

Someday Box

Your Author Blog

How to Get Started, What to Write, How to Promote
and much more!



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Introduction

Blogging is just one piece of the puzzle in your social media marketing strategy. Yet it is the very foundation for your social media marketing. You use your blog as a starting place to post at Twitter, Facebook, LinkedIn, Pinterest, and any other social media sites you use.

You may feel overwhelmed with the idea of blogging and are unsure where to begin. It is my goal to help you become familiar with the basics of blogging so you can get started using this additional strategy in your marketing.

Since blogging is marketing, it is important to think of blogging as a tool to engage your readers and prospective readers. **Your willingness to engage on your blog with your readers builds a relationship.**



As with all marketing strategies, consistency is important. That means you must be consistent in your blogging as well. Once you get started, set up a strategy to continue posting blog entries on a regular basis.

To help you create a blogging marketing strategy, this package includes basic blogging information and resources.

Getting Started with the Basics

Why should I have a blog?

Blogging is the foundation of internet marketing. Blogs are easy to create and maintain. They are great for SEO (Search Engine Optimization). They are a perfect way to engage your readers and potential readers.

Benefits of a blog:

- Blogging helps with SEO (search engine optimization)
- Blog entries can be reposted on Facebook, Twitter, Pinterest, LinkedIn, and other social networking sites
- Blogging attracts readers to you

Key to Successful Blogging: Writing

Writing: This is the part everyone worries about. What will I write about? How will I be able to keep up with it? Here are some basic writing tips:

- Keep it short. It doesn't have to be a long post. One to three short paragraphs is more than enough.
- Make it specific. Don't be vague. People will get bored quickly and move on unless it's interesting to them.
- Share excerpts from your books or tidbits about your characters.

Blogging Basics

- Make it interesting. Use images or formatting (bold, italics, lists) to create eye appeal.
- Don't be too self-promotional. Sure, you want to sell books. But this is a place where people can come to learn more about your writing. They know where to buy your book once they are here.
- Create interesting titles. They can be funny, enticing, or keyword rich for search engine optimization.
- Write regularly, at least weekly. I suggest at least two to three times a week.

So now you're asking, 'what do I write about?' It is not as difficult to come up with topics as you may think. Some suggestions:

- Lists of 5 writing tips
- A list of relevant links to your writing genre with a short comment on why you found each valuable
- Share a recent experience you had
- Answer questions your readers ask
- Comment on other author blog articles you've read
- Turn a press release into a blog entry (again, tweak it so it's not too self-promotional)



How Do I Promote My Blog?

1. Email all your friends, family, colleagues and announce the launch of your blog. If you've already started blogging, send out an announcement at 6 months, 1 year, or at your 50th blog post.
2. Trade guest articles with a similar blogger.
3. Include a blog article in your newsletter and make sure to include a link back to your blog.
4. Use your online business networking sites, such as Twitter, Facebook, and LinkedIn, to let everyone know of your blog.
5. At the end of your article, ask a question and ask for comments. Put it in bold.
6. Add images to each blog post and then post them on Pinterest with a link to that blog post.



Beyond the Basics

What's next?

So you got your free blog account set up. What's next? How often do you post and what do you write about? Don't lose any more valuable time. With your blog you can engage your readers in an informal conversation.

When to Post:

If you are just starting out, you may post just once a month. But quickly increase it to weekly. Then I suggest you work up to at least three times weekly. Be consistent and post at the same days and times if at all possible.

Finding Time to Write

One of the most challenging obstacles you may face is finding the time to post blog entries on a regular basis. Remember that this is an important part of staying engaged with readers.



You might get an idea while driving to an appointment but not have time to write an entry then. Make a note of your idea and come back to it when you do have time. Set specific times to write. Make a regular appointment with yourself for a specific block of time. Then stick to it.

Ask Your Readers for Feedback

Invite your readers to comment. Ask them for their opinions and feedback and post their comments. By including other people, you make your blog more engaging and interesting.

You get the added benefit of not having to work so hard to come up with content all the time.

Promoting Your Blog



Promote Your Blog Via Email

If you send a monthly email newsletter, include a link to your blog. You may even include one of your blog posts in the newsletter. Have a prominent option to subscribe to your blog by email on your blog site and your website. Include your blog URL in your email signature.

Promote Your Blog Via Online Business Networking Sites

Use these sites to promote your blog. When you answer questions on LinkedIn, include a link to your blog. You can also put a small post in your 'status' message.

Promote Your Blog on Pinterest

Set up a board on Pinterest for blog posts. If you have more than one category on your blog, you can create more than one board at Pinterest. You may create a board for your book, another for individual characters in your book, one for links to places your book is mentioned online. For this to work you need to include an image for each blog post. Then share that image with a link to that particular blog post on Pinterest.

Final Thoughts: Get your readers engaged. If you don't engage your readers, they won't come back. Successful blogs are those where the blogger listens and interacts. So make sure to respond to comments and participate in discussions taking place. Learn and listen from the readers who post comments.

Getting More Traffic

There are several things you can do to increase traffic to your blog. You can find popular blogs in your genre and make meaningful comments on them. Join social networking sites and participate in the conversations. Provide valuable content on your own blog.



About the Author

My Blog: <http://chiefvirtualofficer.com/blog/>

Sue L Canfield, Chief Virtual Officer, has been an administrative assistant for nearly 30 years and has owned her own business as a Virtual Office Administrator since 2005. She is also Project Manager at SomedayBox.com. For more information, contact Sue at her website, ChiefVirtualOfficer.com, email sue@ChiefVirtualOfficer.com, or call (715) 296-0347.

Contact Sue for more information on getting started with your blogging.

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