

Bonus Material



Blogging Your Brand

A Complete Guide to Your Success!

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Me 2.0 arrives in
book stores
nationally on:

April 7th, 2009

Pre-order it today!

Introduction

■ Definition

- A **blog** is an online diary in chronological order.

■ Fast facts

- There are 133 million blogs as of 2002 (*Technorati*)
- 80% of blogs fail within 6 months
- Everyone blogs:
 - CEO's such as Jonathan Schwartz & Bill Marriott
 - Celebrities such as John Mayer and Curt Schilling
- >50% of journalists turn to blogs for article ideas (*Brodeur*)
- 50% of consumers use blogs as buying guides (*NY Times*)



10 Blog Benefits

1. Position yourself as an expert
2. Rank high in Google
3. Build a community
4. Gain confidence in yourself
5. Sharpen your writing and technical skills
6. Get your message across for free
7. Network with successful people
8. Command attention from mainstream media
9. Make money
10. Stay current and have a voice in your industry



How To Use This eBook

■ Purpose

- To help you build a powerful brand with a blog

Framework

1. Beginner

- Learn the basics to jumpstart your blog
- RSS, widgets, Technorati, posting, logo & theme

2. Intermediate

- Formatting, pictures, links & pages
- Forum, email and comment marketing

3. Advanced

- Blog hosting, custom themes & plugins
- Social network integration & SEO

4. Expert

- Podcasting, lifestreaming and mailing lists
- Make money blogging and more!



Your Path To Success

Beginner

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graph TD; A[Beginner] --> B[Intermediate]; B --> C[Advanced]; C --> D[Expert];
```

Intermediate

Advanced

Expert

Beginner

Step 1. Learn about blogging

- Before starting a blog, learn about what blogging actually is!
- If you want to know the difference between traditional and social media, here is an example:
 - New York Times (traditional article)
 - <http://www.nytimes.com/2008/08/13/technology/13iPhone.html?ref=technology>
 - New York Times (blog post)
 - <http://bits.blogs.nytimes.com/2008/08/13/best-buys-break-even-iphone-deal/?ref=technology>
 - Differences
 - Notice the difference in formatting and how the blog has comments open but the regular article doesn't. The blog is more opinionated, while the traditional news article is straight fact.
- Review the definition of “blog” and the history
 - Wikipedia: <http://en.wikipedia.org/wiki/Blog>
- **Alltop.com** can help you locate the best blogs in several categories.
 - <http://alltop.com>



Beginner

Step 2. Listen to conversations

- In order to start a successful blog, you need to know what you're getting yourself into and what has already been talked about in the blogosphere.
- Here are some recommended tools:
 - **Google Reader** - <http://google.com/reader>
 - Read and subscribe to blogs in your niche, so you can comment on them, link to them and keep your eye on the competition.
 - **Technorati** - <http://technorati.com>
 - Conduct a search for your name and all the topics that might interest you. Subscribe to blogs with the highest Technorati Authority (# of blogs linking to a blog).
 - **Google Alerts** – <http://google.com/alerts>
 - Set a comprehensive alert for your name and all of the topics that interest you.
 - **Twitter Search** - <http://search.twitter.com>
 - This website will help you listen and monitor conversations on Twitter. As stated before, search for everything you want to track and subscribe through RSS.

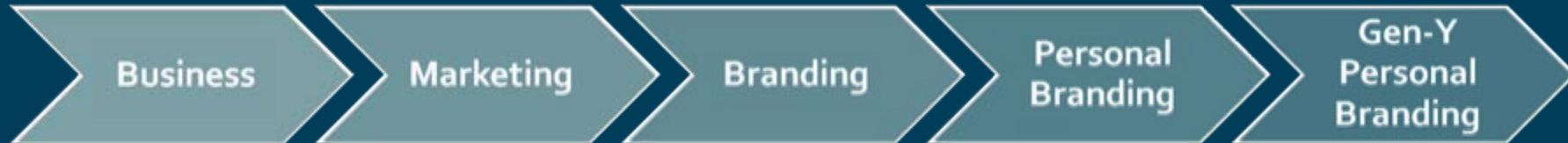


Beginner

Step 3. Take a niche

- After a few weeks or even month, you will have a thorough understanding of what people are talking about, how they are responding and how you can join in on the discussion.
- Find a way to take a niche of a particular category.
- The tricky part is that you need passion and expertise to backup your niche.
- Once you can lock down what you're good at and enjoy, then find some angle, application or topic that coincides with it.

Break down a topic and claim a niche



Beginner

Step 4. Get your equipment ready

- Believe it or not, the technical part of blogging is the easiest part. Many blogs have really bad design layouts, but have 5-star content and remain extremely popular. Some choose popular platforms, while others are technically proficient so they can build their own.

- **Domain name:**

- Please visit <http://GoDaddy.com> or another domain registering service and search for yourname.com.
- If it's unavailable try yourname.net or yourname.org. If they are all taken, try your middle initial. If that is taken, find a way to use your niche as keywords for your domain (keywordkeyword.com, etc).



- **WordPress.com:**

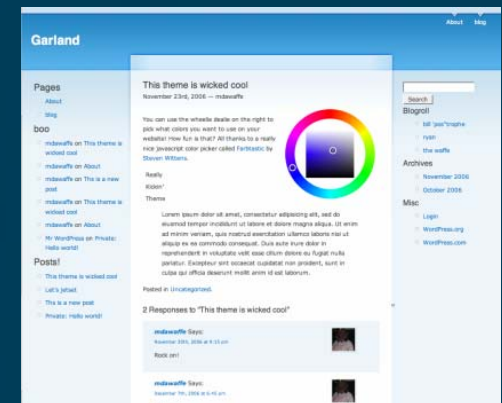
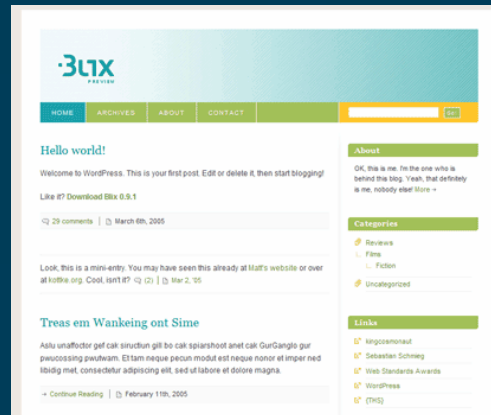
- For free, you can start a blog in minutes. <http://WordPress.com> gives you Gigabytes of space to upload pictures, audio or video.
- It uses Akismet to block all blog spam and people get thousands of spam comments daily. The downside is that you have to play by their rules, meaning no JavaScript or AdSense.
- **Domains:** Click on "Upgrades" on your WordPress Dashboard, after you've signed up. There you can mask your domain over yourname.wordpress.com, such that it reverts back to yourname.com.



Beginner

Step 5. Pick your logo & theme

- There are over 20 different themes on WordPress.com.
- Start by filtering the themes by “header.”
- The resulting themes will all allow you to upload a custom header that you can create using Photoshop or another graphics program.
- This is important because it allows you to brand yourself as the “one and only” and not a “copy.”
- Select the theme with your favorite colors and with a flexible layout.
- I recommend right sidebars because people read from left to right and you want to showcase your content first.



Beginner

Step 6. Your brand page

- Your “personal brand page” is more important than any post you’ll ever write.
- Everyone wants to know the credibility of a blogger before taking their posts seriously. Think about it, if a 5-year-old kid is blogging about marketing and a CEO is blogging about marketing, whose are you going to pay more attention to?
- Describe yourself to your readers before even posting.
- When titling your page, don’t use “author,” but rather your own name.
- **Best practice**
 - Use your full name
 - Highlight your “personal brand statement” (what you do / who you serve)
 - Use a professional picture
 - Create a summary of your qualifications
 - Get a LinkedIn profile badge and link it to your profile



Beginner

Step 7. Your brand page

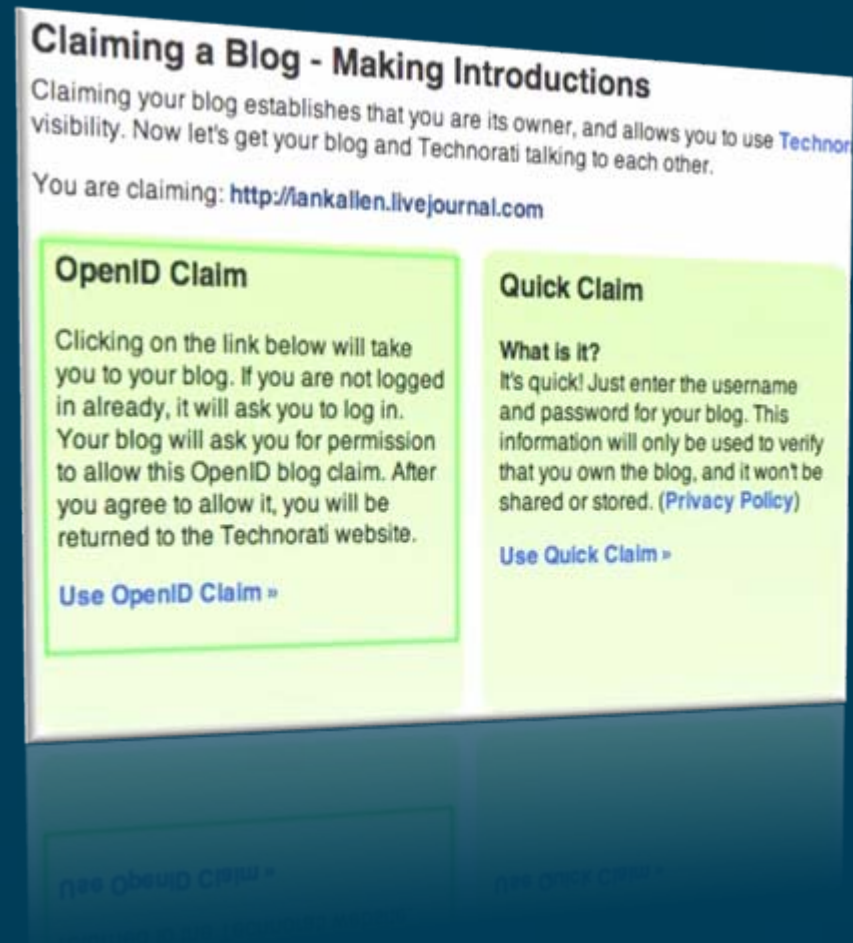
- Get an RSS feed at <http://Feedburner.com>
 - RSS is important for acquiring loyal readers and establishing a community. It's also essential for having posts be shared from feed reader to feed reader (Google does this with Google Reader).
- Your RSS count is **VERY IMPORTANT** because perception is everything.
 - Despite what critics say, your RSS subscription base is one of the most important blog statistics.
 - PR people aren't going to pitch their clients to you if you have 3 RSS subscribers, even if they are Barrack Obama and Madonna.
 - Subscribers remain anonymous, so the number matters.
 - DO NOT promote your RSS chicklet (shows the # of subscribers you have) unless you have over 150 subscribers.
 - Otherwise, by the law of social proof, people will automatically perceive your blog as being "just another blog" or "unpopular."



Beginner

- Use the same website you viewed in Step #1 to claim your blog; Technorati.
- All you have to do is **sign up for Technorati** (<http://Technorati.com>), fill out your profile information and claim your blog.
- Once you claim it, Technorati will track all links your blog receives.
- You can keep a running tab on who links to your blog, so you can view your “Technorati Authority” go up or down.

Step 8. Claim your blog



Beginner

Step 9. Widgetize your blog

■ Blogroll

- When you first start blogging, a blogroll is your way of establishing some quick traffic and relationships with bloggers.
 - Add your favorite bloggers to your blogroll, email them and tell them you like their site and that you linked to it, WITHOUT asking for anything in return.
 - You might want to add in a few comments on some of their recent posts first.

■ Other widgets you should add:

- **Search:** I've posted over 500 times and if didn't have a search area, I might not even be able to refer back to any posts I did last year. Add search, not just for yourself, but for the good of your readership.
- **Tag Cloud:** As you tag each post, a tag cloud is any easy way to present categories to your readers.
- **Recent Comments:** This widget will both help you build a community and reward those who comment on your blog simultaneously.

BUSINESS

Business Networking Advice
cecsearch
CutEdge
Epidemix - Thomas Goetz
Networking Effectively
Networking Insight
Newly Corporate
Ryan Singel - Threat Level
Simple Economics
Stew Friedman
The Occupational Adventure
The Organic Leadership Blog

CAREER DEVELOPMENT

Alison Doyle
Career Advice Blogs
Career Development for

CATEGORY CLOUD

Articles award Book
Reviews Brand Mystery
Career Development
eBrand events Futures
gen-y guest post
Interview magazine
marketing Ms 2.0 Misc

RECENT COMMENTS



How to Attract
Journ... on Complete
Guide to Pitching
Blo...



Chad Levitt on How
to Find True
Happiness and...

Beginner

Step 10. Write 5 posts

- **Write at least 5 posts before you publish a single one.**
- No one wants to visit or read a blog with no content.
- A lot of people don't trust blogs with only one or two posts.
- To launch your blog successfully and seriously, put some thought into 5 remarkable posts and then publish each one in a given week.



Your Path To Success

Beginner

Intermediate

Advanced

Expert



Intermediate

Step 1. Add links

- All of your new **blog posts should contains links**. The links should link to blog posts you've created previously, other people's blogs and additional resources that may support your thesis or commentary.
- Make sure your blog is setup so that people can advance to the next post and go back to a previous post as well.
- When you add links, try to **highlight a word or phrase that makes sense for the location you're sending people to**.
 - For instance, if I wanted to link to a marketing blog, I you could write *"There are other marketing resources on the web that can help you too!"*
 - When you create links to your content and other peoples content, it's **benefits you in these ways**: you're giving attribution, you're helping other bloggers (and may receive reciprocation with a future link), and you're increasing the page views of your other posts.



Intermediate

Step 2. Consistent formatting

- **How to have consistent formatting**
 - Check your font: Ariel, Times New Roman, etc.
 - Review your colors: blue, black, white, red, etc.
 - Headings and subtitles
 - Highlight key phrases in underline and bold
 - Display pictures aligned to the same side every time
- Aside from finding your voice, **you need to find your format.**
- Ask yourself “what colors should I use to represent *brand me*”?
- If you can keep things consistent, it will be **easier for people to read.**



Intermediate

Step 3. Create an “About” page

- In the beginners section, I spoke about having a page that highlights you, as the blogger, but now I want you to **create a page about your blog**.
- Before you even create your blog, you should have an idea of the niche you’re going after and your unique value that you bring to the blogosphere.
- **How to craft an about page**
 - Your about page should describe what your blog is going to be talking about.
 - Give people a general idea, so they know to come (or subscribe) to your content to receive that type of information and nothing else.
 - Your about page should portray your topic in a way that excites the reader.
 - The best about pages are one paragraph long.



Intermediate

Step 4. Comment like a champ

- **In order to get comments on your blog, you need to comment on other blogs.**
 - A comment signifies that you've taken the liberty to read and reflect on someone else's material.
 - As long as you fill out the comment field with your blog URL, the receiver of that comment will want to reciprocate by either commenting back, subscribing to your blog or writing a post promoting your blog (maybe all 3 if you're lucky).
 - Subscribe to topics that reflect your blog and comment on what you can lend expertise to.
- You'll notice, after a while, that **people will comment back on your blog.**
- When this occurs, you benefit by having more subscribers, viewers and a stronger TRIBE.
 - Plus, those bloggers will keep blogging on your topic because you've given them a reason too.

A screenshot of a web form titled "POST A COMMENT" in a dark header bar. The form contains several input fields: "Name:" with a text box, "Email Address:" with a text box, and "URL:" with a text box. Below these is a checkbox labeled "Remember personal info?". The "Comments:" section has a large text area and a small instruction "(you may use HTML tags for style)". At the bottom are two buttons: "Preview" and "Post".

POST A COMMENT

Name:

Email Address:

URL:

☐ Remember personal info?

Comments: (you may use HTML tags for style)

Intermediate

Step 5. Who are your visitors?

- Find out who your visitors are by using MyBlogLog
 - <http://mybloglog.com>
- 1. First, you can use a **MyBlogLog widget on your blog**, which showcases the avatars of people who've already signed up for MyBlogLog and have landed on your blog.
- 2. Second, when you go to other blogs, **your avatar will appear** (it's like face-time with your manager).
 - This is how you continue to build a community around your brand.



Intermediate

Step 6. Guest post on a blog

- If you've written a number of posts for your own blog and are interested in getting more traffic and networking, then guest posting on another blog is a good strategy for you.
- **Do not randomly email bloggers** asking them to guest post or to comment on their blogs with a request or they'll be turned off immediately.
 - The top bloggers get these requests all the time, so in order to stand out, you need a long term relationship strategy.
- **You need to comment on their blog** over the course of a month or so before you engage in a guest post conversation.
- When you write for another blog, be sure to only link back to your blog and make sure the content is as good, if not better, than your own blog content.



Intermediate

Step 7. Market your blog URL


- Promoting your blog through all of your current materials is key.
 - Your **email signature** should have a link to your blog and blog feed.
 - The **presentations** that you give should have a link to your blog.
 - Your **resume** should have a link to your blog.
 - Your **website** should have a link to your blog.
 - Your **business card** should have a link to your blog.
- You want this link almost everywhere your name is cited because that's how people will remember it.



Intermediate

Step 8. Discussion forums

- One great way to get your name out there and to promote your blog is through discussion forums.
- Find threads where you feel your website would benefit those people and comment, while including your blogs address in your signature.
- The more you do this, then more people will click on your site, especially if it's targeted appropriately.

Threads in Forum : Affiliate Marketing Discussion Forum						Forum Tools ▼	
	Thread / Thread Starter	Rating	Last Post	Replies	Views		
	Sticky: STICKY - PLEASE READ - About the Affiliate Marketing Discussion Forum jawn_tech		05-12-2008 01:04 AM by jawn_tech	0	688		
	Affected by the global financial crunch? theAdviserMe		Yesterday 03:07 AM by theAdviserMe	0	70		
	\$25 for every referral (adsense alternative) ghmenard	★★★★★	Yesterday 03:00 AM by theAdviserMe	3	278		
	Amazon Affiliate isulong seoph	★★★★★	01-14-2009 03:28 AM by xanokhalax	13	1,272		
	question on posting affiliates... tongle		01-13-2009 02:56 PM by tongle	2	74		
	Affiliate programs nitch sites bp72		01-12-2009 05:44 PM by Niche	1	122		
	Is Affiliate Marketing a SCAM??? silverblur4x4	★★★★★	01-10-2009 02:53 PM by Stephen Ashaka	12	567		

Intermediate

Step 9. Pictures in posts

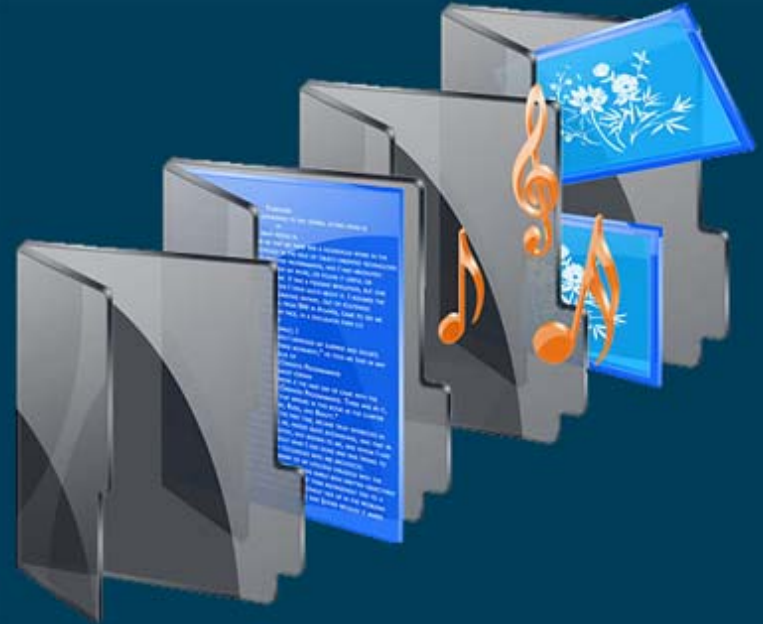
- **Don't publish a blog post without including a picture.**
- Your voice needs to be matched with a picture that gives an experience to your readers.
- A picture says more than 1,000 words in the blogosphere; it says everything.
- The pictures you select for blog inclusion, will tell the reader what your main point is immediately, so they can connect with it and follow your content trail.



Intermediate

Step 10. Organize your blog

- Instead of waiting two years to organize your content, do it right now.
- This includes, **deciding on categories** for your posts, **using a calendar or archiving widget**, as well as giving people the ability to **search** through your content.
- By creating categories and organizing your content now, you will save hours later.
- You will also help readers navigate your content much faster, so you get more views.



Your Path To Success

Beginner



Intermediate



Advanced



Expert

Advanced

Step 1. Host your own blog

- Instead of borrowing someone else's space and redirecting your domain name to that space, **you have the ability to install WordPress on your own host**.
- Advanced bloggers should strive to make the switch and not freak out about losing content or subscribers.
- As long as you are using Feedburner.com for your RSS feeds and have exported your content, you should be all set.
- The only issue you'll have is that you will lose "Google juice" to your previous site.
 - This means you'll lose your standing in Google, until you build up links again.
- For instructions on how to successfully install WordPress on Godaddy, please go www.orangeinks.com/blog-tips/installing-wordpress-on-godaddy.



Advanced

Step 2. Themes

- There are literally thousands of WordPress themes across the net built by some savvy professional designers and programmers.
- You might not have the funds or expertise in order to get a custom blog template made, but there are free themes floating around as well.
- When you start researching and discovering themes that you enjoy, remember that some themes are geared for specific purposes.
 - For instance, there are “magazine themes” for people who have multiple content contributors, covering various categories.
 - You want to not only select the best looking theme, but one that you can handle using.
- If you perform a Google search on “top wordpress themes,” you should have more than enough to choose from.



Advanced

Step 3. Choose Plugins

- After selecting a theme, you will want to install a few necessary plugins. They will help enable people to share your content (more traffic and subscribers), as well as make your blog more interactive. Here are my favorite plugins:
 - **Akismet** is a spam filter that checks your comments against the Akismet web service to see if they are spam or not, and also checks the trackbacks for spam.
 - **Sociable** enables small icons from various social bookmarking sites (like Digg, del.icio.us, reddit, etc) under the posts on your blog, so people can share your content freely.
 - **Get Recent Comments** gets the excerpts of the latest comments on your blog and displays them on your sidebar
 - **Popularity Contest** is a very useful plugin that lets you automatically highlight your best posts to your readers.
 - **Related posts** generates a list of related posts based on the text of each blog entry.
 - **Subscribe To Comments** allows readers to receive notifications of new comments that are posted to an entry.
 - **Twitter Updater** automatically sends a Twitter status update to your Twitter account when you create, publish, or edit your WordPress post.
- To download these plugins go to <http://wordpress.org/extend/plugins>

Advanced

Step 4. Integrate your social networks

- As an advanced user, you better be on social networks.
- Since everything in social media is considered a list, you'll want to **leverage your blogs success to increase the readership of your other properties.**
- This may include your accounts on:
 - Facebook
 - Twitter
 - SlideShare
 - Delicious
 - Stumbleupon
- There are thousands more, but you should only promote the top 5-10 that you use most often.
- If you include too many, people will completely tune them out and if you include too few, it will seem like you aren't a power user.
- Use either text or graphics to promote these profiles. For icons, please go to <http://iconarchive.com>.



Advanced

Step 5. SEO for blogs

- Search engine optimization (SEO) for your blog is critical for a number of reasons.
 - First, everyone uses search engines to learn about new things.
 - Second, search engine ranking showcases authority.
 - Finally, having individual posts rank high can help build the brand of your blog.
- **Your goal is to rank number one for your name, as well as your topic.**
 - Think about the keywords that reflect your topic and use them throughout your headline, subheadings and body.
 - Use links within your posts to link to other posts you've written and try as hard as you can to write good enough content that people will link to it.
 - It helps to own a domain name with the keywords you want to rank high for, as well as a blog title that reflects those same keywords.
- There's also a WordPress plugin called "**All in One SEO Pack**," which will help you optimize your posts for search engines.
 - <http://wp.uberdose.com/2007/03/24/all-in-one-seo-pack/>



Advanced

Step 6. Diversify your posts

- **Experimenting with a variety of posts keeps people guessing and interested in your blog.**
- There are many different types of posts you can have on your blog.
 - You could scrape the blogosphere or a traditional news site for an interesting fact or article, then quote it and respond to it in a post.
 - You could email a few bloggers, asking them all the same question, such as “what is your prediction for 2009,” and formulate a blog post around their answers.
 - You could become the aggregator of news for a specific topic and links your five favorite blog posts of the week.
 - You could have a series of posts around a theme.



Advanced

Step 7. Guest posting

- As an advanced blogger, you are given the right and hopefully the authority, to reach out to other bloggers and give them the opportunity to guest post.
- As your blog becomes more popular, people may just come to you and ask to guest post, but when you are in infancy, you will have to be proactive.
- The benefits of a guest post on your blog are:
 1. It saves you time from writing a post
 2. It's a great way to network with other bloggers
 3. It's a new voice on your blog
 4. The guest-poster tends to link back
 5. It shows you care about your community



Advanced

Step 8. Interview your favorite blogger

- Interviewing other people is the **single best networking tactic** there is because you're able to serve someone else's ego and it doesn't cost you anything.
- By interviewing someone for your blog you're:
 - Providing your readers a different perspective
 - Giving value to the person being interviewed
 - Showing that your blog isn't just about you
- You can do the interviews by:
 - Phone
 - Skype
 - Webcam
 - Email
 - In person



Advanced

Step 9. Get ranked

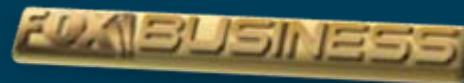
- A great way to gain visibility for your blog is to get ranked.
- There are a number of different sites that rank blogs out there, such as the:
 - **AdAge Power 150**
 - <http://adage.com/power150>
 - **Junta 42**
 - http://www.junta42.com/top_42_content_marketing_blogs
 - **2009 Bloggers Choice Awards**
 - <http://bloggerschoiceawards.com>
 - **Big List of SEO Blogs**
 - <http://www.toprankblog.com/search-marketing-blogs>
- The purpose of submitting your blog to these lists is that you get added visibility and there's an opportunity cost if your site isn't on them.



Advanced

Step 10. Form content partnerships

- If you don't have partnerships with other websites, you are really missing out because **your content will be isolated in one specific area.**
- Every time I post, it ends up on Reuters, Hoovers, Chicago Sun-Times, Forbes, Brazen Careerist, CollegeRecruiter.com, and more.
- Obviously forming these relationships took a long time, but they give my blog more credibility and my posts more movement.
- **How to get syndicated:**
 - Be extremely lucky
 - Create a powerful content source and market it until you get noticed
 - Reach out proactively
 - Go to <http://BlogBurst.com> and signup today
- Just like submitting byline articles to magazines, you want to start small and work your way up.
- Research your topic area to find websites that might want to syndicate your blog and reach out to them accordingly.



Your Path To Success

Beginner



Intermediate



Advanced



Expert

■ Audio podcasts

1. Use a voice recorder to capture audio of your conversation with someone else or to just broadcast your message.
2. Once you have the electronic recording, upload it to <http://PodBean.com> and publish it on your blog.
3. You get bonus points from your readers if you script out the conversation below the audio portion.

■ Video podcasts

1. Purchase a webcam or a video camera and hook it up directly to your computer using a USB connection.
2. If you want to be a professional, and possibly interview other people for an internet type show, then you may want to buy a microphone, a sound amplifier and possibly an HD video camera (they cost less than \$1,000 now).
3. Then you'll want to get the video on the top video sharing websites in the world by uploading it to <http://TubeMogul.com>, which will put your video on YouTube, Vimeo and many more video sharing sites.
4. Finally, you'll want to use the embed code from the video on either sharing site to place it on your blog. You can either post the video as a blog post or decide the transcribe it, in addition to placing the video on the post.

Expert

Step 2. Lifecasting

- The two best “lifecasting” sharing sites are <http://Qik.com> and <http://UStream.tv>.
- When it comes to live video, you have to be authentic and aware of what you say and do.
- When you sign-up for one of these services, you are given your own branded web page, where you can use your phone or your webcam to film yourself or other people.
- While you are lifecasting, people can view this page and see you live, while having the option to type messages to you.
- It's your opportunity to get to know your audience more and visa versa.
- The end result of your time spent lifecasting is a video recording that you can embed on your blog as a post.
- If you choose to do this, you should give a summary of how your session went!



Expert

Step 3. Start a mailing list

- **If you want to start a mailing list, then make it different than your blog.** A lot of the best bloggers use mailing lists to give their most loyal subscribers additional tips and strategies for signing up.
- Typically, the readers or viewers that care enough about you and your material will sign up for your mailing list to receive more content.
- Before starting a mailing list, you should think about how busy you are and if you're able to spend time on such a project.
- Also, you'll want to decide how many emails you want to send in a specific period of time and the value that list will receive.
- **Your mailing list and blog should market each other**, which means you'll want to add links to cross-promote both and any other products or services you want to sell.
- I recommend the following three email marketing services for your mailing list: <http://iContact.com>, <http://GetResponse.com> and <http://ConstantContact.com>.



- There are many different kinds of advertisements you can place on your blog to drive revenue.
- Before you start calling, emailing and Facebook'ing possible blog sponsors, you'll want to **create an advertising page on your blog**, so people can see the size of the ads, what they'll be receiving in terms of traffic/subscribers and the different options and packages you have.
- **To find advertisers**, you should Google terms relating to your blog and click on company's that are paying for AdWords.
- You can also find good sponsors by emailing people who comment on your blog and through natural (organic) search.
- Email them your pitch and then a link to your advertising page, so they can make a quick decision.



Expert

Step 4 (Cont). Place advertisements

- I've seen a few different kinds of advertisements on blogs:
 - Text links
 - 125×125 graphic (possibly animated)
 - 468×80 header banner
 - 180×180 single post banner
 - Product / website review posts
 - Sponsored blog posts



- **You should charge based on** your monthly visitor stats, feed subscribers and overall blog credibility and reputation.
- If you want to see how much traffic you're bringing in, I recommend <http://Quantcast.com>.

- **Affiliate marketing** is an Internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.
 - You only get paid for when you people click on advertisements on your site and pay for a company's products or services.
- **There are many affiliate programs out there**, such as:
 - Amazon Associates
 - <https://affiliate-program.amazon.com>
 - Yahoo! Affiliate Programs
 - http://advertising.yahoo.com/affiliate_programs
- Don't expect huge returns unless you already have a lot of inbound traffic to your website.



- As a blogger, you should be interested in what your readers think of your blog, the types of posts you're doing and any topics they would like to learn more about.
- Also, you may just want to poll them to gather quick feedback, to measure your success or out of natural curiosity.
- The best poll service for blogging is <http://Polldaddy.com>, which is actually integrated into WordPress.com now.



PROBLOGGER BLOG TIPS POLL

Have You Used Video on Your Blog?

☐ No

☐ Yes, I make My Own Videos

☐ Yes, I use Videos Made By Others

☐ Yes, I use both Videos Made By Others and My Own

[View Results](#)

- A team blog is a blog that has multiple authors.
- There are a lot of benefits of having multiple contributors on your blog, such as:
 - Having a variety of voices
 - More content
 - Saves you time so you can concentrate on blog marketing
- Using WordPress or Typepad, you give bloggers permission to write posts and they submit them for your review.
- You should give them the right to use their avatar, name and a link to their own blog.
- Blogs like Mashable, TechCrunch and The Huffington Post have a lot of bloggers, which allows them to become more of a business media site. You can do the same!



Expert

Step 8. Your blog platform

- **A blog can lead to bigger and better things.**
- The most notable are speaking engagements and consulting gigs.
- By showcasing your interest in receiving those opportunities, you are more likely to obtain them.
- Setup pages with those titles on your blog and if you've spoke or consulted in the past, use endorsements, video and a topic outline to show people what you're made of.
- You can also use your blog to sell more of your products, services and introduce people to other sites you own.
- Your blog will allow you to promote anything you want!



Expert

Step 9. Write a book/eBook

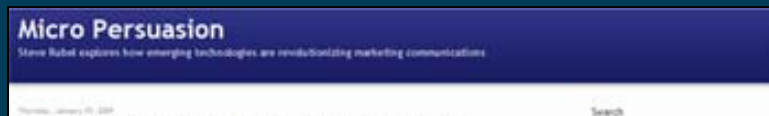
- After writing hundreds of blog posts, you will naturally want to tie your writings into a book of some sort.
- Some of you will try and get a literary agent and a publishing deal in order to get your ideas out there, while others will draft an eBook that captures many of your posts.
- You can sell the eBook and market it on your blog.
- If you're interested in having a physical book, you'll want to have more original content for that, but the eBook doesn't have to always be original.



Expert

Step 10. Start more blogs

- **When a single blog (or team blog) isn't enough, you can always start multiple blogs.**
- Obviously, it's going to take up even more of your time, so think through your current situation before you make the jump.
- There aren't too many bloggers who are willing to have yet another blog to build content for.
- The one's that do, usually do it on a completely different topic to satisfy their other passion.





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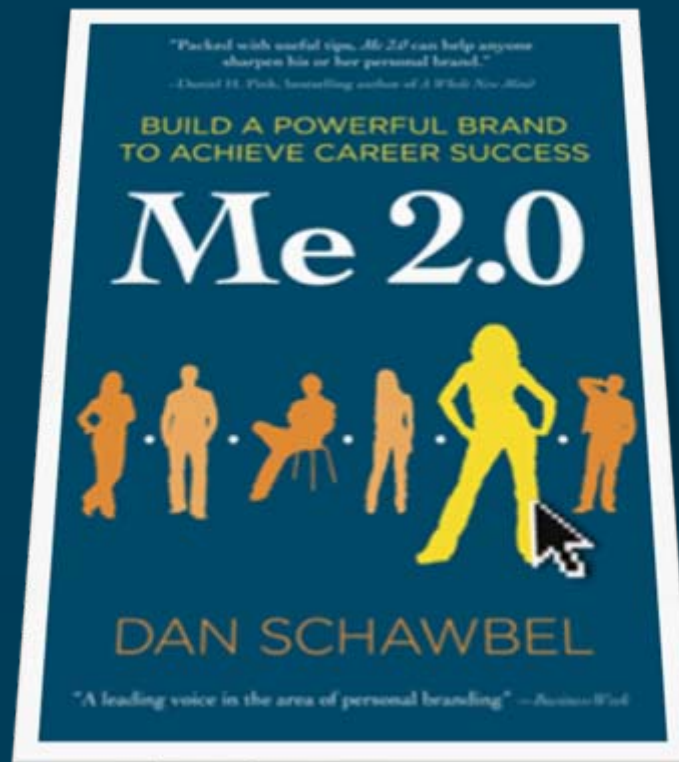
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Contact Dan

A business card for Dan Schawbel. On the left is a portrait of a man in a suit and tie. The background of the card is blue with a subtle pattern. Text on the card includes his title, name, roles, and contact information.

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