

Blogging for Business

How to stop ignoring that thing on your website called a blog.

PRESENTED BY:

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Hello there!

HUGEISH.COM



A site for those who
love to play Big while
staying Small.

with Amy CQ
(that's me sipping on a coconut)



Quick Poll:



In this session:

- A bit about writing...
- How to talk TO your audience not AT them
- How to find ideas/topics to write about
- Using Categories and Tags...the right way
- Setting up an editorial calendar

Why bother blogging anyway?



2 Main Reasons for a Biz to Blog:

Content marketing is any marketing that involves the creation and sharing of media and publishing content in order to *acquire* and *retain* customers.

(Thank you Wikipedia for that definition.)

2 Main Reasons for a Biz to Blog:

ACQUIRING:

THINKING ABOUT IT

Searching on Google for something *related* to your business.

RESEARCHING OPTIONS

Asking others for referrals, or researches options that they see shared by their friends or people they follow on social.

MAKING THE DECISION

Looking for specific answers to their questions to make their final decision.

2 Main Reasons for a Biz to Blog:

RETAINING:

HELPFUL

Continuing to bring value to your customers after they've worked with you.

EDUCATIONAL

Educating your audience on new trends, ideas, or techniques related to your field. You will become their trusted resource.

INTERESTING

Have clients coming back for more with posts that people actually *want* and look forward to reading.

Writing:

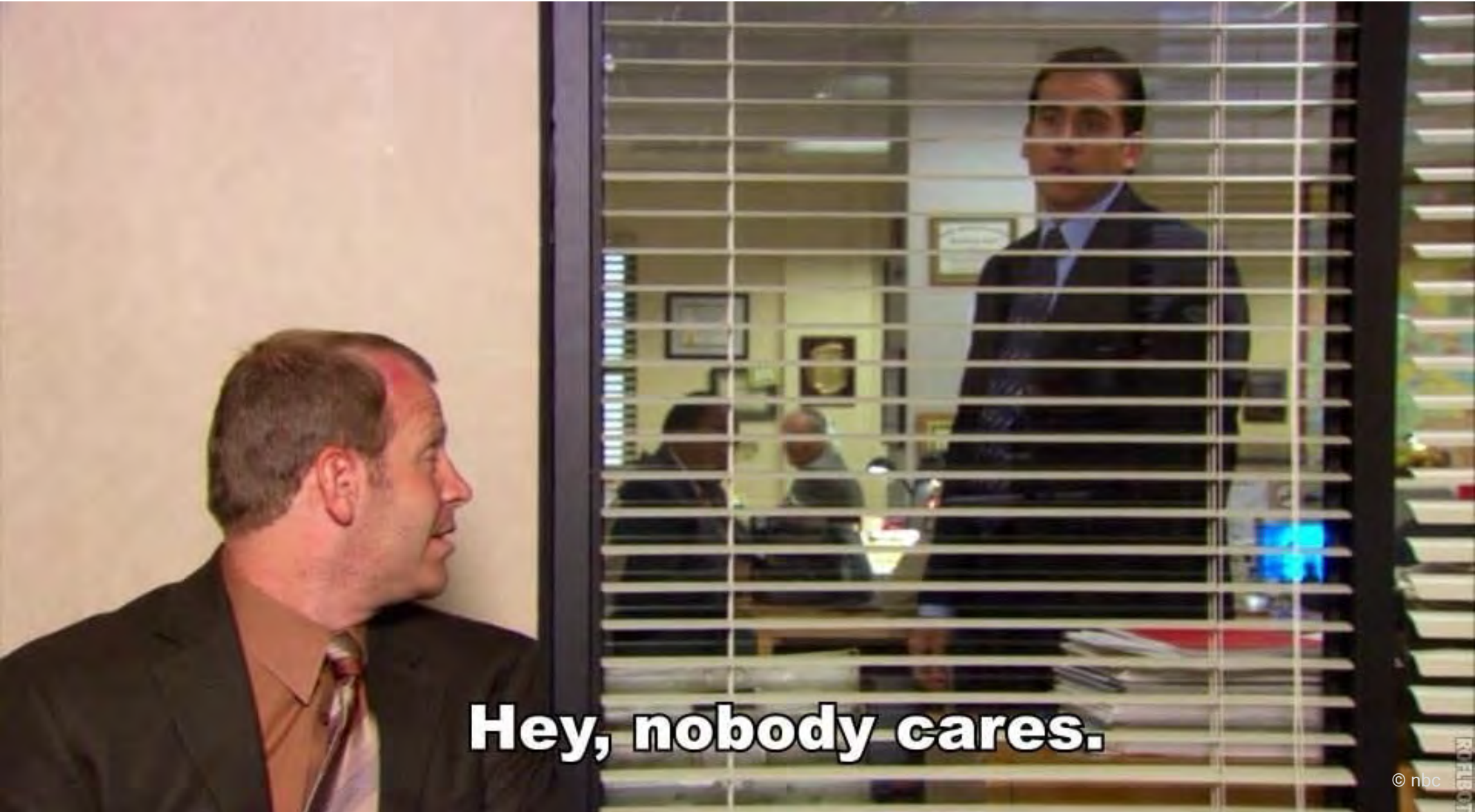
So Why Haven't You Started Yet?

Because writing is hard...

AND



What if no one cares what I have to say?



Hey, nobody cares.

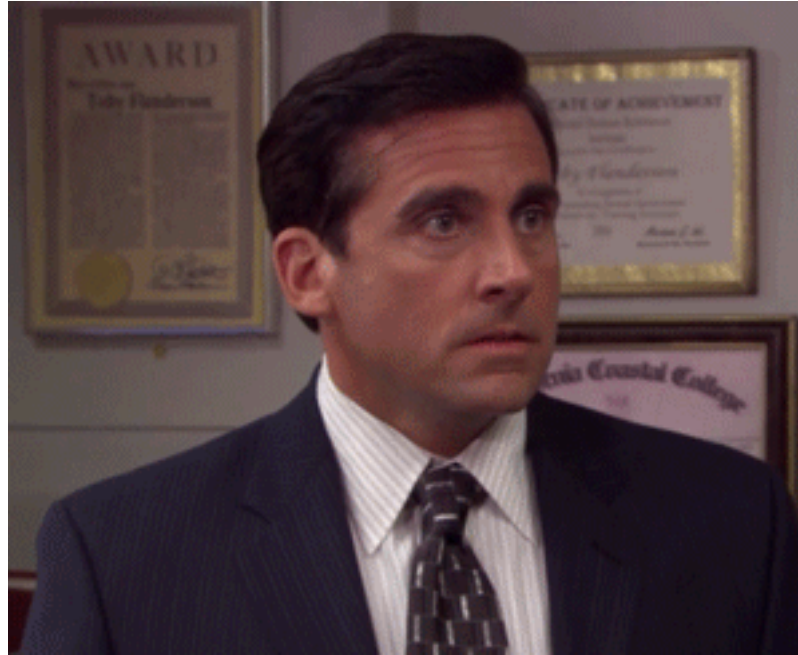
"YOU MISS 100% OF THE SHOTS YOU DON'T TAKE. - WAYNE GRETZKY"
- MICHAEL SCOTT



Do it anyway.

Some things to remember about writing:

- No one expects you to be the next Stephen King. Chillax.
- We're on the web, people! You can go back and edit it whenever you want to.
- If grammar and spelling aren't your thing, hire a proofreader.
- Keep it true to your brand.



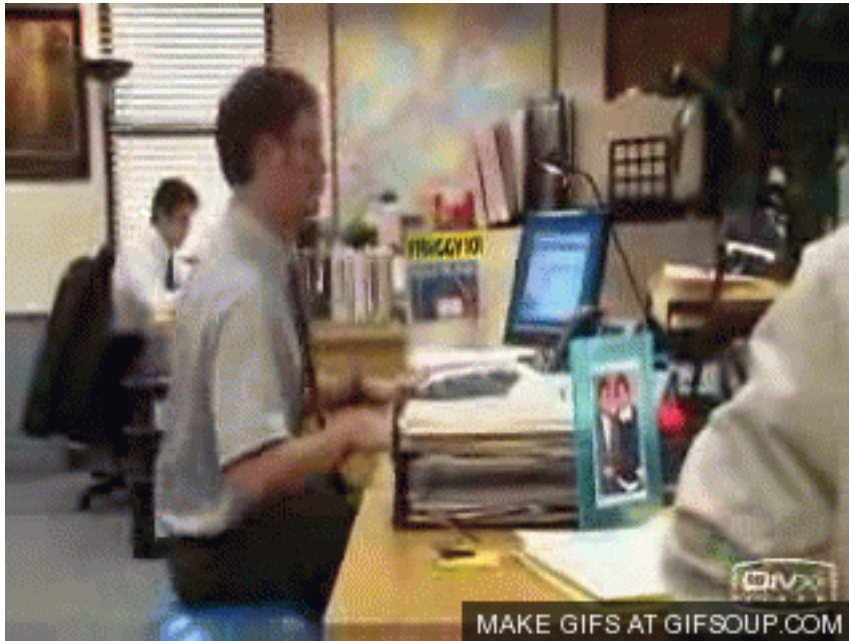
Stop writing your initial
drafts in WordPress!

Audience:

It's not about YOU it's about THEM.

I love inside jokes. I'd love to be a part of one someday.

Exercise Time!



- Go to your latest blog post (or your next one if you have none yet).
- Count how many times you use the words “I” or “we”.
- How can you flip it around to change the “I’s” to “you’s”?

It's also not about your PEERS.



Ask yourself this:

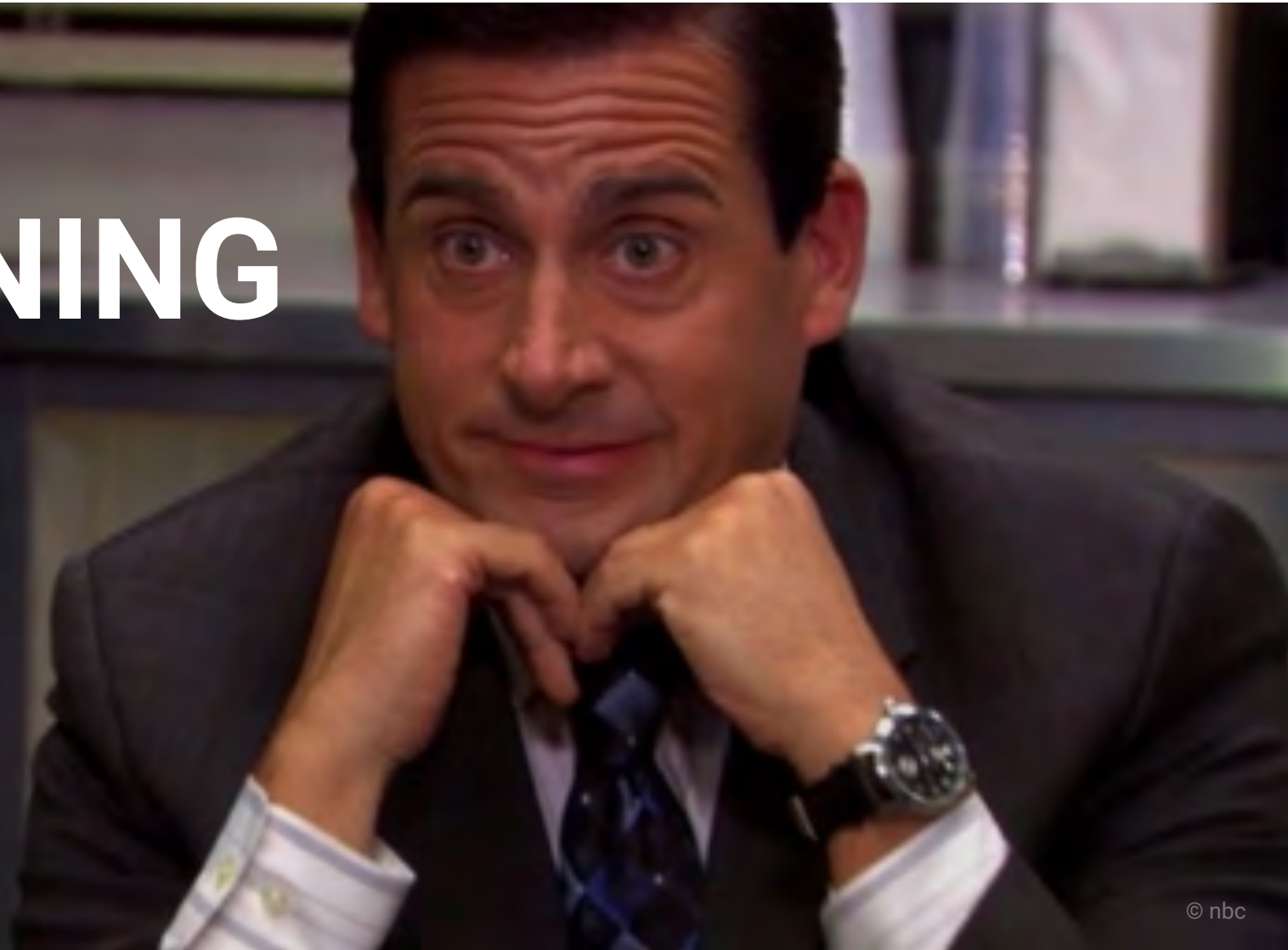


- Does this bring value to my clients?
- Will they learn something that they can use **RIGHT NOW** that can help them?
- Does this belong in an industry magazine instead? *If yes, by all means write it and send it in (that's called guest posting folks.)*

Post Topics:

Finding topics is all about:

LISTENING



Where to listen:

- What questions do you find yourself answering over and over again from clients?
- Can you expand on any Qs on your FAQ page?
- What problems/concerns/worries do your potential or current clients have in regards to your service/product/offer?
- Twitter, Quora, Facebook and LinkedIn groups are great to search and listen.
- What other topics are tangential to your service/product/offers?

Categories & Tags

The Worst Plan is No Plan



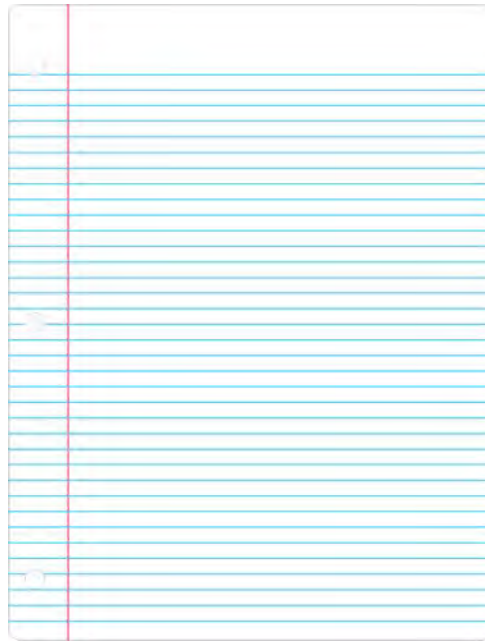
So what's the diff?

CATEGORIES:

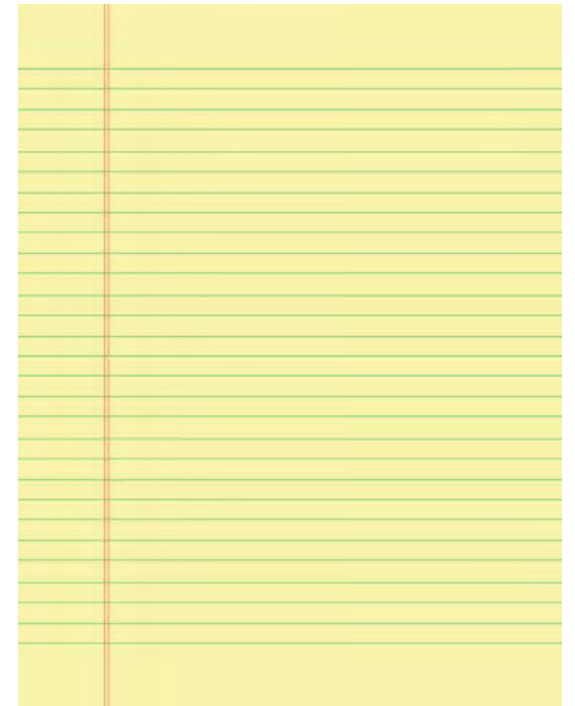
CARDSTOCK



LETTER



LEGAL



TAGS:

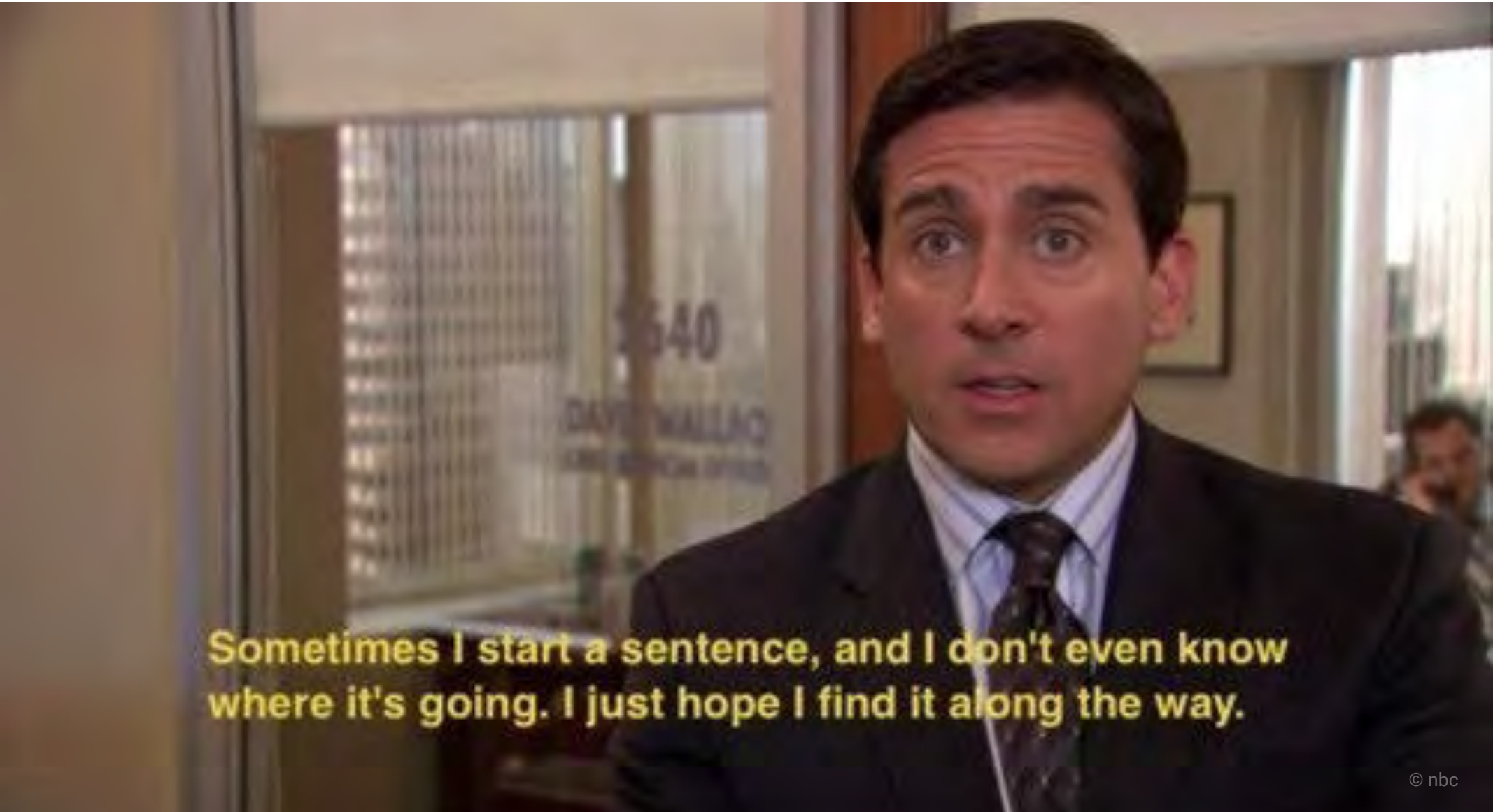
YELLOW,
TEXTURED

RULED,
3-HOLE PUNCHED

YELLOW,
RULED

Editorial Calendar

This seems like a lot of work.

A still from the movie 'The Intern' featuring Steve Jobs. He is wearing a dark suit, a light blue shirt, and a patterned tie. He has a thoughtful expression on his face. In the background, there is a glass door with the number '3640' and the name 'DAVE WALLACE' visible. Another person is partially visible in the background to the right.

Sometimes I start a sentence, and I don't even know where it's going. I just hope I find it along the way.

What do I put on the calendar?

- How many times a day/week/month do you want to post?
- How many words for each post?
 - Word on the street: Google likes between 2,000 - 3,000 words of new indexable content a month.
- Which buying stage of the potential client is the post written for?
 - Remember these?
Thinking about it. Researching Options. Making the decision.
- What category will the post be under?
- What day/time will it be posted?
 - HINT: There is no right answer here.

Yay for spreadsheets!

	Week 1 2pm	Week 2 2pm	Week 3 2pm
Words:	500	1000	500
Category:	Cardstock	Letter	Legal
Buying Stage:	Thinking about it	Researching Options	Making the Decision
CTA:	Subscribe	Contact	Book Session

Again, this seems like a lot of work



Consistency Counts



Questions?

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[whispering]
DO YOU KNOW ANYBODY IN THE MOB?

