

Dental Consultant Master Academy

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Transcript - Week 11 Blogging Strategies

Welcome to this week's training video where I am talking about blogging strategies. What I want to talk about is blogging as a foundation to get people to come to your website through social media, through your list by emailing them directly and with your newsletter.

All of your information out there points people back to the blog so that way they can engage with you on your own website, and then you have an opportunity to capture their name and email, to grow your list, and to really build a connection and relationship with your tribe.

Here's what we're going to be covering on today's video, which is specifically about the blog and how to use blogging effectively.

First of all, why is blogging so important in your business right now, especially these days? We're going to cover the four types of blogging objectives. This is really going to help you focus in on which particular strategy is going to be right for your particular business niche because they're different. There are different ways to use a blog.

I'm going to also cover how often you should be posting on your blog and the top five elements that are really necessary for every type of blog.

Before we begin, we first have to take context here and I think you actually probably know more about blogging than you might realize. Chances are you're already reading blogs.

You may not even realize it. For example, Huffington Post is a blog. Many of the websites you visit are actually probably blogs.

Which blogs do you read and which ones do you like? Whose blog do you like to keep coming back to again and again and why? You see, this is one of the best ways to learn about blogging is to read other people's blogs.

For example, you may already read my weekly blog. I start with a letter to my list and then send a link half way through the newsletter to where? My blog. This has dramatically increased my business when I started doing that Technique. We'll talk about that today too a little bit more.

Let's get started now to work on your business! First of all, we've got to cover, well, what is this blog besides a very odd sounding word? I know it's an odd word, but it means basically a web blog. Back in the day when it got started, it was really about people keeping an online diary that they shared with the world, things that they felt were important and they posted it for the world to see.

But really what it is, it's a website in which an individual or a group of users record their opinions, information, that kind of thing on a regular basis consistently. A blog can be your entire website or it's just part of your overall website.

What you're doing with your blog is you're posting posts or information or articles, ideas, and your thoughts on your blog as a post. A post is a very dynamic page. It has a lot of

engagement, a comment section, and interaction with your audience. That's different than a static webpage.

Just know that distinction because especially when you're using WordPress, there's a difference between a page and a post. A page is static. It could be, for example, your About page. That's pretty much set in stone. It's part of your overall website. You're not necessarily having a comments section on your About page. It's more of a static, set-in-the-ground stone page.

A post, like I say, is dynamic and it's going to change. You're going to constantly be adding new posts, whereas you might just have a set number of pages that are always there on your website as the baseline, as the foundation to your overall website.

As I said, the best way to learn about blogging is to read other people's blogs. Actually, this can become quite entertaining. I've become addicted to this process.

Here's what I'd like you to do, just as a fun exercise, and after I finish explaining this, you can actually hit pause on the video and give this a try yourself. You'd be a little bit surprised, I think.

Just in your mind's eye right now, pick one of your favorite topics or hobbies. Could be related to your business or not. Anything, really. What's one of your favorite hobbies? Then what I want you to do is simply go to Google and type in "Top (blank) blogs." That blank is going to be your topic.

For me maybe, quilting. So "Top Quilting Blogs," is what I would type in. Then I just want you to notice those blogs that come up as the top, and oftentimes, when you type "Top (blank) blogs" into Google, it's going to give you blog posts that are people talking about this topic and what they feel are the top blogs of that topic, of that industry.

That is a springboard to start researching and diving into this topic and who's writing about it. Who has popular blogs on that topic? Well, then what I want you to do is simply go to that blog every once in a while and visit it. Notice what are their strategies. Notice what they're doing and what you might get ideas for to do in your own blog. Notice how they are building and connecting to their tribe.

Now a really fantastic tool that you can use for this, especially if you happen to have an iPad, you can also do this on an iPhone. It's just not the same. It's not as well designed, but a tool that I personally use, it's my favorite app of all for my iPad, and it's called Flipboard. It's really just a tool to read not only blogs, but people's Facebook pages, their Twitter accounts, their websites, their Google+ pages, all sorts of media out there.

This tool, Flipboard, actually gives you, at your fingertips, access to all of it. Here's Flipboard. When you go to flipboard you simply flip on through, and you can tap different boxes, and it basically then gives you the list, and it pulls from all sorts of media.

For example, if you want to choose your topic of news or something, it's going to pull the best articles, the top articles in news in that area. Or if it's art or animals or whatever your interest is you have access to it, all of it at your fingertips like this. And specific sites, like you see here, National Geographic. They have their website accessible through Flipboard.

It's something that's absolutely free you can get. I find this to be a really powerful research tool the way that I access all of these blogs out there. I don't have to visit them on the websites. I can just go to my Flipboard and save my favorite blogs.

I just wanted to give you that awesome tool. It can become very addictive. Let me tell you! If you're a media junkie like me, if you enjoy consuming media, you will have a field day with this! You can have a lot of fun with this and careful that you don't lose hours during your day with this.

Let's talk about why blogging is more important than ever before. One of the big reasons is Google loves fresh, original content. You have to realize that every time you put up a new post, you're basically waving a big flag for Google and all the other search engines to come back to your website and to see, "Oh, fresh, new content." What's going to happen is if it recognizes the fact that it keeps coming back to your website, it's going to think of your website as much more important. It really adds traction the more often you're posting and connecting with people via your blog.

The other big reason is, of course, your tribe really starts to love to connect to you on your own website. You get consistent, regular visitors coming back and back again to your website.

Now what this means is you are providing true, authentic value through your blog, and when you are ready to promote, any time you promote, the barriers of resistance in

your audience is way down, versus if you just promote, promote, promote. That's not so exciting. Why would they listen to you? They'd opt out of your list, but if you're providing such great value in your blog and you're bringing people to your blog consistently, they're going to know you as, "Hey, this person is a really great person, and they provide great value."

Oh, they're offering something. I'm going to go check this out because I like this person." You see the resistance to purchasing any of your products or services comes way down. That's a huge one.

With every post that you put up, it gives you that opportunity to email your list again, if it's, I would say, it's got to be a post that's relevant and important that it's from you. What I like I do is I'm basically putting up my ezine, sending it out to my list, and saying, "Hey, here's a blog. Now I'm going to direct you back to my website."

I have noticed a dramatic increase in sales since I started using this technique. But you can, no matter what the blog post is, you absolutely can use that post to distribute it on all your social media sites. Facebook, LinkedIn, Twitter, and of course, Google+ are the main ones. I use Hootsuite.com to post these blog posts out to the world. In fact that is probably how we got connected. You saw a post that I put out there through hootsuite. You can see how powerful this tool is!

Every blog post you put up, you're going to post it on those social media sites, get some activity, and more traffic back to your website.

You might be wondering, "I'm not so sure, Debbie. Maybe I'm not a person that likes to blog." Or you're thinking, "Gosh, should I be blogging? Maybe I should put more attention into this." Who should be blogging right now? Honestly, I had to really think about this. I was like, "Well, who shouldn't be blogging?" I couldn't come up with anybody, which basically means you almost certainly should be blogging.

It is such a powerful connection tool these days. But let me tell you as well how you approach your blogging strategy really does depend on what are your goals with your business overall, what kind of business owner are you? Because again, there are different types of blogs for different types of strategies for different types of entrepreneurs.

It's really not that complicated, so let's actually go through this a little bit right now. Let's talk about the four types of blogging objectives and really these are four types of businesses and how they go about blogging.

Now the first types if you have a website and really all you're doing is you're tacking on the blog as one of the navigation tabs on your overall website.

But the overall website also talks about—has an about page, has a Home page, you have pages that have your products and services, even sales letters that are on your website.

All of that is at your home, your overall website, and your blog is really added onto it. It's kind of on the caboose side. It's on the back end there, but it's actually probably one of the areas where you're going to get the most amount of traffic in your overall blog.

Now another type of blog is if you are what I call personality. This means that you're some sort of an authority on a subject, and that's your business, really, is you're just the expert on a topic. This is actually really powerful for authors, for people who do want to write books or they want to get out and just become a speaker more, or you want to become a media personality, even potentially down the road doing your own dental television show. Yes, have you seen dental TV sites? This is no joke!

Now this kind of person isn't necessarily as driven by offering products and services. That's not really their business. What they want to do is become well known in a field, and they're the ones that are going to keep showing up on the media.

They're the ones that the radio and TV approaches because they have such popular blogs because there's some sort of unique, quirky personality behind it. People bond with and connect with your personality. That's really the drive of your entire business motivation is maybe just to write books, to be in the media, to be out there speaking.

Now a third type of blogging objective is let's say you're a corporation. You're not tied to any one person or one owner, but you're kind of a big company. Then your blog becomes more about the company and the topic that the company—the industry, all of that that's around the idea of the company.

This one is actually harder to do because as you can see with points one and two, people actually want to connect with people, not companies. You're better off positioning yourself as a personality, even as a business owner person, who runs a business than you are just being a cold, faceless company.

Then the fourth type is you're a curator or a content curator is what it's called. This one is extremely unique and very of the time, especially with blogging. Basically, you're somebody who runs a blog that gathers and filters all the content on the Internet, and you build a tribe around your specific topic. You curate just like an art gallery is curating the different artists. It's going to filter out what the gallery owner feels is the good art versus the bad art. It's only going to show the good art.

Well, that's what a content-curated site is. Somebody is editing the best content around a topic and putting it all in one place, on their blog. It's actually another type of business model because you can build quite a following and quite a list by having a curated blog around a specific topic.

But enough talk here.

The question obviously comes up now how often should you be posting on your blog. Well, this really does depend on your business and your goals. I would say that you really should post a blog at least once a week. That would be perfect. If you can't do it that often, at least two times a month, but that really minimal. I would say once a week is a good zone to be in there.

If, however, if and you're looking to this to establish yourself in a specific area, to be a speaker, to be an author, then I would say at least three times a week you should be putting up blog posts because it's all about the tribe in that case.

Now I just want to cover with you the top five elements that are necessary for every blog post.

The first thing you need to have, I would say very strongly, is a social media share button. I use a particular WordPress plug-in called Sharebar. I personally really, really like this one. It's very simple to use, and it encourages people to connect my blog post and repost it on Facebook, Twitter, Google+, you name it. You have a whole variety of social media platforms that you can use for this.

The next thing you need are social media connect buttons. Again, this is done in WordPress. It's on a side column. What this does is these are those buttons you see on the side that will link you to your Facebook page, your Twitter account, your Google+ page.

I say it's very important on every blog post that you have an image because when people repost your blog post, what's going to show up is an image, so you always want to have an image on your blog posts.

A very smart strategy for all of the bloggers is to have an opt-in box on the page, somewhere on the page, usually in the upper right corner, and very important for every blog post is you have a comments section. You actually direct the people to make comments.

If you don't have a business website, then you really don't need LinkedIn, but you might have something like Pinterest, so you can replace that. But you want to give people the opportunity for the visitors to repost, to share this blog page with their Facebook account, Google+, or Twitter, etc.

Talking about using images on your blog posts I want to say that you should never steal those images. You should always buy them. I have found the least expensive place to buy is <http://www.123rf.com/> and one of my assistants uses <http://www.bigstockphoto.com/>.

What I suggest that you do is have a graphic background if you can design these type of images. I suggest that you put the title of your article inside of the image itself so that when you go to your Facebook page, you're going to see the image when you post it and you're going to see the title. To me, it's a bit more engaging. People like to see those images with quotes on it. If you have a designer on staff or you're able to do this, I say go for it. It doesn't hurt at all. Of course, you have to have your opt-in box as the fourth element, and then finally is the comments section.

Very important to have that engagement happen and here's as simple as it is. It doesn't have to be complicated at all. Just another quick little note I want to tell you about is to add your opt-in box right there next to the blog because this is where you want people to see this offer. They finished reading your article. They're about to make a comment. You don't want them to pass this up. This is a good opportunity to grab the opt-in. Also, I want to point out that I make it very clear what people should be posting about, what their comments should be directed towards. I want to recommend that you ask them questions to answer in the comments section. This is very powerful.

I also want to add too that what I see oftentimes with these share buttons is people use very small, little buttons, oftentimes at the end of a post, hidden down here usually, and they're usually very small. That's not as effective as making it very clear and direct like I do here on my sidebar. It's called a Sharebar.

Again, the function here is I want you to be looking at other people's blogs and start to notice these things, notice what's working, what's not working.

Okay, that wraps it up here. Now I want to cover the action steps for this week. If you haven't started your blog, start a blog. Now is the time. Don't delay. Really, this one is so important for you to build your connection with your people.

Now I want you to set up the blog properly, put in these five elements that I just went over with you, especially the social media share buttons that show up on every post. Have your social media connect buttons on every post, and again, tell everybody to leave comments. It's a very simple strategy. This is not complicated at all.

With that, this is Debbie signing off. Everyone, have a wonderful day and a great week! We'll talk to you soon. Bye, now!

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