat Vegan as an Athlete.
- How to Get Your Protein as a Vegan.

- Best Plant Based Protein Bars I Love.
- Vegan Olympic Athletes I Look Up To.
- I Went Vegan... And Became Faster Than Ever.
- Famous Vegan Football Players.

IDEAS FOR NUTRITION BLOGGERS:

- How to Get Your Daily Dose of Vitamin D.
- Where Do Vegans Get B12 From?
- Eat This If You Lack Iron.
- Top Nutrition Books I Recommend.
- What Is The Deal With Protein Anyway?

Yeey, you got some ideas and hopefully by now you have already written down all of them, plus added some of yours as well.

Remember, ideas only work if you do so before we go to the next chapter, I have a few tips on how to actually write a blog post.

How to write a blog post:

- How long do you want your post to be? 500 words? Maybe even 2000 words? That's impressive, but don't push yourself if you are not completely dedicated to doing it with every single post. Set a number of words in your mind and things will get easier.
- Put some classical music in the background or be in silence. You can either write down a few ideas

that you want to include in the post, or you can go with the flow and channel the wisdom from within.

- Once you've written the post, re-read it, then re-read it again and edit the heck out of it, so that it looks and sounds good, but still has your personality in it.

Moving on to what to do before the post goes public.

What to do before you post it or schedule it:

- Did you mention any book in the blog post? If you have mentioned any outside source, make sure to put a link, so they can read it or watch it on their own.
- Create a photo for the blog post on Canva and then add one or two images created specifically for Pinterest at the end of the post.
- Have you added the CTA? You know, a call to action, meaning inviting them to comment down below or to follow you on Twitter, or download your freebie... anything. If you don't tell them what to do after they've read your blog post, how will they know? Is there a petition that needs to be signed? A protest held at a major city? Tell them about it and encourage them to do it.
- Have you written a blog post that is similar to this one? Link it, that way they will stay longer on your website and are more likely to return if they like your content.

- Have you created a photo for Twitter? A special photo for Instagram? When you schedule the post for two weeks ahead, you need photos for each social media platform, because as you know by now, people love pretty things and we will click if our eyes like it.

Okay, so you have written a blog post already and you are about to post it or schedule it in advance. Super, so what exactly should you do now? What is the next necessary step?

What to do after you have posted or scheduled your post:

- Go on Buffer or Hootsuite and schedule it for the whole month ahead. You can post it two times a day on Twitter, pin it every day on Pinterest, schedule it for every two days on Facebook and post it on Instagram every four days. If you want the whole social media strategy from an expert, please check out Gary Vaynerchuk, because he is the best at it.
- If you are making videos on YouTube, link your new blog post under the latest video.
- Put a link to the blog post in your bio all across your social media profiles.
- Share your latest blog post (if already posted) in Facebook groups and make sure you do that every single day, just read the group rules to avoid any issues.

You are almost ready to start your blogging journey and join the online vegan movement that is bringing people together and showing people how to live a more compassionate lifestyle, where you are actively trying to live as ethically as possible. Of course there are still victims, sadly in our world today we cannot possibly be 100% perfect vegans, but we are doing the most that we can with what we have, where we live and who we are with.

SHOULD YOU WRITE IN ENGLISH OR YOUR NATIVE LANGUAGE?

Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared. – Buddha

That's a big question, because some of you might be more comfortable with writing in your own language instead of writing in English, or maybe you live in a big country, such as Russia or Spain and you have a whole country to inspire.

First, let's look at the pros and cons of each possibility.

Good things about writing in English:

- You have the whole world as a possible reader, because the majority speaks English.
- Easier to connect to other bloggers and activists.
- You might feel more comfortable writing in another language.

Not so good things about writing in English:

- Wide audience doesn't mean more views and followers.
- More competition and therefore, harder to be heard and seen.

- If you are not fluent in English, your writing mistakes can cost you a bunch of readers.

And now let's look at the other possibility, which is writing in your first language.

Good things about writing in your first language:

- More defined audience; for example - if you are from Spain, you are targeting only people that speak Spanish, or if you are Russian, you are only targeting people in Russian speaking countries.
- If your language is not spoken by a lot of people, you will probably reach more people than you would if you would be writing in English, as there are thousands and thousands of English written vegan blogs out there.
- You feel more comfortable and have a wider vocabulary.

Not so good things about writing in your first language:

- You may feel limited and can only reach a certain amount of people.
- If you decide to expand your blog and translate everything in English, it will take you much longer than if you would be writing in English from the start.
- With a limited amount of readers you may find yourself lacking ideas. For example – you can only write so much about how people from Italy can

help animals in Italy, while writing in English gives you an unlimited amount of ideas, because it covers the whole world.

I hope this gives you a certain perspective about how your choice of language is going to affect your blog. Both are great and only you can decide what you will do; it comes down to what you want and how you imagine your blog to be like.

Are you thinking big and worldwide or small but intense?

Do you care how many people read your blog or do you just want to do it for the sake of doing it?

Who is your target audience? Middle aged women having a crisis or teenage girls that are into fashion? How is being vegan going to help that certain person? Maybe you are good at teaching older people about veganism or perhaps you feel more comfortable connecting to teenage girls who are struggling with weight and feel disconnected from everyone? Maybe you don't care and you just want to write for anyone who wants to learn how to become a vegan.

There are bloggers that write about vegan fashion and beauty and are clearly focused on the younger generation of girls. There are bloggers whose content is specifically for children. Then we also have blogs that are focused on vegan DIY or vegan and cruelty free cleaning products. Some are focused on teaching bodybuilders how to gain muscle as a vegan and some write poems about animals.

There are as many types of bloggers as there are types of vegan food.

It all comes down to who your target audience is and who will relate to your blog posts the most. This is not up to me to decide, but up to you. So don't go around and look at other people's blogs and copy them because they look pretty and awesome and have a million Instagram followers; do you and find out what YOU want.

The language that you will write in will determine everything else; how you will write, what you will write about, how your website will look like and what your URL will be. Choose wisely!

HOW MUCH TIME DOES BLOGGING TAKE?

If you can do what you do best and be happy, you're further along in life than most people. – Leonardo DiCaprio.

That is a good question, but not something I can answer for you. Some dedicate twelve hours to blogging every day, some do it for two hours and others only work on weekends. It's up to you to decide how dedicated you will be and how you want to include online activism in your lifestyle.

It all depends on how serious you are about being an activist online, how big your vision is, how passionate you are about it and what your goals are as a blogger.

If you wish to have 10.000 monthly views and write up to 20 blog posts a month, you will certainly not work only on Mondays and Saturdays, but you will take at least thirty minutes to an hour every single day to work on your blog, from writing to scheduling, networking and promoting; but if you don't have a clear goal and vision, if you just want to do something and are clearly not fully dedicated to it, you will find any excuse under the sun for why you are only taking time on weekends.

If you don't have time and think that I am being harsh on you for only working during Saturday and Sunday, here are a few tips, so that you can spend every day doing something:

- Write a to-do list every day and schedule your day in advance, so you are able to take ten minutes out of your busy day to update Twitter or reply to a few blog comments.
- Write blog post ideas in advance and during the day write down notes in your notebook. You can write a few ideas down that you will include in a blog post, so that when you finally sit down and start writing, you will already have a clear idea what the main point of the post will be.
- Do you watch reality shows regularly? Do you stalk your celebrity crush on Instagram every day? That time could be spent on your blog, and I don't care if you think that you deserve some you time; this is NOT your you time, this is spending precious time doing stupid things instead of helping the animals. You time is not watching two housewives fighting under a Christmas tree, you time is reading affirmations, hiking or meditating. So unless you are doing one of those three things, please don't talk about how you don't have time for your blog.
- If you can afford, find a great VA (virtual assistant) and give her tasks to do that you are not able to or don't want to. She can handle everything from scheduling your social media to finding the best SEO keywords. I personally don't have one yet and am able to do everything by myself, but if you are too busy to keep up with everything and can afford a VA, make sure to find one.

Blogging is not a joke, especially if you spent money on creating a website and are eager to change the world. It's easy to find excuses on why we are not able to work on our blog every day, but when you think about all the animals that depend on people like you and me to help them, you really start noticing all the silly things you do to keep yourself from blogging.

For example, I used to read celebrity websites all the time, I just loved the drama, but then I went on Facebook and saw a piglet that was taken away from his mother and I saw how stupid all the celebrity drama is when there are animals that are kept slaves and are violated every second of their life. It's so easy to forget that we are actually able to change the world for those animals, yet we take time for granted.

I ask you:

- Why do you want to blog?
- What do you want to achieve with your blog?
- What silly things are you doing that take your precious time away?
- How many excuses do you have right now to not take more time for activism?
- Are you prepared to sleep thirty minutes less to wake up early and write one blog post a day?

To make a difference in the world, time is required. Nothing will change if you don't change, so don't take your time for granted. It's all you have and if you use it right,

you can accomplish an incredible amount of work in the given time.

SHOULD YOU BE GRAPHIC?

*If you tell the truth, you don't have to remember anything. –
Mark Twain*

Of course, you should be graphic.

But not all the time.

In fact, you should be graphic only about certain things and you should pick your graphic images and videos wisely.

How long are they?

What are they about?

Is there music in the background or real sounds?

Where was the photo taken?

So much to think about and it all depends on what type of a person you are and what you personally consider too graphic.

So, how often should we really post bloody videos? Would anyone even watch it?

Who wants to watch dead animals on their feed? Spoiled selfish people certainly don't want that to be ruining their worry free Sunday evening.

You know what they do once they see you post three graphic photos in a row? They unfollow. They unlike. They unsubscribe. They go the fuck away from you as soon as possible.

Because we humans don't want to know what is going on and what we are contributing to. Why would we want to know about the horrible stuff? We would rather pretend it's not happening than actually do something about it.

That's why, my lovely, you must be strategic and post 98% inspiring, informative images and then take the liberty of posting 2% graphic, bloody content. Not together of course, but every 8 days share a slaughterhouse video on Facebook. Then go back to posting things that won't trigger them. You will lose some people once they see you post a photo of a bloody dead piglet, but the majority will stay, because they will know that you won't be spamming them with graphic content, but it's just a once a month kind of thing.

And remember – when you post a graphic content, don't write a judgmental comment above the video or photo, but leave it blank. Just an image, you know - a thousand words at once.

The majority of followers you will have are going to be vegan already, so graphic content won't do much for them, so you need to focus on that small percentage of your non vegan followers that are sensitive and need a gentle approach. Think the way they feel, do whatever they'd like

you to do. And how would you know that? Because you were once in their shoes.

SELF CARE AS A FORM OF ACTIVISM

One is loved because one is loved. No reason is needed for loving. – Paulo Coelho

Do you love yourself?

I mean, do you love yourself by taking care of your mind, body and soul? Do you love yourself enough to walk away from things and people that hurt you and betrayed you? Do you love yourself in a way that you eat what is good for you, not what your body craves? Do you love yourself every day enough to take 30 minutes for yoga and meditation? Do you love yourself in such way that you are using loving, kind words?

DO YOU LOVE YOURSELF?

Because if you cannot love yourself enough to be a priority in your life, how do you expect to be strong enough to be the loving voice of compassion? Now, I will not say that if you don't love yourself you cannot love others, because I don't necessarily agree with that saying one hundred percent, but I do believe and know from my own experience that if you do not love yourself completely and utterly, you cannot and will not be able to go through all the challenges it takes to be an activist, whether that means that you are standing in pouring rain watching slaughterhouse trucks drive by or sitting behind your

computer, writing books and articles about animal agriculture and why going to the ZOO totally sucks.

I have started as a very scared vegan who hated herself most of the time, I was anxious and sad, but most of all – I felt unloved, not by others, but by myself. That made me an angry vegan who literally couldn't stand being in the company of non vegans, with the exception of my own two sisters who are not vegan (yet). I started with my own loving rituals and slowly started loving myself a bit more, that lead me to writing my first eBook, Vegan Convo, which you should totally read. But I wasn't of any help to the animals when I hated myself.

Sure, I was writing and being an online activist, but my posts were mainly angry and graphic, I was literally commenting under people's posts on Facebook about how awful I think they are. I am still not 100% in love with myself and I am taking each day as an opportunity to start being kinder towards myself, but I know better now. I know that I was just projecting my self-hate towards others.

I was feeling helpless, so I judged other people for not helping.

I was feeling unloved, so I judged other people for lacking love.

I was expecting compassion, but I couldn't even give it to myself.

In Vegan Convo, I wrote about my journey and all the ways that helped me become a much happier individual, not only as a vegan, but as a person living in a world that is filled with wars and hate. I have learned how to take care of myself first, because without that – who am I to tell others how to treat the animals? If I want compassion for animals, I must give it to myself first. I am the change!

Here are some ways that you can do to show more love and compassion towards yourself:

- Read books (I love Robin Sharma).
- Listen to nice, calm music (one of my favorites is Vivaldi).
- Watch inspirational movies (have you seen Remember Me already?).
- Attend workshops on the topic of self love.
- Pray to yourself (because obviously nobody is out there, except aliens).
- Pray even more.
- Meditate.
- Do yoga (check out BananaBlondie108 on YouTube).
- Play with the animals.
- Cuddle with stuffed animals (toys).
- Interact with children.
- Take a bath.
- Buy yourself that expensive nice bra. It's worth it, trust me.

- Go to acting school and express your anger and sadness on stage as someone else (I was acting for two years and it helped me so much).
- Write a journal.
- Sing.
- Learn how to play an instrument.
- Cut your hair.
- Start affirming affirmation regularly.
- Read all books by Louise Hay.
- Read all books by Dr. Claire Weekes.
- Listen to motivational videos; I really like Les Brown.
- Draw.
- Paint
- Dance.

You get my point.

You might be thinking how the hell can learning how to play an instrument help you love yourself more, I get it, but when you play an instrument you can express yourself through music, and buying yourself a nice bra doesn't take away from the fact that self love starts within and not outwards, but when you wear something pretty and as small as a bra, you feel the change and you feel cute as hell.

It's okay to buy something for yourself to feel better, just don't replace loving thoughts with buying clothes and meditation with going to the cinema every single day.

Self love is an inside thing.

Once you start truly loving yourself, your blog will be a reflection of the new you, so the energy behind every word will be different and it will reach more people. When you write with love and your intention is to reach those who need help on their vegan journey, or even those who are not yet vegan, those people will literally find your material in the most mysterious ways.

Reminder - it's not about what happens or what is happening, it's about how I perceive that. If I look at the animal cruelty happening in the world and feel hopeless and lose my faith in people, I will not be motivated or encouraged to do much about it, but if I look at it as a terrible way of thinking that humans have been taught and how we have tuned in our selfish side more than our compassionate side, I can see all the ways I can help to wake up people around me and make a change.

How much can we love ourselves when we know we are spreading the love and focusing on the good? A lot!

Your blog is going to either attract people who are excited to change the world, or people who just want to moan about the problems and comment on how evil humans are.

You can't have both.

Which one will you choose?

Will you be that activist that has faith or someone who spreads hate?

Will you grow a community of inspired people or scared people?

Your energy is everything, so love yourself and put out loving energy for others to feel it.

MONEY AND ACTIVISM

Life is a gift, and it offers us the privilege, opportunity, and responsibility to give something back by becoming more. – Tony Robbins

I felt like I should mention this in my eBook as well, because some of you will rise above the judgment of your peers who will play saints, and you will want to write a book and sell it or create a course and make money with it. At one point, some of you will realize that blogging can make you money and that you can be an activist and a business person at the same time.

What will happen though is that you will get judged for wanting to sell something. You will hear from people that if you really love animals you would have been an activist and not try to sell anything. And you will feel awful and you will feel like a bad person, but I promise you that you are not. If you give 90% of your content for free to people to learn from it and use it for creating a better world for the animals, then you can sell 10% of your content with a clean slate.

If people expect you to be an activist and pay everything that comes with maintaining your growing website, then they should understand that money won't fall down from the sky. There is nothing bad with making money doing something that you love, especially when you are doing

most of it for free, simply because you love it and believe in it.

All those YouTubers who are creating videos are getting paid for them, you know? And those authors who write books about animal rights? The majority of them sell those books, because they have to make money somehow.

If people expect you to maintain your website and continue writing and working on your blogging activism as hard as you possibly can, then they should pay your bills and work at your job instead of you. Never feel bad for making money as long as you know that you are doing it ethically and you are fair.

I am sick and tired of people moaning about not having money, yet hate people who make money doing something they love. Just because you are uncreative and afraid of risking everything for a better life and for a better chance at life, don't take it out on me. If you think I should be saving animals without getting paid for at least one of my books, then I ask you to donate your money to me, so I can afford doing things for free.

I will never, ever, apologize for making money doing something that I am good at, something that I am passionate about and something that I love.

Remember that money is your friend and you give it a meaning.

I just wanted to mention this, because most people who will judge you for being a blogger that makes money are not doing anything to save the animals themselves. And even if you would only write books and not blog at all, if the only thing you would do would be to write a book, sell it and have no social media presence, you would still be an activist. Because as long as you are doing something FOR the animals and you are spending your time and money on changing how people think of the animals of the world, you are doing an active work in creating a better world.

Fun challenge – dare the negative people to do their job for free, no money at the end of the month. I mean... if they expect YOU to do it, they should do it as well right?

HOW TO HANDLE HATERS

You have enemies? Good. That means you've stood up for something, sometime in your life. – Unknown

I have talked about being nice and respectful towards people on your blog and social media, but still... what to do when you have a troll that bullies you? The easiest way to get rid of them is to ignore them.

Seriously, if you do not want online haters, why are you on the internet anyway? There will always be haters that will provoke you and write nasty things to you. That's just how things are on the internet; it's not realistic to think that all people will be nice to you.

In my first eBook, Vegan Convo, I have written an entire chapter on how to handle people that provoke and bully you on the internet. I truly recommend you read it, but I will still share with you a few ways on how to handle online haters.

I assume you are still with me on the idea of non violence and kindness for all, but let's face it – sometimes you really wish you could grab someone through the computer screen and slap them with the truth. But... that wouldn't really do much for the vegan movement that is supposed to be all about compassion and love.

You are not obliged to respond and the best way is always to ignore and focus on the good comments, but since we are all different and sometimes we just really want to say at least something to address nasty comments, I have picked a few ways on how to respond kindly.

That's why I have some great responses that you can use in case of online trolls.

- **Hater:** Bacon. **You:** (we don't respond to those people).
- **Hater:** Pigs taste good. **You:** So does compassion.
- **Hater:** Bitch. **You:** I love bitches too! I always loved how great mothers' dogs are.
- **Hater:** I need my protein. **You:** Me too, that's why I love green leafy veggies. Don't you just love beans? So delicious.
- **Hater:** Slut. **You:** You meant to say sloth? I love them as well.
- **Hater:** The food chain tho. **You:** I know right, I love how bears that kill humans can just continue with their lives. Not.
- **Hater:** Lions kill. **You:** They also lick their bum, but we don't want to see you do that, don't we?
- **Hater:** Murderer, what about ants that you kill. **You:** I do my best not to; do you do your best to avoid killing animals too?
- **Hater:** God said we can eat animals. **You:** Perhaps, but I will wait for him to tell me that in person and not through a book written by humans.

- **Hater:** You only live once. **You:** That's why I do my best to live a life that is good to my fellow beings.
- **Hater:** Cows are stupid. **You:** Its humans that drink other species milk tough.
- **Hater:** I have canines for a reason. **You:** The reason being that you can eat burnt toast and not rotten flesh.
- **Hater:** We are animals too. **You:** Another reason why we should strive for equality among all animals, don't you agree?
- **Hater:** Meanwhile, children are abused and you don't even care. **You:** My heart is big enough to care for animals and humans, how about yours?

Obviously, they are meant to be witty and funny, not offensive or rude. I hope you found them helpful and will use them in case of need.

It's all about love, my friend. Don't show them that are you offended, hurt or angry; make a witty comeback, ignore or simply reply with a heart emoji. Show them love and trust that deep down they know what an asshole they are being to you, and that what they are doing is not correct.

FOCUS ON THE RIGHT THING

The thing I am most passionate about, when it comes to animal rights activism, is talking about how to stay happy and positive, even when animals are dying all the time.

I know this is my mission as a vegan activist.

I used to be so unhappy and angry, that it made me eager to teach others how I overcame it.

Now, don't get me wrong. Obviously I still break down and feel upset due to the horrible things animals go through, but I am able to step back and see the big picture.

If I am not healthy and happy, I cannot help anyone.

So I firmly believe animal rights activists should focus much, much more on talking about **positivity and happiness**. I know that we want animals to be safe and we want to show as much graphic footage as we can, but that doesn't work as much as it used to.

Nowadays, people just want to be a part of a happy community, where they can be surrounded by positive people and have a great time. No one wants to cry all the time and look at slaughterhouse photos.

We need to understand that, and then turn our activism into something that will show the benefits of becoming a vegan.

I know that veganism is about the animals and not people, I so know that, trust me. But people are selfish and want to know what's in it for them. So we better show them.

That doesn't mean we only talk about the benefits, absolutely not. It just means that we spend more time talking about how amazing our vegan lifestyle is, than we did before.

People want to know that vegans are not depressed, bearded hippie weirdos.

People want to be hip and cool and joyful.

And that's absolutely the right thing.

I encourage you to take time to spread more joy around you.

Become aware of how people react to angry vegans, and instead of insulting back or defending the angry approach that you think is necessary, I encourage you to change the way you do activism.

Become more approachable.

Become much nicer.

Become a bit more understanding.

Show off that great figure you got when you started to eat right.

Show off your cooking skills and post a thousand photos on Instagram of your delicious vegan dishes.

Show off how great your health is and brag about all the benefits you experienced when you went vegan.

Show people what they can have because usually they don't know what they want (and need).

People usually don't look around and try new things, they are too afraid of changes and the results.

You have to show them how great this lifestyle is, so that they will see that vegans are not crazy and sad, but awesome and healthy.

So, my dear animal rights activists, will you start being more positive?

Two of my favorite animal rights activists are Colleen Patrick-Goudreau and James Aspey. They focus on the positive side of veganism and never make you feel like you are the devil for not being vegan. They know what they stand for, who are they doing it for, and they know that only love will make a difference in the world.

7 WEEKS OF CREATING A WEBSITE FOR YOU, A VEGAN ACTIVIST!

Disclaimer – Each week has a different theme and they are not necessarily in the order that they were in the first part of the book.

Oh, P.S.: If you finish your weekly checklist in less than 7 days, you are more than welcome to move on to the next week.

WEEK 1

Either you run the day, or the day runs you. – Jim Rohn

First week will be dedicated to getting clear about what you want from your blog and why do you even want to do it. So, get yourself 15 minutes a day and go through the questions. Be honest, write your answers down if you wish and truly spend the week thinking about your goals and ideas.

Finally, you will write a few blog posts, so that when the website is ready and running, you won't have to deal with thinking about ideas anymore, but will be solely focused on promoting it and getting the word out there.

- Pick your niche. What will you write about? What are you most passionate about?
- Will you be the face of your website? Will you show your face? Why not? Why yes?
- Are you confident you know enough about the topics you will write about? How many books about this particular topic are you willing to read weekly?
- How much time will you spend writing your blog posts on a weekly basis? One hour? Five hours? Three hours a day?
- Quick, brainstorm 7 blog post ideas that you can start working on right now.

- Write at least three blog posts in advance and prepare the graphics, so they will be ready once your website is up.

WEEK 2

Successful people are always looking for opportunities to help others. Unsuccessful people are always asking, 'What's in it for me?' – Brian Tracy

We continue with forming the website and getting clear about what road we want to take. It may seem that you can answer those questions in a day, but you need to think about how much time you actually have and how long do you want your blog posts to be. You actually have to sit down and go through all scenarios to see which one feels best for you.

- How often will you be posting? Daily? Weekly? Monthly?
- How long are your blog posts? 500 words? 2000 words?
- If you still haven't written those three blog posts, do it this week.
- Add another four blog posts; remember how you brainstormed them last week?
- Write down three main goals you want to achieve with your blog. Views, followers, comments on each blog post, engagement...
- Create a daily checklist that you will go through on a daily basis to keep the website working perfectly and smoothly.

Remember... your blog represents who you are as a vegan.

WEEK 3

As we look ahead into the next century, leaders will be those who empower others. – Bill Gates

One week before you actually buy a domain, server and set up your website, we need to prepare all the blog posts and graphics. I expect you will have at least 7 blog posts ready by beginning of next week and your social media content schedule will be perfected with daily to-do lists and ideas.

- Brainstorm 2 new blog posts.
- Write those two blog posts.
- Create graphics for the website + Pinterest.
- Create a plan for what you will post each day on your social media accounts.
- Create graphics for your social media (quotes, info graphics, fun facts).
- Delete all embarrassing and nasty comments + photos from your public social media. Trust me, people *do* Google you.

Remember... you know enough about something that someone else is struggling with to be able to help them.

WEEK 4

I think you end up doing the stuff you were supposed to do at the time you were supposed to do it. – Robert Downey Jr.

Today is the day. This week you start with buying a domain, finding a server and installing WordPress. By the end of this week you will already have your website up and running and by the end of this 7 week challenge, your website will be ready to reach the masses and make this world a better place. This week is all about being creative and finding what works for you, so that you will feel comfortable and passionate about it.

- Buy a domain. Make it your name or the name you want to name your blog.
- Find a server.
- Install WordPress.
- Pick a theme and play with it until you like how it looks like.
- Write an About page, a Contact page, Disclaimer + Terms & Conditions + Privacy Policy AND set up Cookies.
- Go through all the settings and widgets to make sure things are just the way they should be.

Remember to not judge yourself based on how many viewers, followers and likes you have.

WEEK 5

Love all, trust a few, do wrong to none. — William Shakespeare

The main focus of this week is to publish two blog posts, schedule your blog posts ahead and set up your social media accounts, so that they work for you and you can make the most out of them. It's all about scheduling now, baby! This way you will have much more time to spend the first few weeks learning about the whole world of blogging and your focus will be on writing more blog posts.

- Put your website in your bio on all social media you use.
- Publish two blog posts and schedule the rest (you can blog daily or weekly, some do it even monthly, although I would not recommend that for more successful activism).
- Join Facebook groups for bloggers and vegans.
- Schedule your social media in advance, you can schedule it for a week or a month, some do it for months ahead – your choice. Use Hootsuite and Buffer, Facebook already offers this scheduling tool once you create a public page.
- Write a bunch of new blog posts + create graphics and schedule them for weeks ahead.
- Follow Pinterest boards that post useful posts about blogging and how to do it successfully.

Never stop learning, especially now that you finally have your website up and running!

Remember to start small with what you know and watch yourself become big by learning more.

WEEK 6

*The point of power is always in the present moment. –
Louise Hay*

We are doing the final touches; creating a freebie for your website visitors, making sure that people can find you on Google and everything in between. I hope that by now you have already started following some blogs about blogging that will teach you all about how to handle everything from backing up your website to protecting your blog from hackers and spammers. I know there is so much to learn and I wish I would write about it here, but I really want this eBook to be activism only and I've already shared some info and tips about how to set up a blog. Next time, maybe?

- Create an opt-in and offer a freebie (it can be an eBook, a checklist, a video etc.).
- Make sure all of your blog posts have SEO friendly titles and images.
- Sign up for Google Analytics and monitor how your blog is doing; how many visitors you have, what pages are read most and from which country your readers are.
- If you haven't figured out yet, you can categorize your blog posts, so that people can find what they are interested in quickly.
- Create a new mail that you will list on your Contact page for everyone who wants to get in touch with you.

- How does your About page look like? Have you written your statement yet? What about what your mission is and how you will help them? Include a short bio about who you are and why you do what you do + include a photo or two.

Remember that you are the voice for the animals. All animals.

WEEK 7

What is the point of being alive if you don't at least try to do something remarkable?

– John Green

We are finishing this 7-week challenge strong and ready to rock the vegan online activism world! The next few days you will dedicate your blogging time to connecting to people, making sure your blog is A+ and you will do some promoting. This week is purely a preparation for the work that comes after this challenge. You have done a tremendous job by starting a blog and dedicating the past 6 weeks to building a website that will spread the word about veganism, but your blogging adventure doesn't stop here – it begins here.

- Comment on ten other blogs and connect with people who you wish to be blogging buddies with.
- Brainstorm new blog post ideas.
- Find cool new widgets on WordPress and upgrade your blog.
- Is your blog mobile friendly? See how your website looks like when you read it from your mobile device.
- Have you sent the link to your blog to your family and friends? Ask them for advice on what they feel is missing on the blog and how can you improve it.
- Get yourself a notebook that will be purely dedicated to blogging and your website. Always

carry it with you, because I promise you that when a great idea for a blog post or a freebie comes, you will want to write it down immediately.

Remember that every day is a new chance to be better, brighter and more beautiful.

Here are 10 quick tips to remind you of what we talked about in the eBook:

1. **Be creative.** Yeah, I know you hear this all the time but do you actually live by it? When you are writing, I want you to put all of your personality in the posts and talk to your readers the way you would talk to your friends.
2. I would rather see you write one post a month than write one post every single day and don't bring any value to the people. **Quality over quantity; every time.** If that one post is good, then I will be eager to wait for a month to get another one, but if your seven monthly posts suck, well, I probably do not love myself enough to have read them all in the first place.
3. **Scheduling is your best friend.** Hey, if you feel like writing ten posts in a row, you might as well use that creativity bomb and schedule in advance. More time to work on your mailing list, am I right?
4. **Choose two (or three) social media platforms and focus on them.** Again – quality over quantity.

5. **Step by step, baby, step by step.** Things are going to take time and unless you are born under a lucky star, you won't be seeing any big results in the first few years of blogging.
6. **Know your WHY and focus on bringing the value to your readers.** If you are vegan, I assume that you want to save the animals, so let that be your focus and motivation.
7. **Put a freaking photo of yourself on your blog!** I hate when I am reading a post and don't know who is the person who has written it. I want to know what color your hair is and whether or not you wear glasses. We are visual beings!
8. **Brand. Your. Blog.** Choose your three colors and a few fonts, and then put them everywhere so that I know it's you and I can feel at home on your website. People love a routine, so give me something to attach to and miss when I'm gone.
9. **Offer them something they can't refuse.** Write an eBook or create a video series – give people something to change their lives and invite them to join your mailing list. Your mailing list is your deepest connection to people that you want to focus on. They are the ones that will move the world with you and they are the ones that will buy your shit.
10. **Be honest but not too honest.** Look, I openly admit that I am not a feminist and that I am for closing the borders in Europe, but I am careful that people don't think of that when they read my posts. Sometimes I

lose my shit on Twitter, but I know that if I cross the line, my website will suffer and my message of compassion towards the animals will be lost. Know yourself, get personal, get honest – but know how far you are willing to go before you let your personal beliefs and opinions affect the greater message that your blog has.

We have come to an end of this amazing journey of creating a platform where we will share our activist ideas and spread the loving voice of compassion. I truly hope you have found this eBook to be helpful and that it will guide you through ups and down of online activism.

I encourage you to get my first eBook, Vegan Convo, so that you can learn even more about positive and loving activism. In the book I write about everything from how to talk to children about veganism, how to respond to provocative comments and how to eat with non vegans. I covered everything that might still trigger you and make you an angry vegan.

Now that we have walked a few miles together on the road to being a successful vegan online, I am ready to let you go and watch you change the world on your own. It will feel hard sometimes and you will feel like no one is paying attention to you, but when you look back, you will see that everything makes sense. It had to happen the way it did and you are totally rocking the world of online activism.

You have all the power and support that you need to keep your head high and feet moving in the right direction. There are tons of vegan communities on the internet and you can find those who are equally minded as you are. Trust that every post you write will reach the right person in need of reading it. Trust that every time you work late

or wake up early to promote or write, you are making a difference in animal lives. Because you are.

I will leave you with a beautiful quote from the incredible Steve Jobs:

You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something - your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.

We do not need magic to transform our world. We carry all of the power we need inside ourselves already. – J.K. Rowling

We have spent a fabulous time together, creating something that will make this world a tiny bit better place for the animals and I am so very proud of you! When I decided to start working on my next eBook, after I have finished writing Vegan Convo, I immediately knew that I want to write this book for everyone who is interested in becoming an activist and put some work in those hours that you spend on the internet.

I couldn't be happier that you have decided to get this eBook and give me an opportunity to teach you how to be a successful vegan online. I promise you that all the work you've done throughout the 7-week challenge is not taken for granted and is spreading seeds of compassion everywhere.

Believe that the right people are reading your blog and that those who need help the most will see you as their light. You will not change the whole world, but you will change the world of that one person and of that individual animal that could've been slaughtered, abused and exploited if one person wouldn't have stumbled upon your website and seen your words of kindness and love.

With all my love and compassion,

Naya.

About Naya Aynat

Naya Aynat is not a real person, per se. She is someone I created for the purpose of pursuing a writing career until I have the opportunity to reveal my true self. But anyway, Naya loves space, animals and the environment. This is her second eBook and she hopes you will enjoy reading it, as much as she has enjoyed writing it.

Other eBooks by this author:

- Vegan Convo: Talking about veganism with people who eat animals

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