



# learn blog strategy from the world's top bloggers



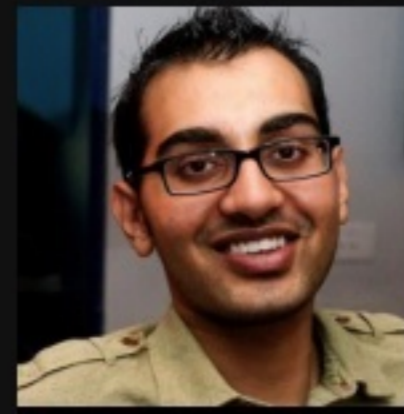
Ramit Sethi  
iwillteachyoutoberich.com



David Cain  
raptitude.com



Ana Hoffman  
trafficgenerationcafe.com

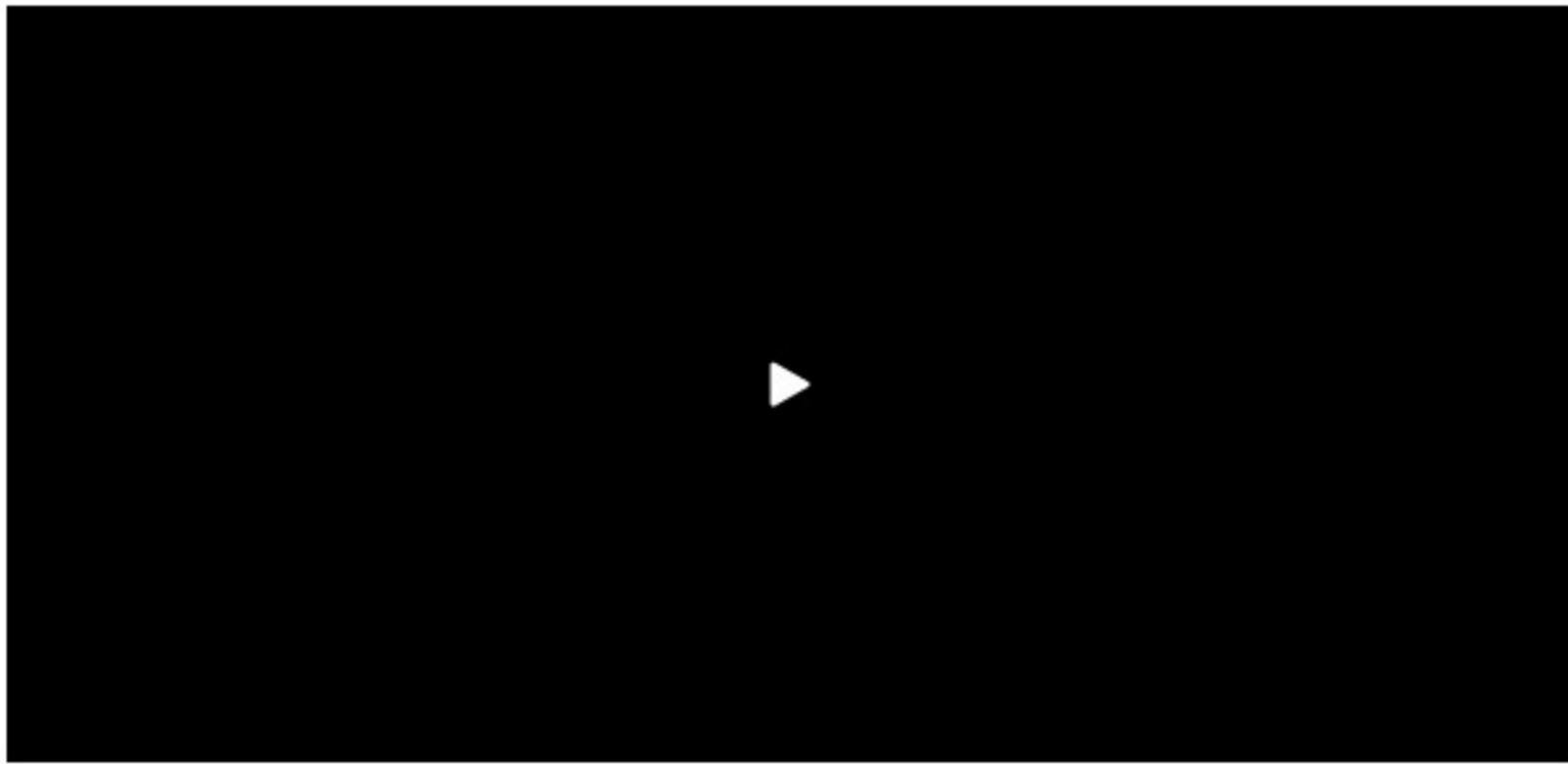


Neil Patel  
quicksprout.com

video interviews hosted by Michael Alexis

All of my new content is on [www.MichaelAlexis.com](http://www.MichaelAlexis.com). Thanks!

## Lori Bizzoco on Branding, Networking and Finding a Good Mentor



27:38 WriterViews.com

**Lori Bizzoco** studied journalism and communications in college and graduate school, but until a history professor asked her whether she had plans to pursue journalism, she hadn't considered writing as a career path. Interested in public relations, she applied her skills to that industry for fifteen years. Then Lori met the love of her life and after he proposed, her husband put forth another life-changing question: how would she like to quit her job and become a stay at home mom?

For a woman as successful as Lori, to give up such a high-energy career was a monumental decision. But she had discovered a passion for writing, and this new plan would provide more time to pursue that interest. So she left the PR world and began working on a memoir, networking and writing articles for various websites and local magazines.

Eventually Lori decided to write a blog and shared the idea at her writers' group. Another group member pointed out that the relationship advice market was already saturated, and suggested instead that Bizzoco combine her celebrity news expertise with her knack for relationship advice. Lori took that suggestion and founded the website **Cupid's Pulse**, a relationship advice site based on celebrity romance headlines. Cupid's Pulse now has a staff of twenty writers, publishes over thirty articles per week, and has become a full-time job for the happily married mother of two.

Lori's advice to new writers: Find a mentor who'll tell it to you straight. "I have quite a few of those people, and I worship them, because those are the people that are going to make me stronger and better," she says.

To learn more about Lori and her writing, visit her website at [www.loribizz.com](http://www.loribizz.com), and don't forget to check out **Cupid's Pulse**!

Facebook Share 1, Tweet 1, YouTube share 0, LinkedIn Share 0, Google+ 0

1 Response

If I record more interviews, this is how I will tell you about them.

type your email here

send

I don't plan to sell you anything ever.

### Most Viewed Content



How Neil Patel Makes Millions From Quicksprout



Ramit Sethi: I Will Teach You To Blog



What?! There really are secrets to getting millions of page views?



Automate these 13 tasks and stop wasting time



Finally: branding for bloggers explained in plain English

Hey guys, I have a free album download for you. It's my brother's band - and you'll love it.

- 1: go here: [USA! USA! USA!](#)
  - 2: click "buy now"
  - 3: enter \$0 to get the instant download (no signup required)
- Hope you enjoy it - and I'd love to know what you think.

Michael