

# What to Blog About?

Monday March 15, 2010

- **Mannafest this week – it is not to late to come**
- **End of BP 3**
- **March Book of the Month – “Feel the Fear...and Beyond” By: Susan Jeffers, PH.D**

Dave Saunders, social media and branding expert; [www.Yoursocialbrand.com](http://www.Yoursocialbrand.com)

## 1. Why Blog?

- a. Essential to create a connection with your prospects and business partners
- b. Give people another way to know you and trust you
- c. Also gives you international attention

## 2. Platforms

- a. Never been easier

Free services like [www.wordpress.com](http://www.wordpress.com), [www.blogger.com](http://www.blogger.com), [www.tumblr.com](http://www.tumblr.com), or [www.posterous.com](http://www.posterous.com) all provide easy to use platform

- b. Don't worry about writing skills...do not need to be an English major to be effective.

However, do use spell check and check grammar so you don't chase people away.

## 3. Start Right

- a. To establish the right state of mind, take a look at what is happening around you: news headlines, industry news, and other blogs in your market.

How to find other nutrition blogs?

How to find other wealth builder blogs?

- b. Sometimes the best ideas come from articles having nothing to do with your field

i.e. check with what happened this day in history on sites like Wikipedia Use your blog to posts to build a bridge between what is happening in the world and how you want to help others

## 4. Five types of Blogs You can Use

- a. The Resource List

People love lists. They are used widely on blogs. Don't limit yourself to Top 10. Use a variable...top 3 or top 100.

Ideas: The top five mistakes a network marketing person makes when starting out

Three things I learned the hard way about this industry

The top 10 reasons I love what I do

Nine little habits that can change your life for the better

Your personality can shine through these lists.

- b. The News Report and Commentary

Perhaps you read the news/headlines quickly and can assimilate the info quickly as well. This is a skill many do not have. Share your views and your perspective in a concise way and people might start following you.

Perhaps add background info that other news outlets are missing.

c. The 800 Pound Gorilla

There are big forces in our world and our market for our businesses. Some forces are big name people creating credibility and momentum, and others are just up and coming challenges. Identify these big players for your people and show your understanding of the world as it relates to your business.

What could this look like?

d. The Elephant in the Room

This refers to something everyone is aware of but no one wants to talk about it.

This can include unscrupulous marketing techniques, false nutrition claims, or any other "elephants" that make it hard for you to do your business.

By you taking these on you will show confidence and boldness in your self, your business, and knowledge about your profession.

e. The Review

People love to get reviews...and some magazines have built entire circulations around them.

What do you review: products, lead generation services, marketing tactics, training programs, books, movies, etc.

5. The Bonus: the How To blog

a. The internet really started as an information source...so How To's are natural and expected.

b. Although many, none of the others are from you. Make your blog the ultimate resource for:

How to approach a prospect

How to call people you don't know without fist-clenching anxiety

How to write the perfect thank you note

How to plan your day

How to keep time for your family when you work at home

6. How long should you write?

a. Some are 250 words others 1000; it is not how long but consistency and authenticity.

b. Be yourself in your blog...the more people get to know you and want to work with you.

c. Blog several times a week. Build it into your calendar and make it a regular habit.