

The Conscious Business Telesummit

Marketing for Conscious Entrepreneurs

**Boost Your Business with a Blog:
How to Use a Professional Blog to Turn Prospects into Clients**

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and

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Adela: Welcome everyone to the Conscious Business Telesummit. This is Adela Rubio, your host, with our guest today Denise Wakeman. I'm very, very excited to have Denise with us. She is someone whose work I've been following for a bit and who I admire and really has a wonderful presence and content. I am really pleased to have her here with us and we're going to get all kinds of great stuff about business blogging today.

For those of you that may not know Denise yet or for those of you who definitely know her and are part of her community already, welcome. Denise is an online marketing adviser and founder of the Blog Squad. She helps service professionals and small business owners leverage blogs for their business, as well as strategically use social media tools to boost online visibility, getting you more traffic, leads, customers and opportunities.

Denise writes regularly on three marketing blogs and she's a contributing author on Social Media Examiner. She frequently speaks at conferences and workshops about business blogging and how to gain expert status through social marketing. She's been quoted in the Wall Street Journal, The Huffington Post, News Day, Canada's National Post, [inaudible 02:39] Company Online as well as many other on and offline publications, and I know you're also part of this big summit on social media that's occurring.

Denise: I am.

Adela: Wow! Welcome, Denise.

Denise: Thank you so much, Adela. I'm really excited to be here and I'm honored that you invited me to speak with your audience because I hear that you've got a great community.

Adela: Yes. These folks are really eager to bring a level of business and consciousness to their work that is extraordinary and so folks like you are instrumental in helping them get the tools and the information that they really need that they can take and implement so I'm really excited to have you here.

I know that this is one of those things, everybody hears, you need a blog, you need a blog, you need a blog. Now, some of the folks here are brand spanking new beginners, some of them are in business already and some folks are doing extraordinarily well. Can you just real quickly just let us know why, if you're in business, you have to have a blog?

Denise: That's a good place to start, that's where I like to start and I know that there is probably every level here because that's typically what audiences are like that I speak to. If you already have a blog, fantastic, great. I'm thrilled and, of course, more and more people are getting blogs, but there are people who don't have a blog yet and so I'd like to just...that's a great place to start, is the why.

If you do follow me on Facebook or Twitter or you read my blog at BuildABetterBlog.com, you know that my primary message is that your business blog really should be the hub or home base for your online activity and those reasons could take up an hour by themselves, so I'll just make a few points.

In 2009, the site technorati.com which is the largest blog directory on the web, they index something like 130 million blogs but they do a survey every year called The State of the Blogosphere. In 2009, 2,900 bloggers were surveyed and of those, there's a classification of bloggers called professional bloggers and that includes people like us who are self employed: consultants, speakers and authors as well as people who blog for companies, so business bloggers.

Some of the benefits that were stated about why they're blogging and this really reinforces everything I've been saying for the last five or six years is that, as a result of business blogging, 71% said they had greater visibility in their industry, 63% said clients had purchased products or services as a result of their connection on their blog, 56% say their company is now regarded as a thought leader and 40% said they have been asked to speak at conferences.

So that's a huge visibility play right there and what happens is that a blog, and we'll talk about some of the specifics about blogging, but a blog really

allows you to curate the experience your audience will have around you like who you are. They get to experience who you are and what you have to offer.

A blog in and of itself is a sticky experience and by that I mean that rather than just come on, land on your page, read a few bullet points and move on, if you are providing valuable, useful, relevant content that speaks to your target audience's needs, people will stick around. They'll stay around, they'll read, they'll watch videos, they will click and comment. So it's a vehicle to help people stick to your site.

It also helps you become much, much more findable and that is key because, if you cannot be found online, if your business cannot be found, you do not exist, because everybody goes online to find solutions to their problems. No one hardly ever uses the yellow pages anymore. They are like doorstops at my house. When one lands on my front porch I'm like, "Why are they still delivering this? Don't I get that option to say no?"

People are going online to find you and if you can't be found then your business really doesn't exist and it's much more difficult. One of the things I really like, I don't know who coined this, so I can't give credit, but blog stands for better listings on Google. It really helps you become findable because they are searchable. There's this content that is being indexed by the search engines and so when people use keywords to search for solutions to their problems, if that is what you are writing about, if that is what you do then it's a good chance that your site will come up in the search results.

It also helps you create layer upon layer of content. So, for example, I've been writing on my blogs, I have two primary blogs that I write on. I've been writing on them since 2004. That is thousands of pages of content, because every blog post creates a new page on your blog site so that is thousands of pages of content that is layer upon layer because everything keeps building and building as I evolve, as my business evolves, as ideas evolve.

It creates a very rich experience and, of course, you get much more than a snippet or 140 characters that something like Twitter allows you and

please don't get me wrong, Twitter is an important tool to use but you get a much deeper experience on a blog and you get to go in-depth with your commentary with what you know, with how you can serve and share resources, content, ideas etc.

Your blog can really become an island for a community. It becomes a place where people are constantly... they're coming back, over and over and they begin to comment and interact with you. You can have that interaction on other sites too, like Facebook and LinkedIn and Twitter but in the end, you don't own those sites. You have no control. You are there at their pleasure and they can take that away from you at any moment. It has happened to many people that their pages and profiles get hacked or Twitter goes down. Just the other day Twitter had a glitch in their system and every single person went to 00 on followers and following. It happened to every single person. They were able to restore that but I've had my sites hacked, I've had my twitter account go down, for no reason whatsoever so you've got to have that real estate on the web that belongs to you

Adela: Yes. Also, I just wanted to point out, you're thinking of places like Facebook and Twitter and these big, these huge social media sites and Ning is just changing their policy now, so there has been a huge shift in Ning so all those folks who have that content, if you don't subscribe and pay for the Ning service, it is now gone.

Denise: Right, so you function at their whim.

Adela: Yes.

Denise: You don't control any of that, so while it's great to be active and which I absolutely totally promote and advise that you need to be visible on all these big sites for driving people back to your own sites, you need to have your own site on the web, and really the best way to do that is through a blog site.

Adela: Yes, and one that's hosted on your own domain. Those are the ones we are talking about.

Denise: Yes. You can host it on a third party site, but definitely have it mapped to your own domain so that you can move it and don't lose that. We can talk about that.

Adela: Yes. I imagine that a business blog is a little bit different than let's say a blog that's around your interests. I know I have one on writing that's a little bit different. I imagine that folks on this call probably have varying levels of success and results with their blogs. What are some of the things that we should be considering around our business blogs?

Denise: Okay. Well, the thing with a business blog is that, of course, it's got to be very tightly focused on your business. The difference between a business blog and personal blog, for example, is that a business blog has to represent who you are as a professional or who your business is has got to reflect the branding of your business and the voice of your business and who you are as a professional.

I have a personal blog, too, on diet and fitness that I'm not so active on anymore but when I was going through a journey...going through Weight Watchers for example, a few years ago I used it to motivate myself. I wrote about everything I was going through and that was very good for me. I'm not as active in that journey although I need to be. It's a little bit neglected now and that's the point, is that on a personal blog, I'm neglecting that somewhat and it's not getting enough traffic, etc. but it doesn't matter to me that much because it's not a representation of my business.

On my business blogs I need to be much more careful and consistent about it. Consistency is very key on a blog. When you make that commitment, because it is a commitment, it's a marketing tool. It is a marketing tool that is working for you and if you are not going to be committed to it, consistent with it and constant then that can reflect poorly on your reputation online, because everyday somebody new is going to land on that site, for whatever reason. You don't know. They're coming from all over the place. They are coming from search results, they're coming from Facebook, they're coming from Twitter. If your blog isn't up to date that can look like maybe you're not paying attention, you don't care, it's not important to you.

Consistency and constancy are really important things. Some of the reasons that people aren't getting the results that they would like to get from their blog boils down to a few things like infrequent posting. I generally advise two to three times a week, minimum, for a number of reasons: one is that the more frequent you post the more traffic you will get. It's just a natural outcome of that, because of search engines and you will be growing a more avid audience as well.

Another reason is that there's no real involvement with the reader. It's just broadcasting your opinion on everything and while that is one of the benefits of having a blog, you do want try to engage your reader in some way, whether that is through question surveys, polls or commenting, having an active comment section and really encouraging that. You need to really engage your reader and not just be broadcasting what you think about everything.

Also, often writers, especially professionals, we went to university or whatever, we're trying to write in a very formal academic way, that doesn't work as well on a blog. You need to be more conversational, use the I and you versus third person writing. Blogs are much more conversational in nature and I have noticed many times that people who are very well educated, for example, tend to writing in a rather stilted academic way and that's just not very interesting.

One of the other things that I've noticed is that often people are not bloggers or professionals who are using a blog aren't making it very clear on how a reader can actually engage with them to hire them. There is no call to action on a blog and so while your blog might be very interesting and engaging, you may not be seeing the results you want because you're not telling people how they can actually get in touch with you. That's a big thing that I often assume is missing. There's no call to action, there's no page that has products and services. There's no way to get onto the person's mailing list or there's no database associated with the blog so that you're getting a free report or getting an e-zine or whatever it is so that you're moving the person from the blog into a database where you can actually follow up.

Adela: Yes. This talk about engagement has me very curious because its one of the things that I hear a lot is people ask me or I hear them asking, "How do you get people to comment on your blog?" I wonder how much of that ties into something that you talked about a little earlier which was about providing valuable, usable, relevant content.

Denise: Yes. The content is everything, really and that's also the biggest challenge that I hear about. One is people say, "I don't have time" and, two, "I don't know what to write about."

Both those things I think can definitely be addressed and overcome. First of all, on the time issue, you have time for what you make time for and when you are marketing your business, you need to make time for that. I think that many don't make enough time to market their business. They think, "Oh! I need to serve my client or I need to go be on Facebook," or whatever but you need to be focused on the activities that will bring results and posting content on your blog is a marketing task that will work for you 24/7 because search engines are finding it, they are sending people over through search results.

You need to be constantly building content on your blog so you need to make time for that and, frankly, I advise 30 minutes a day. That's not very much time, really, to be building something that has a long lasting legacy.

You need to post regularly, you need to post frequently and you need to stay relevant to what your readers want and expect. Some of the things that you want to look at when you're creating content is that you want to educate them, entertain them, engage them and a lot of that comes down to...educating can be how to, case studies, Q&A, that kind of thing. What do people want to know? How does your business function? What are the pieces of your business?

When people say they don't know what to write about its well, look at your business. What do you do? How do you work with people? What do you bring to the table? All of that is content for a blog and often people say, "Well I don't want to give it all away," and I can assure you that the more you give, the more you'll get back because people don't want to do it

themselves but they want to know that you know what you're talking about.

If you spell things out on how your product works, what it's for, how you made it, what (if you're talking about, lets say, a physical product) why you made it, what solution it provides. People are interested in that. If you are a coach or a consultant, what kind of problems do you solve for your clients? What results have people received? You don't need to give away names if it's confidential but you could be general about how things work, how you work with people, the kinds of solutions that you provided around a specific client challenge.

The other thing is that, as a professional, almost all of us get emails on a daily basis from people asking us questions. I know I get them all the time. I imagine that you do too, Adela.

Adela: Yes.

Denise: Now, how can you turn that around and say, "Oh my gosh! These people all want free consulting," or whatever. It certainly goes through my mind when it's like, "What do you mean? You're asking me this question. This is what I do for a living and you want me to tell you for free?" Well, okay. Then I say, "Alright, okay. How can everybody benefit from this?" and you can answer those questions in a blog post and so that demonstrates that (1) you are a generous, open person, that you care about people's problems, that you can solve them and it handles a few things. You can direct that person to your answer on the blog, other people can learn from that and you've solved a lot of problems right there. So, client questions or prospect questions I think make great blog posts.

Adela: Yes. I think, too, that one of the places where we get stuck, which comes back to this commitment piece that you were talking about earlier about give your blog 30 minutes a day is what purpose do you want your blog to serve? Can you talk a little bit about that?

Denise: Yes. Absolutely. You really do need to be clear on what you want from the blog and why are you blogging? Now, everybody has a different reason. Maybe it's to establish yourself as a thought leader, to build your credibility online. Maybe it's to actually build, create the content for a book

or a product and that's a phenomenal tool for doing that because if you write a few paragraphs a day, you're going to have a book in a couple of months very, very likely. Many people have done that over and over and over again.

What is the purpose? Is it to build your list? That's a very valid reason to have a blog as well is that you need to be very clear about that that's the end result. If your goal is to build a list, you need to be clear about what you are... the purpose has to align with that goal. So that's something that I often work with, with my clients beforehand is what is the purpose, what are the goals and also who is your target reader?

Generally its going to be the same as your target client, I would say unless you're doing something completely off from what your business is and, of course, people definitely have different reasons for doing blogs as I've said, but the more clarity you have about who that audience is, who that reader, that one reader is that's your ideal client, what their needs and wants and their problems are, then the more relevant your content will be and that's who you are going to attract because, of course, your blog is designed to attract the right people to you and have the other people self-select themselves away from you. What is that? Deselect themselves? I don't know what work I'm trying to come up with but the people who are attracted to you are going to...

Adela: Self-select.

Denise: They're going to self-select, thank you, and those who don't want you, they're going to go away and that's okay. That's okay. You don't want them so the more clear you are about that. Also staying focused, really focused on that and it's easy to go off on tangents and that sort of thing. I certainly have that challenge from time to time and, a good way to bring people back or bring yourself back to that is to ask your readers what they want from you because they'll tell you. You can do that through polls and surveys, ask on Twitter. Twitter's a great resource for doing research and also on Facebook too.

Adela: Yes, because people really want to engage on those mediums so they will definitely tell you what they think.

Denise: Absolutely. Market research is so easy now with tools like Twitter and Facebook and your blog. It's so easy.

Adela: One of the things you were talking about earlier was about making it conversational and not like this professional kind of feel. Can you speak a little bit...and you also talked about engaging and entertaining your readers. Can you tell us some of how we can do that in terms of bringing our own voice, our own personality into our blogs?

Denise: Sure, sure. Let's talk about entertaining. That's one of the four Es that I talk about. There's educate, entertain, engage and also enrich. Those are the four things I look at around content.

Entertaining is beyond the obvious of wanting to keep people laughing or whatever. Entertaining is about really being who you are and there are many ways you can do this and one of the easiest ways to really grab people is through video. Video is inherently entertaining just because of the medium where you are used to watching TV, etc. So video really can step that up a notch into, even if it's a talking head video where you're just talking because at least people can see your body language, they can hear your tonality, they can see your facial expression.

A really great example of someone who not only entertains but educates and engages through video is Gary Vaynerchuk. They know who he is.

Adela: Yes.

Denise: Winelibrary.tv and he's also the author of the book *Crush It* which is a great book which I recommend about how to cash in on your passion. Gary does a video blog. He doesn't write blog posts. He does video posts. Again, for those of you who aren't comfortable with writing, video may be a great option for you. He does a video post every single day at Winelibrary.tv and the guy is out there. He is just crazy out there and very, very passionate about wine. He owns a wine company that he took from \$10 million to \$50 million in a few years and a large part of that was through social media.

He just says it like it is. He is very raw and some people don't like that but more people love it than don't, so I'm not advocating being like Gary

unless that's who you are but being who you are is really just whether you're quiet or whether you're just out there, putting yourself on video, and it's very easy these days, very, very simple process these days. You don't need to be a video editor or cinematographer, very simple tools now. It really helps with that engagement.

The other thing about being entertaining is telling stories. As a writer, Adela, I'm sure you can relate to this but really using story and metaphor to get your point across. Telling your own personal stories that can be a very powerful way to engage and entertain the reader as well.

As far as educating, I talked about doing Q&A and how to. How to posts are very, very popular. They are among the most popular and retweeted kinds of posts that you can write. Also case studies, any time you can explain something or teach somebody how to do something,, whether it's through video or through written text or through screenshots. That's a great way, too, is using images to really get to the heart of the matter. Anytime you can do that, that's really going to deeply engage your audience as well.

Adela: Yes. One that I've seen a lot, which I guess can be kind of like a how to can be like a series. I've seen people do these. Those are...

Denise: A series is a great way to build continuity with your audience as well. If there is something that you teach, for example, you can do a five part or a 10 part series because you don't want to do a 5,000 word blog post. Nobody would read it. I can pretty much guarantee that but if you did 500 words a day (I'm just saying that for a general number) do a five part or 10 part series and you build anticipation... what's the next part, what's the next part, what's the next part? That's a great way to keep your audience coming back and teaching them something.

Adela: Yes. In the vein of storytelling, our friend Ellen is really, her AudioBoos, she is doing them in AudioBoos but we can also do this on blogs. She'll take an everyday experience or an occurrence and then she'll relate it some aspect of her business.

Denise: Absolutely, and that's always the key on a business blog is that you don't necessarily talk about what you had for breakfast. That's kind of the

stereotype... the early days of blogging was journaling everything you did, however mundane. If there's something that you can then make a point, so maybe talking about what you had for breakfast, you can turn it into a teaching point and Ellen, definitely, she's a great example of how she does that with her AudioBoos and she does that in two or three minutes.

You can also do that most definitely with a blog post. It's anything that you can relate to a really...just something that's really (I don't want to say mundane) but just always bringing back those common experiences to how you can learn and grow and how it relates to your business and if it's a metaphor for something that you do with your client.

Adela: Yes. Since we're on these already, I wondered if you could explore a little bit more the other two because we've talked a bit about educate and entertain. If you could go into the engage and enrich, those elements of a successful blog.

Denise: Yes. Engagement really is about getting someone to do something on your blog and actually picking some sort of action because that's what brings them one step closer because anytime a reader clicks a link or they post a comment or they take a poll, they stop being passive. So you're bringing them into your world and when you bring them into your world, that brings them one step closer to getting on your mailing list or signing up for a teleseminar or hiring you.

So a lot of ways to do that, as I have mentioned, were polls and surveys. For example, I put a poll on one of my blogs yesterday, BizTipsBlog.com, and I said, "If you could only use one social media tool..." because lets say, just for the sake of argument there are so many, you can spend hours on Facebook, you can spend hours on Twitter, you can spend time on LinkedIn but let's say you don't have the time and resources to do that every day. If you could only use one, what would it be? I eliminated blogs because blogs are not negotiable in my world.

I posted that on my blog, I posted it on Twitter, I posted it on Facebook and I got almost 100 people who are participating, who've taken the poll, who've commented and all those venues are people who've commented on the blog, they've commented on Facebook, they've commented on

Twitter. They've sent me replies and they're retweeting it and that starts the conversation. Then I can respond to those people and some people said that, "Oh, this is totally ridiculous, they're all totally different, you need them all." I said, "But it's just a hypothetical, man."

Adela: Some people get really, really serious about this stuff.

Denise: I'm not saying I'm taking away your toys, but it enabled an opportunity to engage and people gave some very thoughtful reasons because I said, "Please post a comment as to why you've chosen that tool." I didn't just say, "Take the poll." I said, "Please post a comment about why." Now, most people didn't but probably 25% did.

Adela: Right.

Denise: So that does a couple of things: 1) that gets them engaging with me. Now I can talk back to them, I know who they are, I can respond, I can comment back. It also creates more content on the blog because every comment gets added to that page that that blog post is on and that means the search engine comes back again to re-index that page and it shows activity and so that brings more people in.

With all the tools that we have now with social media, when you combine that with your blogs, so somebody comments on my blog, they can post that comment onto Twitter and show it to more people. It sort of amplifies the whole message and brings even more people back into your community, into your world. That's what engagement is about. It's asking for it. Many people don't ask for the engagement. They just write their stuff and wonder why nobody comments. You've got to ask.

Adela: Yes. I think it's a great point that you made earlier because I think that sometimes, I know I've made that mistake in the past that I've thought of my blog as a broadcast. Here I am saying what I think and what I feel and the things I want to say and it wasn't so much of a conversation and these elements really bring in the conversation piece.

Denise: Right, and you need to let people know how to be part of the conversation. Just because you and I have a blog and maybe everybody we know has a blog, somebody new landing on your site may not have a blog and they

just see a site with some content and they read it and they move on but if you say, "What do you think of XYZ or how has this affected your life? Click on the comment link below and share your story." You give a direct call to action. That will make a big difference.

Adela: Yes. I think that that's one of the mistakes that we make, too, is that it's not so intuitive. People just don't know what to do on the web, you have to tell them what you want them to do.

Denise: Absolutely, and it may seem very basic but even for people who do know what to do without being told, they may not think it. They might say, "Yes. I know how to leave a comment," but if you just say, "Hey, click on the comment link and tell me your story," it's like, "Oh, yes, they want my story. Okay, I'll do it." I'm not saying, "Why are they telling me how to make a comment?"

Adela: Yes. I think also too, Denise, what I'm hearing is that it is an invitation.

Denise: Exactly.

Adela: You're saying to them, "Hey, man. Let me know what you think".

Denise: Yes. Come on in.

Adela: Yes. Come on in.

Denise: This is my home. Come on in. Let's have tea together and have a chat.

Adela: Yes. Exactly. Wonderful. So how about the last one, enrich?

Denise: Enrich. Okay, well, enrich is a little bit more complex. This is about how do you make your content valuable to your reader? How do you create a better place for them? How can you make their life better so how can you save them time or save them money or save them energy or add value in some way?

A couple of blogs that I read that always enrich my life or enrich my business, I should say, one is copy blogger.com.

Adela: Oh, yes.

Denise: A great, fantastic blog, fantastic blog. I read it almost every day. They post every single day and I read it every day and Webinknow by David Meerman Scott, another blog. He's the author of *The New Rules of Marketing and PR*. So, think about how you can add value to your reader. A couple of ways you can do this add history to your post. Fill it out with the background about whatever it is that you're writing. Tell readers how it used to be, what happened before, how it is now. That's one way.

You can build more richness into your post by adding quotes. This helps build your credibility as an expert. It helps alert your readers to where they can go for more information, what books they can be reading. Quoting respective authorities also helps enrich your content. Do interviews, add your own perspective. We've talked about that a little bit about adding your own experience and stories. That really helps enrich.

Very often there's an overlap between all these Es. These Educate, Entertain, Enrich and Educate (no... did I say that? Anyway). They flow from one to another and a great post, I'm not saying every post maybe hits the mark on all of this, certainly I know mine don't but its something to strive for at least catch in a couple of those E's. But when you're adding your own perspective and experience, that can not only help educate and entertain but it can also enrich their life because they are getting an illustration of a concept and how it can actually apply in the real world. That makes it personal when you're teaching something that way.

Those are just a couple of examples.

Adela: Cool, thanks. I wanted to backtrack just a little bit considering the newbie's.

Denise: Okay.

Adela: So, if somebody hasn't started a blog yet, how would you direct them?

Denise: Well, first of all, before setting up the blog. That's always where people want to start but I would say that its better to step back a little bit and first do some research. Find other blogs in your nature, your industry, your field and see what they're doing.

A great resource for that is alltop.com. That's like a curated site of every kind of topic that people are blogging about and it's pretty much the best of the best. So go to alltop.com and do some keyword research. If you write about health and wellness you can go to the health. Click on H and then find all the health blogs and start looking at what other people are doing and what they're writing about and find some blogs that just really resonate with you that you just think are really terrific and subscribe to them and start reading them on a regular basis.

Find out, figure out through that research, who is really active and start participating on that blog so you subscribe to the blog, you start reading the blog and start leaving comments. Start engaging with that blog author. You don't need to have your own blog before you start commenting on other blogs.

Start participating with other people in your industry who are blogging and that helps do a number of things like bring you to their attention so that when you do have your own blog they're going to want to return the favor and come visit you and see what you're up to and that helps you get in the...just sort of in the groove of what blogging is about. That whole blogging habit and it helps create your reputation too.

Then you want to think about, of course, the purpose and the goals. Why do you want to do this blog? What's the goal? Is it to write a book? Is it to build your list? Is it to attract new clients? What is it that you want the blog to do? Then take a look at what your topic is going to be. This is generally around what you do for your business for most people. Keep it pretty tight and focused.

The reason I have two blogs is...there are two primary blogs, is because they're a little bit different. One is build a better blog and that is only about business blogging. I pretty much don't write about anything else. I might do something about Facebook as it ties into blogging. How to connect or blog to Facebook or something like that and then my other one is on my marketing because that's what I started out doing. I was an internet marketing consultant before blogging ever was a glimmer in anyone's eye.

That's kind of broad, I'll give you that but I don't talk about blogging even though blogging is an online marketing tool. I don't talk about blogging on that one. I talk about everything else around on my marketing. I separate them out.

So, keep it pretty focused on what you want to do and then come up with seven to 10, maybe 12 categories around that topic that you're going to cover on the blog. Bigger, broader topics around what your main topic is, so subtopics. Then that's going to help keep you focused and, when in doubt, when you're not sure what to write about, look at one of your categories. Oh, I haven't written about category X for a while. I'll do something on that. That really helps keep you on track.

Then write out your core message. What is the blog about? Who is the blog for? What's in it for the reader and what do you want to achieve with your blog? Really think about that. Make very tight statements, kind of like a tagline and try and keep it no more than 25 words just to really, well the tagline would be shorter but write out that core message, keep it around 25 words and then build your tagline from that.

Then you can choose your blogging platform. Then you're going to do that because I know people will ask about this. What blogging platform should I use? Should I use Blogger, should I use WordPress, should I use TypePad and I really say that that depends. I know that everybody will say WordPress, WordPress, WordPress, and WordPress is a fantastic tool but it's not the right tool for everybody. You do have to be a little bit more technically inclined or have somebody that you're paying to do it, manage it for you. I'm pretty technically inclined but I've somebody else do my Word press stuff because it's just gets too complicated from my perspective.

TypePad is a very, is an excellent professional solution. It's where I started, so all my blogs are on TypePad but I have my own domain on TypePad but they're hosted by TypePad and that's a little bit more plug and play.

I generally advise staying away from the freebie sites like WordPress.com and Blogger.com only because you don't have as much control over the

site. There are not as many options. Blogger is putting in a little bit more options but in the end, they are free sites and they can do what they want with you. TypePad, there is a small fee. WordPress you host on your own server so you have more control.

That's what I would look at: how technically inclined are you? Are you going to have somebody else do it? Are you a 'do it yourselfer?' There are tons of tools out there and I'm happy offline to talk to anyone about what's the appropriate tool or one of the services I offer is doing it for you and having somebody set it up for you and all that too, so there's different ways to go about it.

And then... "Just Do It," Nike phrase. Just dive in and start writing. Your competitors are already blogging, truly they are and you need to be doing it too.

Adela: Yes. Absolutely. You just have to dive in. I think part of that is really doing some of this stuff that you've talked about before, putting your energy into doing enough research so that you find a topic, even if it's around your business, a topic that you really, not only have a lot of expertise and experience around but something that you really enjoy sharing information around.

Denise: Right. And, if you're in business, I hope that you enjoy your business. I hope you enjoy what you do for a living and that's your topic, really is that you want to get the word out. You want to share what you do and how you do it and how you serve people so that you are attracting people to you and they are going to find you through their content because people are online looking for the solutions to their problems. There are over 1.8 billion people who have access to the internet in this world. You don't need all those people. You only need a few of them, right?

Adela: Just a few of them.

Denise: Just a few to have a thriving business. If they're online looking for you and they're going to find you by the content that you're creating.

Adela: Right. If your topic and if your business is really focused they're going to find you that much quicker.

Denise: Exactly. In your business, you may wear a lot of hats or what's the one where you want to... what's the area of your business that you love doing the most? Who are the clients you love to work with? Write your blog for them.

Adela: Yes, perfect. Perfect. Just moving along a little bit to the folks who may be a little bit more... before we do that... Now you've got your blog out there; you send your family and your friends and some of your colleagues and buddies will go there. How do you really start focusing on getting the word out to those prospective people that you want to find your blog. How do you get the word out? How do you get traffic; people coming into your site?

Denise: Well, you have to promote your blog just like you promote anything else. While you will get traffic naturally through the search engines, you do need to tell people that you have a blog. I generally... if you're just starting out then I recommend that you wait until you have some content before you really promote it because there's... its pretty sad to go to a blog and see one blog post.

So, after you have about 10 blog posts then just tell the world. Tell everybody. If you have an email newsletter, you promote it in your email newsletter. You've got to definitely connect it up to your social networking sites.

Make sure that there are tools that allow you to connect your blog to your facebook page, to your facebook profile and also to your Twitter account, to your LinkedIn account. Make sure that your blog posts are being automatically syndicated to those sites. You don't have to do it manually. This can all be automated. It takes a couple of minutes to set it up. Make sure because people are hanging out on lots of different places so you want to use those, I call them, outposts. I didn't make that up, somebody else did, but outposts or satellites, whatever you want to call that.

People are out there, they don't know you have a blog yet. They don't know you but if they see your blog post title and it's compelling and it's interesting and it intrigues them and they're on LinkedIn or they're on Facebook and they see that, there's a good chance somebody is going to

click through and go read more on your blog and that's what you want to do. You want to bring them back home to your blog.

So you've got to have your content being broadcast everywhere and there's a gazillion ways to leverage your blog content. That's a whole other story but make sure there's a link in your signature, your email signature and also when you do your email newsletter, if you do one, feature a blog post with a link back to the full post.

Ellen Britt is doing this in her revamped newsletter where, and this is a tried and true technique, is you feature an article and you put two or three paragraphs in your newsletter and then a link to the full article on your blog. It's a great way to get traffic back to your blog.

Adela: Yes. That is a great way to get traffic.

Denise: And also, the bonus that I provided for the Conscious Business Telesummit is all about driving traffic.

Adela: Fantastic. So first remember...

Denise: So you don't need to take up anymore time on that, just go grab the bonus.

Adela: Fantastic.

Denise: It's an interview I did for the Ultimate Traffic Telesummit and then I added in a bonus chapter on 19 ways to drive traffic to your blog so go grab that.

Adela: Folks, go grab it. It's in the membership area. If you go to the site consciousbusinesstribe.com under my account you'll see the link there to the VIP bonuses and Denise's is the first bonus on the page so you can just grab it quickly. Yes.

Can we talk a little bit about the offer that you've got. It's a great offer. I was just so struck with it. It was like a 'no brainer' offer, like the whole Online Visibility Secrets, I was checking it out and I was like, "Oh my gosh! This is just so valuable for the price." I was really struck I just wanted to say that to you. I was like...

Denise: Well, thank you. This is a program that I developed recently within the last year because I saw a huge need and it's called Online Visibility Secrets and there are so many ways to build your visibility on the web. Where do you start? So, what I did is I built a 26-week step by step program and its delivered in the easiest way possible – by email. There's nothing complicated about it.

What it is, is if you're ready to attract more opportunities for your business you need to be found online by your ideal clients, by the media, by new joint venture partners. You need to be visible in many more places other than your blog. Your blog is one piece of that and it's a very critical piece to that, but then how do you get the word out everywhere else?

So what I did is that I built this 26-week step by step action program and its one lesson with a very simple action step each week. It doesn't go on an on forever. Its 26 weeks, period. That's six months and it's really designed to help you boost your online visibility so that you can get more traffic, more leads, more clients and more opportunities.

I talk about blogging, obviously, and how to really leverage your blog. I also address various aspects of social media and Twitter and Facebook and LinkedIn. I talk about effective blog design, keyword research tips, how to write effective blog post titles, different types of media to use on your blog, using video, how to get more visibility for your events, how to leverage Google, article marketing, podcasting, how to use photos and testimonials. There are a lot of layers and each layer builds upon the next layer.

I try to really keep it as simple as possible because I know we're all really overwhelmed with the amount of information and things that you can do so it's just like, "Here's one step, do this. Next week, do this, next week do that," and I have deliberately kept the investment low because I know that there are people who need to get the visibility so they can build their business and this is my way of really giving back. The investment is only \$27 per month for six months and that also includes four bonus audio programs.

What I decided to do, Adela, for your group is that I'm making the first month only \$4.95, so that's pretty good.

Adela: That is just the best.

Denise: There's not really much risk there.

Adela: Man, there's no risk there. That is an extraordinary offer and I'll tell you, my head's buzzing from this hour and all the information and I'm not new to blogging and there are all these different ideas that I already started jotting down just from our call so...

Denise: Oh, great!

Adela: And I know that part of the problem is this overwhelming of great ideas that those of us that are conscious entrepreneurs have and then the gap in actually implementing them, but being part of a program like that where you get this one thing, okay this week, just do this; next week just do this. In six months, you've made a huge improvement.

Denise: A huge improvement, and the thing is I could have put it all into an eBook and it would have been a 200 page eBook and nobody would have done anything.

Adela: Yes, this is a brilliant delivery and this is one of the things that in our own business, and this is another brilliant stroke on that point, Denise, is the format in which you deliver things actually makes something possible for someone and can land for them or not. This is digestible.

Denise: The content, I do it by video, I do it by audio, I do it by written articles, so I deliver in multiple formats also and I'm constantly throughout the lesson saying watch, "What I'm doing. Do this. You can do this, too."

Adela: Right.

Denise: And there are lots of resources and all that sort of stuff, so...

Adela: Plus the bonus is in there.

Denise: I'm pretty proud of this program.

Adela: It's a great program.

Denise: It's a great program.

Adela: Well, there is one question here that I didn't ask, so it's from Ruth Allen in Jacksonville so maybe we can cover this real quick.

Denise: Absolutely.

Adela: She's actually got two questions here. The first one is, "How important is it to comment on others' work?"

Denise: On other blogs?

Adela: I'm imagining that's what she means.

Denise: Yes. I think it's very important. It's an integral part of the whole blogging and visibility strategy that you can employ. When I talk about working on your blog 30 minutes a day say five days a week, what I'm suggesting is three days a week, you're actually writing on your blog and then two days a week you're reading and commenting on other blogs.

This does a number of things: 1) it creates more visibility for you. It also creates a link back to your blog which, potentially creates more traffic to your blog and it brings you to the attention of the movers and shakers or the people that you want to know. I would do this strategically. Who are the influencers in your industry? Read their blogs and comment on them. It's going to bring you to their attention and that can really benefit you in the long run.

Adela: I've got a quick question on that. When you say that it links back to your blog, you don't mean that when you comment that you put your blog link in your comment or do you?

Denise: I do not mean that. Thank you for making that clarification. It is not good blog etiquette to promote yourself in your comment on someone else's blog, however, and people do that all the time and I always believe that, I always do. But when you leave a comment...if you haven't left a blog comment before, this is how it works. There's a field for you to put your name, there's a field for you to put a URL and that's where you put your

link to your blog and then you write your comment because then, what happens is your name is automatically linked to whatever link you put in there. Whatever URL so if it goes to your website, it goes to your blog, it goes to your Facebook fan page. Whatever it is. Wherever you want to drive people, that's the link that I'm talking about.

Adela: Wonderful. Great. Yes. I just wanted to make sure because I've seen that and I'm always like, "Ooh."

Denise: Yes. Thank you for brining that up because that's one of my pet peeves.

Adela: I know. Mine too. Cool. She had another, I think it's a question here. "Can you share about the new rules about bloggers who promote others' products?" I'm thinking she's talking about the whole affiliate disclosure.

Denise: Yes. That's the whole FTC thing. I have to tell you that I'm not totally up on that because I don't worry about stuff like that too much, only because I'm not a gigantic big huge company but, in general, what they're saying is that you need to disclose if you are an affiliate for something you're promoting. So let's say you are recommending a book and it's linked to your amazon associate ID. If you just put affiliate in parenthesis next to that link, you are disclosing that you get an affiliate commission if somebody clicks on the link and buys it.

So it's basically about transparency and disclosure and that's what they're looking for.

Adela: Which are good business practices anyway.

Denise: That's true. Absolutely. For all the details of the law and everything, I would say do a Google search on it because I couldn't tell you all the details. It's very complex and confusing so I'm not even going to make that attempt. I apologize.

Adela: Well, no, and I think that just by disclosing I think that we're doing...

Denise: That's really what they're looking for.

Adela: Yes. That's really what they're looking for and, I think, the other piece that I've heard about is that you can't make quantitative claims if not all of your clients have experienced it. That's the other rule.

Denise: Right. You can't be making crazy claims, "This client made \$25,000 in three days," or something like that.

Adela: Right, "and you could tot."

Denise: Unless that's the actual average that your clients...it really happens.

Adela: So, wonderful. Denise, you are just chock full of information, Darling.

Denise: I told you, you have to keep me on track.

Adela: I know. Well, I think you did fabulous. You gave loads for the whole spectrum of beginner, intermediate and more advanced folks and folks can definitely get some handholding on implementing some of these strategies and I'll give them a link by going to consciousbusinesstribe.com/visibilitysecrets. If you're on the speaker page, you can just click that link and, as usual, I'll send in a follow up email so you don't miss out.

Denise, thank you so much for being at the Conscious Business Telesummit.

Denise: It's been my pleasure. Thank you for inviting me.

Adela: It's been wonderful to have you here and thank you everyone for being with us here today and we have another call later on at 4 o'clock. Thank you. Thank you, Denise.

Denise: Thank you...blog on.

Adela: Thank you. Bye-bye.