

## Bonus, který ve videu nezazněl

### Podrobnější návod na perfektní jméno blogu

Přikládám ti screenshoty ze zahraničního eBooku o blogování, kde jsou podrobněji popsány zmíněné metody z videa. Máš je tu v originále s praktickými příklady, abys je lépe pochopil.

### Popisná metoda

The blog description method is all about trying to express in your blog name, what your blog is actually about. This method focuses on trying to make your blog name in some way relevant to the topics that you'll be discussing.

For me, my blog name is NOT A MODEL. The name itself is a big part of what my overall blog is about. Kind of telling girls out there... *"Hey, you don't need to be a model to look like you've stepped off the runway, you just need a killer wardrobe and some lipstick."* That is actually my blog's tagline, and I say it in almost all of my blog posts and videos to remind my readers about the core theme of my blog.

Ted' můžeme přistoupit k popisu svého blogu. Jak to udělala autorka eBooku?

If you are thinking about the best way to describe your blog, this is one approach you can try. The first thing is to simply write a paragraph on what you think you want your blog to be about, and try to be as specific as you can.

As an example, for my blog, I'd write something like:

*I want my blog to tell the story that it's not about being a model, or even trying to be a model. But rather, it's about dressing impeccably, learning style and beauty, and stepping out the door feeling amazing every day.*

*I want to show women that you don't need to be a model to look like you've stepped off the runway, you just need a killer wardrobe and some lipstick...*

Následuje výpis klíčových frází a rozvaha, která slova nejlépe popíše tvůj blog.

- X It's not about being a model
- X Stepping out the door
- X Killer wardrobe
- X Confidence
- X Skincare
- X Dress impeccably
- X Stepped off the runway
- X Clothing
- X Self-love
- X Beauty products

From that list of descriptive words, try to mix and match them around to create a name that best tells the story of what your blog is about. I find using an online Thesaurus can really help with this. Maybe the words that you wrote out in your paragraph don't immediately work well as a blog name. But if you can use a thesaurus, you'll often be able to get a whole bunch of other related words that might better describe what your blog is about.

## Kombinační metoda

Jak už víš, je velice podobná té předchozí.

The "combination" method is similar to the previous method in the sense that you try to express what your blog is about in the name. But it's different in that you specifically try to combine two or more words to create your name.

Jak tedy na toto? Nějaký příklad?

Our previous example, [HalfBakedHarvest.com](http://HalfBakedHarvest.com), is a good example of the combination method in action. Another example is [CupcakesAndCashmere.com](http://CupcakesAndCashmere.com), a blog about fashion, food and home décor.

See how that works? I think that's a smart approach to take when it comes to choosing your blog name, to try to tell the story of what your blog is about by combining a few related words.

I'm not a big fan of blog names that are too long. So try to keep the name you choose short and sharp, and also easy to pronounce and remember. You don't want a long and confusing name that people will easily forget.

## Metoda podle jména knížky

Another great method is what I call the "book title" method. It basically starts by thinking about this question:

*"If I were to write a book, what would the title be?"*

You've probably heard of that old saying that "Everyone's got a book in them." The idea is that everyone has lived their life and has their own personal story, so in theory, if they put their mind to it, everyone has a story to tell that could be a book. So if you were to sit down and actually write a book, what do you think you would call that book? That's one option to spark some inspiration for your blog name.

If you can't think of anything off the top of your head, don't worry, because there's another way to get some more ideas. Here is another strategy. Head over to [Amazon.com](https://www.amazon.com) and search the book section for your blog's topic, or topics related to your main theme.

## Cvičení

Teď už je to pouze na tebe. Vyber si, která z metod je ti nejbližší a postupuj podle názorných příkladů.