

Take Action Guide: Blogging

1. Remember your blog can BE your website

If you don't like your website, consider using Wordpress.org instead to create a website that you can update as often as you want to, with built in Google-love.

2. Make your blogsite look professional

- Don't use wordpress.com or blogger.com for example
- Use a professional theme eg <http://www.woothemes.com> (around \$80)
- Consider using www.salespagetheme.com or <http://www.squeezetheme.com> (this resource has a great free 37-page ebook about how to create squeeze pages)

3. Increase traffic to your blog

- Content is king
 - Aim to post 3 quality posts a week
 - Become a human google for your clients
 - Post a video onto YouTube then embed into your blog
 - Record an audio/take a teleclass and have it transcribed (Roland Gonda rolandg@xtenserv.com). Turn this into a series of posts
 - 'Top 10' lists (use www.TaskUs.com)
 - Create posts that are 'link bait' or 'tweet bait' ie that other people will want to reference, link to, and share
 - Use controversy, express an opinion, ask for comments, top 10 lists
 - Pick 3 blogs you admire and pick 3 of their posts. Write a short article explaining why your readers should read those posts
 - Find a video on YouTube that is relevant to your core topic and embed that with a comment
 - Ask top people in your field to provide guest posts
 - Take your 5 best posts and create a new post with links to each of them
 - Ask your readers to post their questions
 - Answer your readers questions!

- Ask a polarizing question eg 'smacking or kind words?' 'sack the boss or suck up to him?' etc
- Create a post of the top 10 sites in your niche
- Post a favourite resource and link to it
- Email a guest interviewee a list of 4 questions and share the responses
- Record an interview with a guest interviewee and share the post
- Review the latest book you've read on your topic
- Add tweetmeme to your blog to allow it to be shared more easily so that new readers can find you
- Make sure search engines can find you
 - Use All-In-One-SEO plugin
 - Make sure your posts have the structure /%postname%/
 - Have your keywords in your post title (NB you can change the order of your title keywords using All-In-One-SEO plugin)
 - Keep your post title to under 75 characters
 - Include a meta description of your title (under 165 characters) – this is the summary that displays on the google search results (use All-In-One-SEO plugin to do this easily)
 - Use tags to label your posts (especially with guest names and keywords)
 - Write your posts then tweak them for keywords (NB make sure keyword density doesn't go over 5.5% or you'll be in trouble for keyword stuffing)

4. Make your blog 'sticky' ie so people want to come back to it time and again

- Get readers to subscribe using RSS or by email (use www.Feedburner.com to set this up)
- Reply to all comments and emails
- Post frequently
- Use social proof – once you have a lot of readers, make sure you include a reader count (again, you can use Feedburner for this)
- Use an autoresponder to send an e-course to new subscribers, in which you refer back to your blog posts
- Run a competition so readers return to see what's going on

- Add a forum to your blog
 - vBulletin (\$195)
 - bbPress (free)
 - Readers create the content
 - Readers reply to questions
 - Charge for membership
 - Growing a community encourages a larger readership
 - Gives you great ideas for new products
 - Enables more of a conversation than just comments
 - Enables you to find guest posters

5. Turning blog visitors into clients

- Create a blogsite designed for conversion
- GET READERS ONTO YOUR MAILING LIST!
- Clear call to action
- Ethical bribe in the top right hand corner and beside every post (use <http://www.maxblogpress.com/> to create a great-looking opt-in form if you use 1SC or Aweber)
- Refer to your ethical bribe in blog posts
- Use your blog to build your relationship with your readers and potential clients
- Demonstrate your expertise
- Allow readers to get to know, trust and like you
- Don't promote heavily in your blog – make this a source of great information
- Make sure you have a 'products and services' page or the name of your signature programme as a prominent page – people will find it when they are ready to buy

6. Other ways to monetize your blog

- Create a members-only area using Wishlist Member
- Charge for access to your forum

- Add additional plug-ins such as a job board for your site
- Sell advertising space
- Enable google adsense
- Act as an affiliate and earn commissions
 - Go to www.clickbank.com or www.commissionjunction.com to find relevant products
 - Use the banners in your side bars
 - Create content about the topic the affiliate product or service solves, then provide links to resources to help solve
 - Interview the creator of the product or service and provide an affiliate link
 - Use [Word Link Cloak](#) (\$77) to automatically create your affiliate links as you write your posts and disguise your affiliate links
 - Review 3 different products or services so readers can click on the one they prefer (all with your affiliate links of course!)
- Have a 'no leakage' rule so readers can either sign up for your mailing list, click onto an affiliate link, or leave.

7. Integrate your blog with your other marketing efforts

- For example
 - Take part of your e-book or coaching programme and turn it into a series of posts – relating it to a recent big news item
 - Tweet each post
 - Follow up each tweet and engage your tweeples in engaging conversation about your posts
 - Create a Facebook Fan Page about your coaching services, then email your mailing list asking them to become fans
 - Craft press releases with a clear byline designed to drive people back to your blog
 - Create a 'Press Room' area in your blog where you can link to latest articles to build your credibility by showing where you have been cited as an expert
 - All with the aim of getting readers onto your mailing list and returning to your blogsite