

# GET BLOGGING!

## BLOGGING FOR YOUR BUSINESS IN 5 EASY STEPS



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1. GET A BLOG.
2. START WRITING.
3. WRITE ON SCHEDULE.
4. MAKE BLOGGER FRIENDS.
5. PROMOTE YOUR BLOG.

Pay special attention to the order of these steps. Most of the failure in the blogosphere comes from people who try to promote a blog that has no content, or try to stick to a schedule when they don't know what they're writing about yet.

This 5-step formula might take you two *weeks* or two *years* to complete. However, it doesn't matter when your blog is "done," because by its very nature, a blog is always changing.

What's important is that you **get blogging.**

The momentum created by your activity will transform a stagnant, dormant blog into a well-defined voice for your business.





## 1. GET A BLOG.

There are plenty of free options - [Wordpress](#), [Tumblr](#), and [Weebly](#) to name a few. It is not important for you to have the perfect blog right now. What is important is that you have one.

Having a blog, even a private blog, means that you have a **sandbox**. You need a place to play in order to learn how to blog for your business, and to discover what you want to blog about.



A blog post is not the same as a magazine article. It is not the same as a term paper. It is a blog post. It has different rules, advantages, and disadvantages than other forms of writing.

The best way to learn these differences is to write blog posts. A lot.

Your blog does not need to be professionally designed for this step. Often, when someone wants to [hire me to build a website](#), if they want to begin blogging regularly, I help them get set up on a free blog during the development period. Having a couple months to learn about blogging before the new blog launches is very valuable to your long-term content marketing strategy.

## 2. START WRITING.

It doesn't matter what you are writing. You need to write a lot.

SPOILER ALERT: Your first few posts will be crap.

Or, they might be phenomenal, that's true; but twenty posts later, your posts are going to be better than your first few attempts.

There are major questions that **you won't know how to answer** until you make a bunch of posts and play with your blog's capabilities.

- How can tags and categories be used to **connect** your posts?
- What kinds of **photos** do you want complementing your posts?
- **Where** can you get free stock photography for blog posts? ([Here, btw.](#))
- What **subjects** do you write about to draw in your audience?

The best way to discover the answers to these questions is **to blog**.

**Start writing.**

[Plan your blog posts with a spreadsheet](#) and move to step 3.



### 3. WRITE ON SCHEDULE

Having an editorial calendar for a new blog is not important from an audience's



point of view. Even large blogs with huge readerships can change their posting schedule, and because of the nature of blog readership, people will still follow, read, comment, and share the blog posts.

The importance of a production schedule is that it **keeps you producing content.**

Let's face it, your life is busy. You've got stuff to do, a business to run, maybe even kids crawling on top of you right now. In addition to all that, you want to start running a blog.

#### **Take it seriously.**

Decide how many posts you want to create, and how often. I recommend starting slow - a post every week or month is great for twelve months. A post every day for two weeks, followed by a three month hiatus, that doesn't look good on your blog.

Create content regularly, and before you know it, you will have a body of work that will gain the respect and authority of your audience - and your new blogger friends.



## 4. MAKE BLOGGER FRIENDS.

Start **commenting** on other people's blogs. Especially blogs that have overlapping audiences with your own.

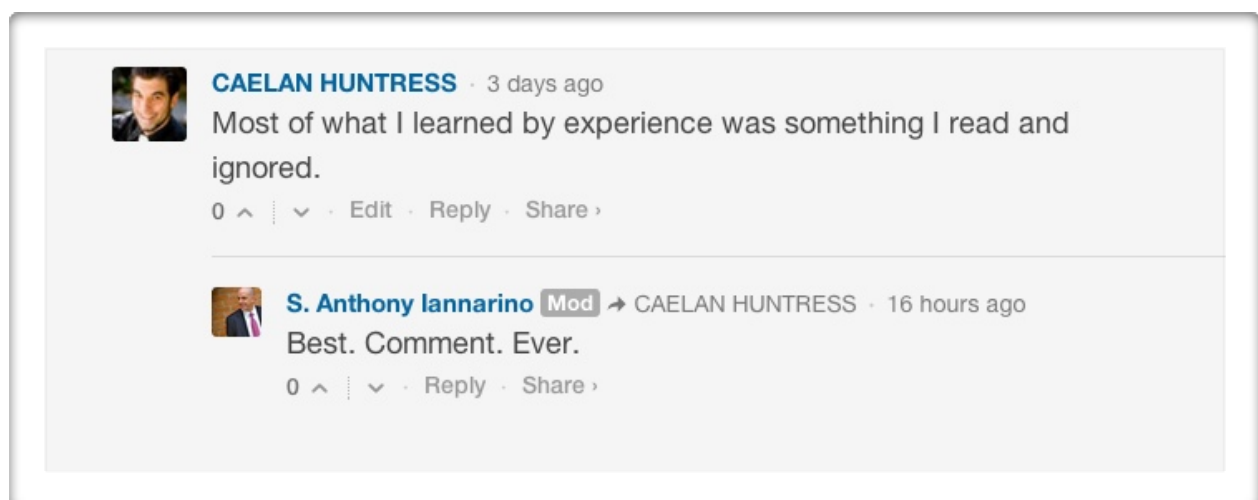
Contribute to the discussions, and make other bloggers think what a nice person you are.

### **This pays off in spades.**

Think about how you feel when some random person comments on something you've written online. You're curious about them, aren't you? You wonder who they are, how they found you, and what they're all about. You might even click through to see what their profile is, and take a quick look at their blog.

If they start promoting your blog posts - well, it's not a stretch for you to promote theirs. Bloggers, as a community, want to support each other, and sometimes, commenting relationships can grow into cross-promotion relationships.

I've had blogger friends share newsletter lists with me, promote my products to their network, and allow me to guest post on their blogs - all because I had a commenting strategy.





## 5. PROMOTE YOUR BLOG

This step is last. Count the numbers again, and notice: *this step is last.*

After you have a blog, *and* you have experience blogging, *and* you have a content production schedule, *and* you have friends that run other blogs, that is the right time to promote your blog.

Showing off a blog with 2 posts on it might make people think your blog just isn't ready yet. *Because - it's not ready.*

Throw a ticker tape parade and tell everyone in the world about your blog, **AFTER** the first four steps. Here are some ideas to promote your blog:



- Include the link to your blog in your [email signature](#)
- Get listed in a blog directory
- Participate in forums that are targeted to your audience
- Ask blogger friends to feature your blog in their blog or newsletter
- Link to every relevant site you can think of, and send them an email asking for reciprocal links.





## EXTRA CREDIT: RESOURCES

[101 Headline Hacks](#) by Jon Morrow

[How to Create Compelling Content](#) by Brian Clark

[Blog design and development](#) by Pura Vida MultiMedia

[Clients and Cash](#) by Ashley Ambirge

[Copyblogger's Copywriting 101 course](#)

[Royalty-Free Stock Photo Library](#)

[The Science of Blogging Webinar](#)

[Create a Killer Personal Brand Webinar](#)

[HubSpot's Introduction to Business Blogging ebook](#)

[Scribe SEO Blogging Software](#)

[Social Media Autoposting Platform](#)



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