

# **Dental Consultant Master Academy**

evolve ■ emerge ■ influence

## **Action Sheet – Week 11 Blogging Strategies**

## What is a Blog?

- A Web site on which an individual or group of users record opinions, information, etc. on a regular basis.
- It can be your whole site or just part of your overall site.
- A “post” is different than a “page”.

## The Best Way To Learn About Blogging Is To Read Blogs

1. Pick your favorite hobbies and topics
2. Type this into Google to search for blogs “Top \_\_\_\_\_ Blogs” (Fill in the blank with your topic.)
3. Notice what they do with to build followers and connect with their tribe.
4. Bookmark the pages and come back often. (Use a reading tool like Flipboard: <http://flipboard.com/>)

## Why Blogging is More Important Than Ever

- Google loves fresh, original content. (With every new post, Google will come back and visit your site, which improved your sites overall ranking.)
- Your Tribe loves connecting with you and what you have to share. Your tribe gets to know, like, and trust you through your blog.
- Every post gives you an excuse to email your list and/or post on all the major social media sites, which drives more and new traffic back to your site.

## Who Should Blog?

- I’m hard pressed to think of a business that shouldn’t blog.
- This means you should almost certainly blog. ▪
- BUT... how you approach blogging depends on your business strategy and positioning...

## 4 Types of Blogging Objectives

1. You are a business owner. (You run a business and tie your blog to your overall website, which also sells your products and services.)
2. You are a personality. (You are an authority on a specific subject and you’re goal is to write books, speak, and be in the media.)
3. You are a company. (Not tied to one person or owner.)
4. You are a curator. (You gather content on a specific topic from around the Internet and build a tribe around that content.)

Examples of the Different Types of Blogs

- **Business Owner:**
  - o <http://www.soulartstudio.com/wordpress/>
- **Personality:**
  - o <http://www.karendavisdesign.com/blog/>
  - o <http://www.fourhourworkweek.com/blog/>

**▪ Company:**

o <http://social.ford.com/>

**▪ Curation:**

o <http://alltop.com/>

o <http://cuteoverload.com/>

**How Often Should You Post?**

- This depends on your business and your goals...
- Business Owner: At least once a week.
- Personality: At least three times a week.
- Company: At least once a week.
- Curator: At least once a day. (Usually multiple times a day.)Action Sheet Week 45

**Link Your Newsletter/Ezine Articles to Your Blog****Top 5 Elements for Every Blog Post**

1. Social media share buttons (I use the Wordpress plugin called Sharebar: <http://wordpress.org/extend/plugins/sharebar/>)
2. Social media connect buttons (Done in a Wordpress side column Widget)
3. An image
4. An opt-in box on the page
5. A comments section (And tell the reader to comment!)

**Action Steps**

- Set a date to produce your 1<sup>st</sup> blog.
- Start a blog if you haven't already.
- Set up social media share buttons to show on every post.
- Have social media connect buttons on every post.

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