



“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.”

--- Seth Godin

Blogging



Presentation Topics

- Blogging



Why Blog?

Gender Differences

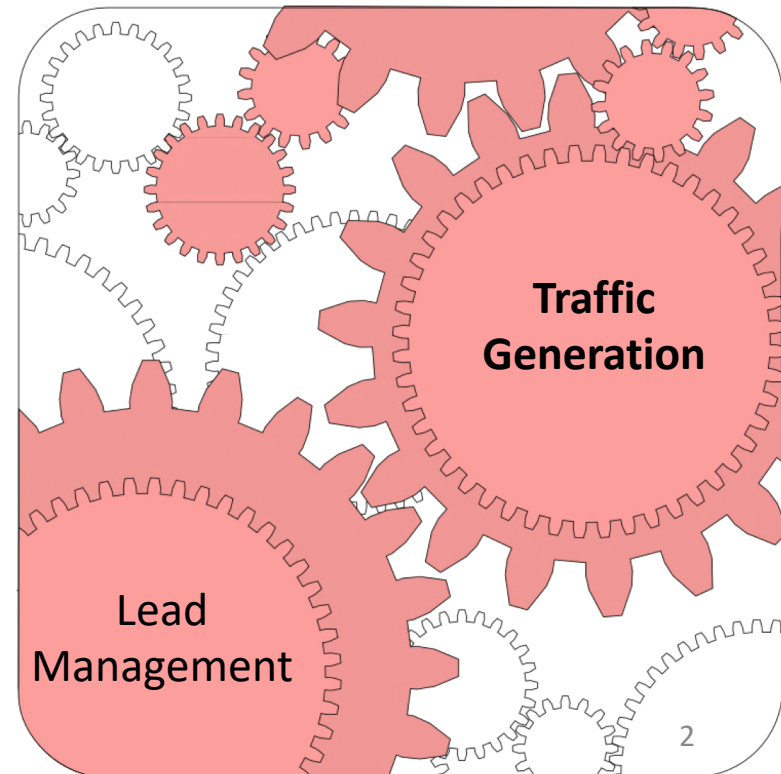
Content

Formatting

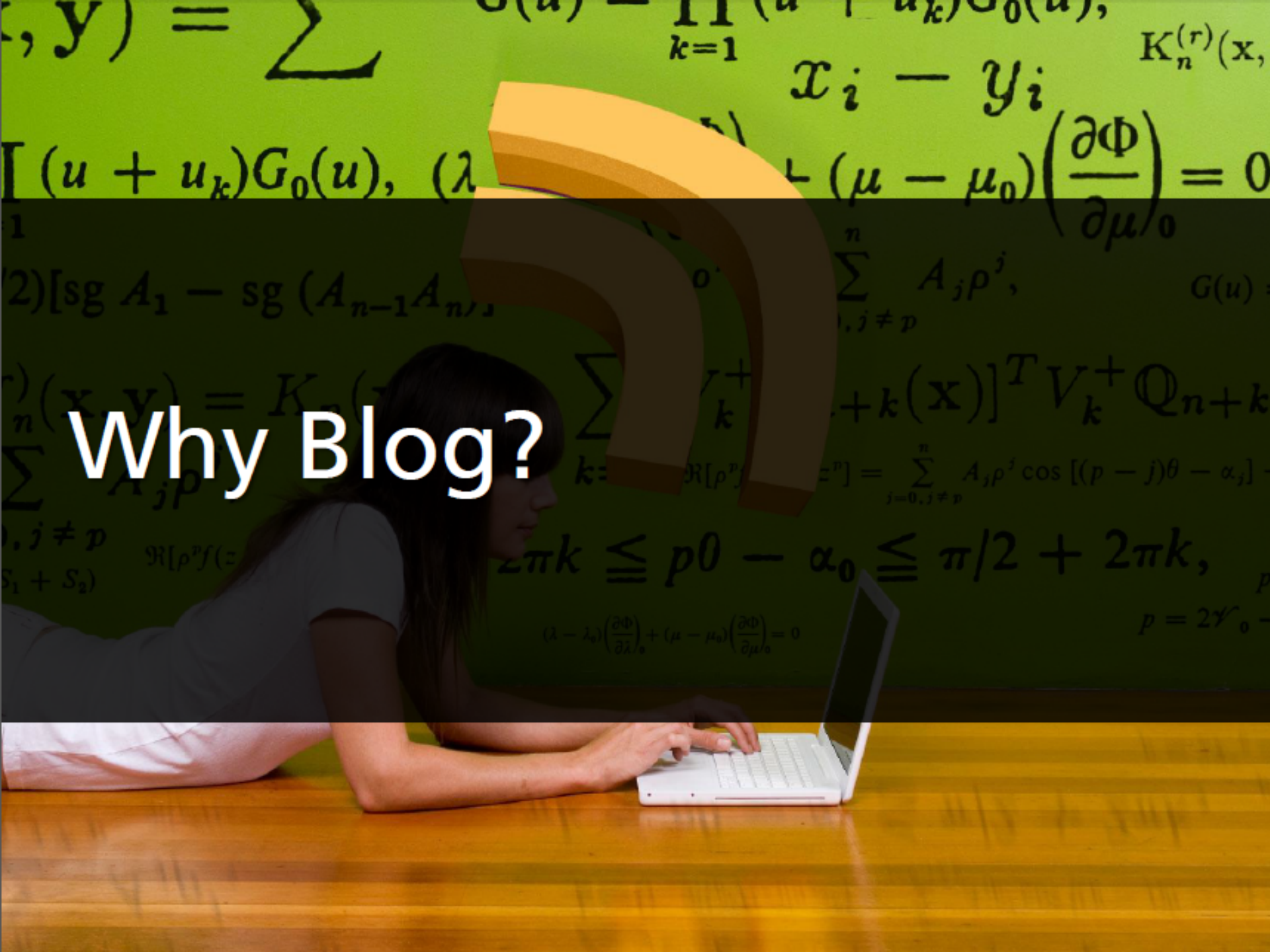
Report Card

- **Blogging Tasks**

- Select Idea for the Blog Post
- Determine Stage
- Develop Content
- Select Format
- Create Title
- Audit Blog Post



Why Blog?

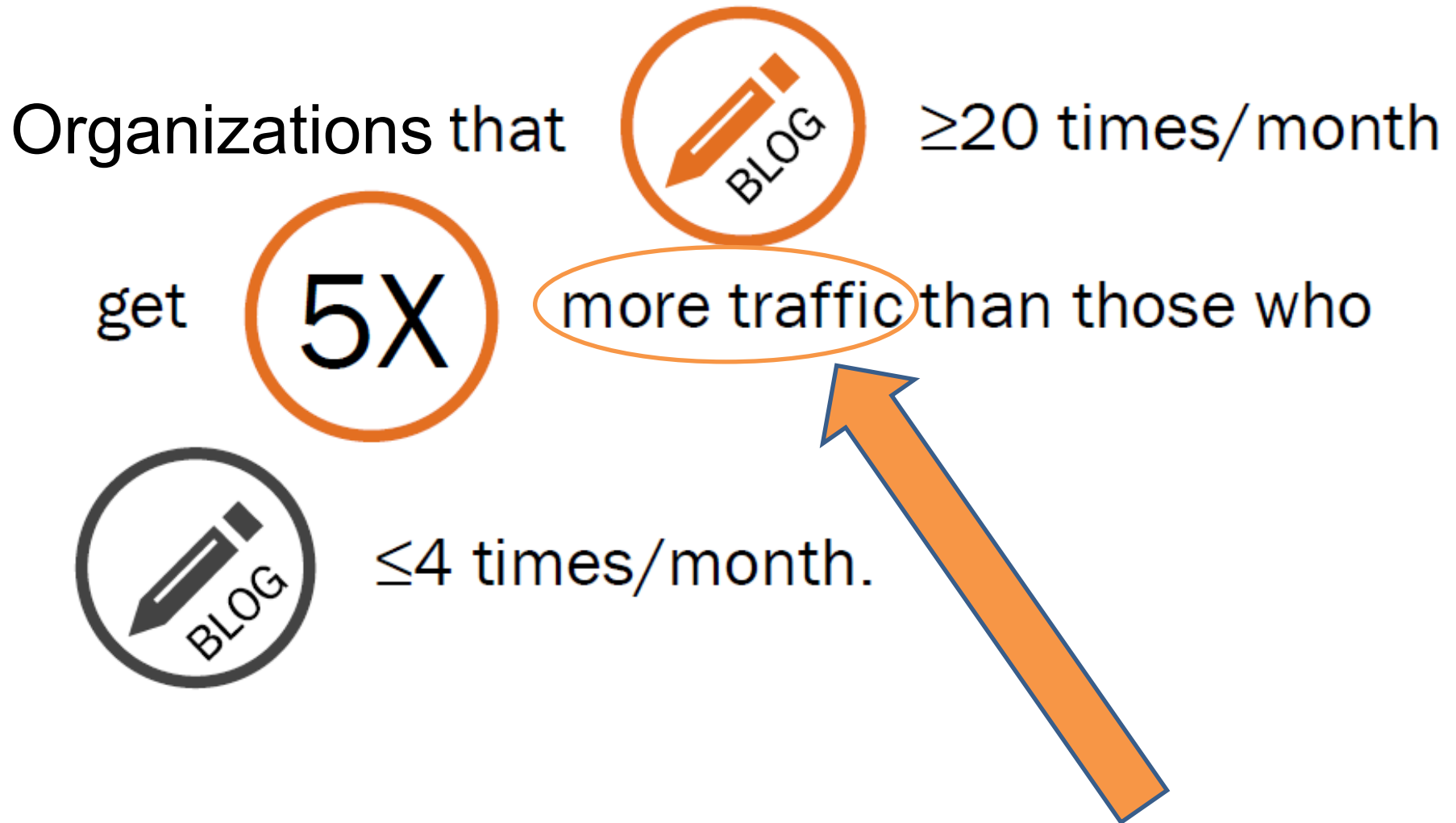


Blogging – Why Blog?



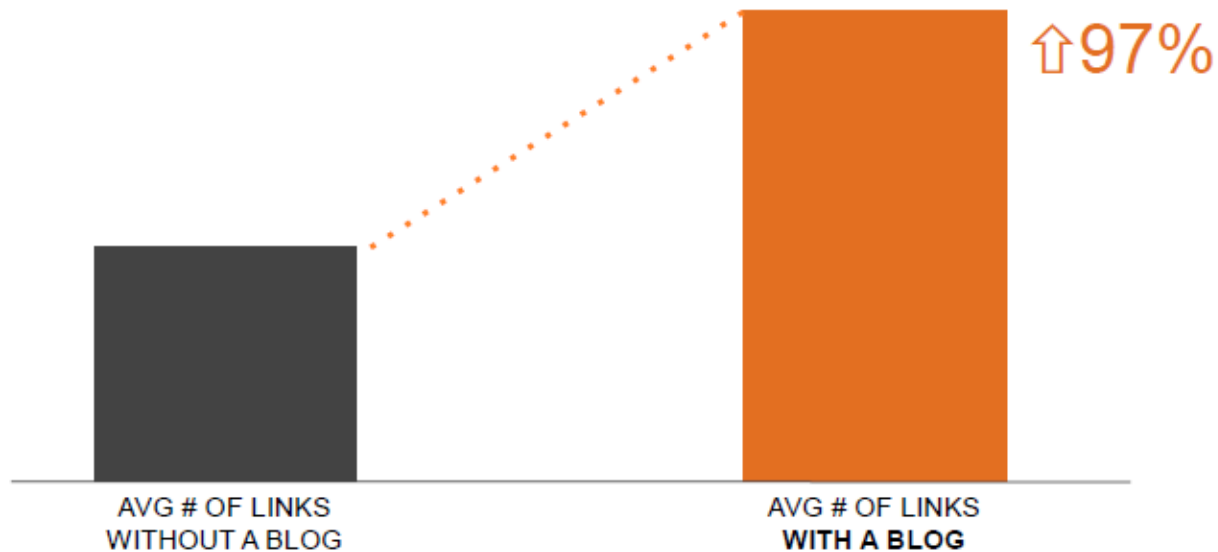
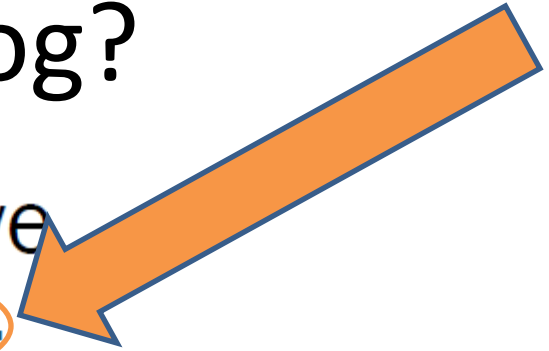
There are **152,000,000**
blogs on the Internet.

Blogging – Why Blog?



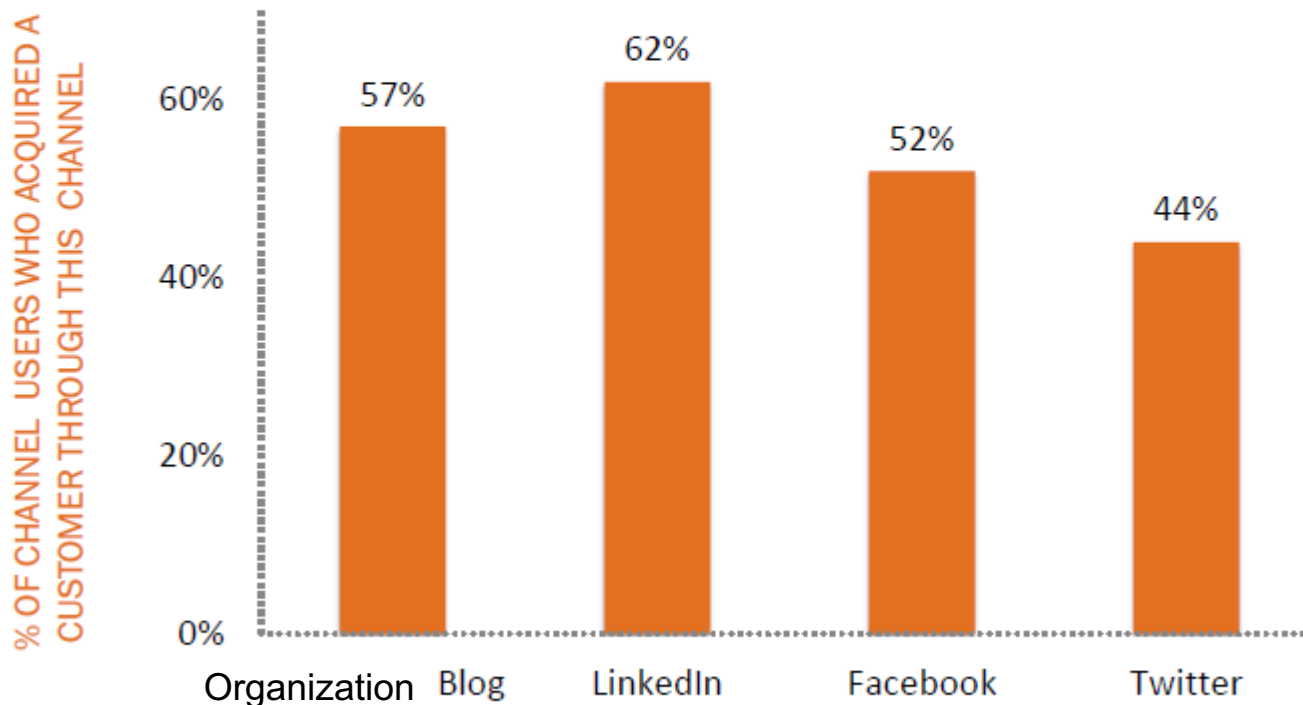
Blogging – Why Blog?

Organizations that blog have 97% more inbound links.

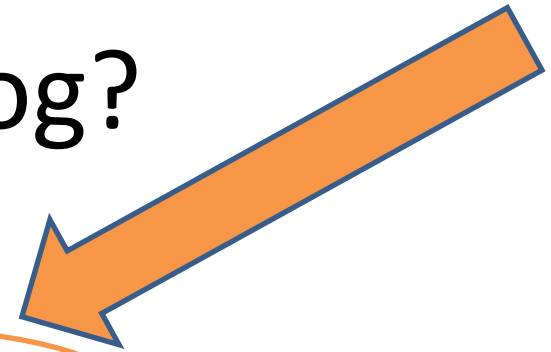


Blogging – Why Blog?

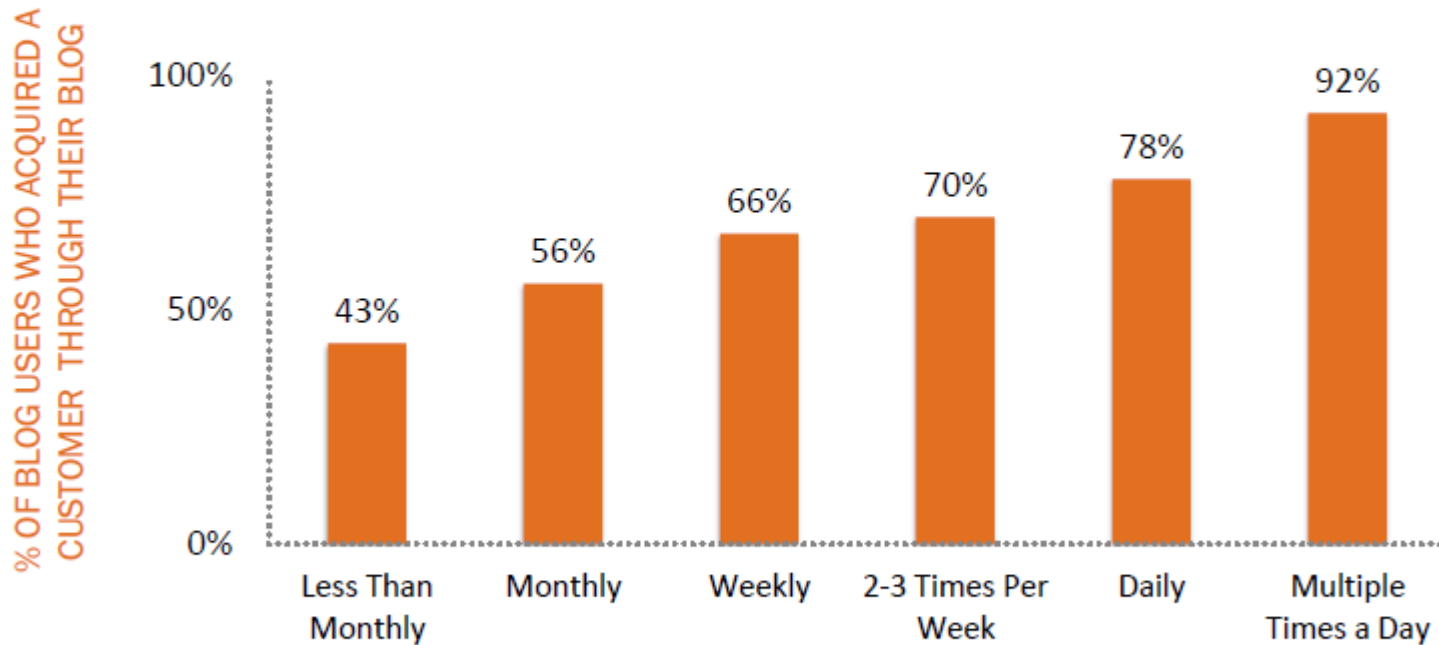
Social media & blogs generate real customers.



Blogging – Why Blog?



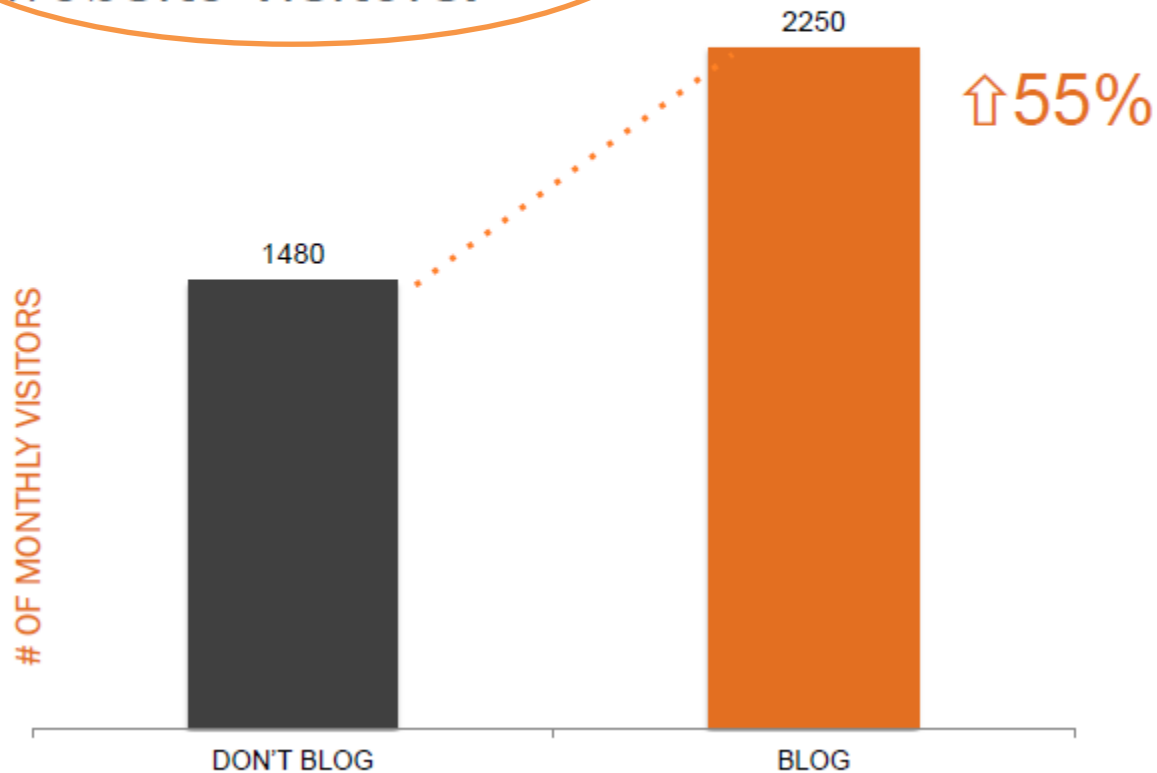
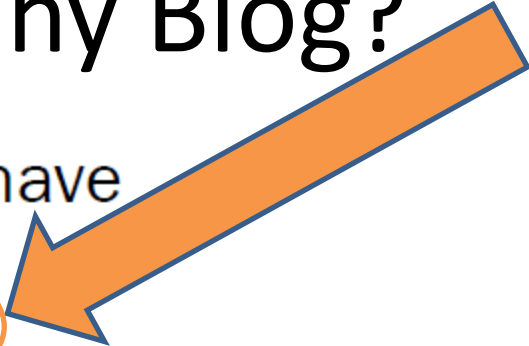
Blog frequency impacts customer acquisition.



Blogging – Why Blog?

Organizations that blog have

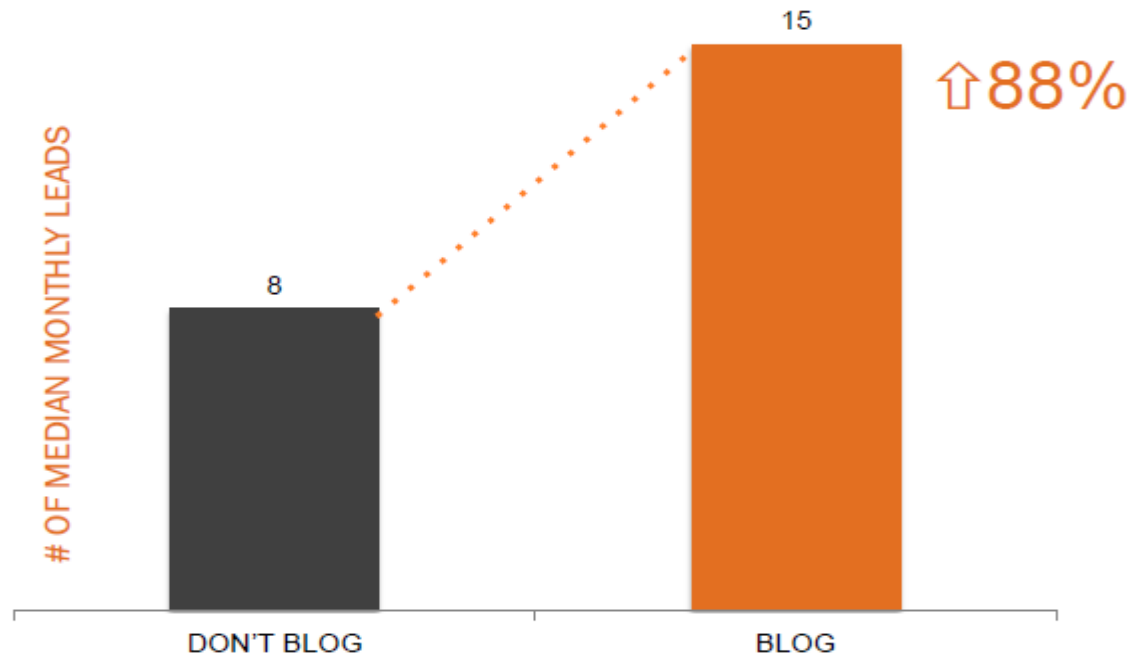
55% more
website visitors.



SOURCE: HUBSPOT,

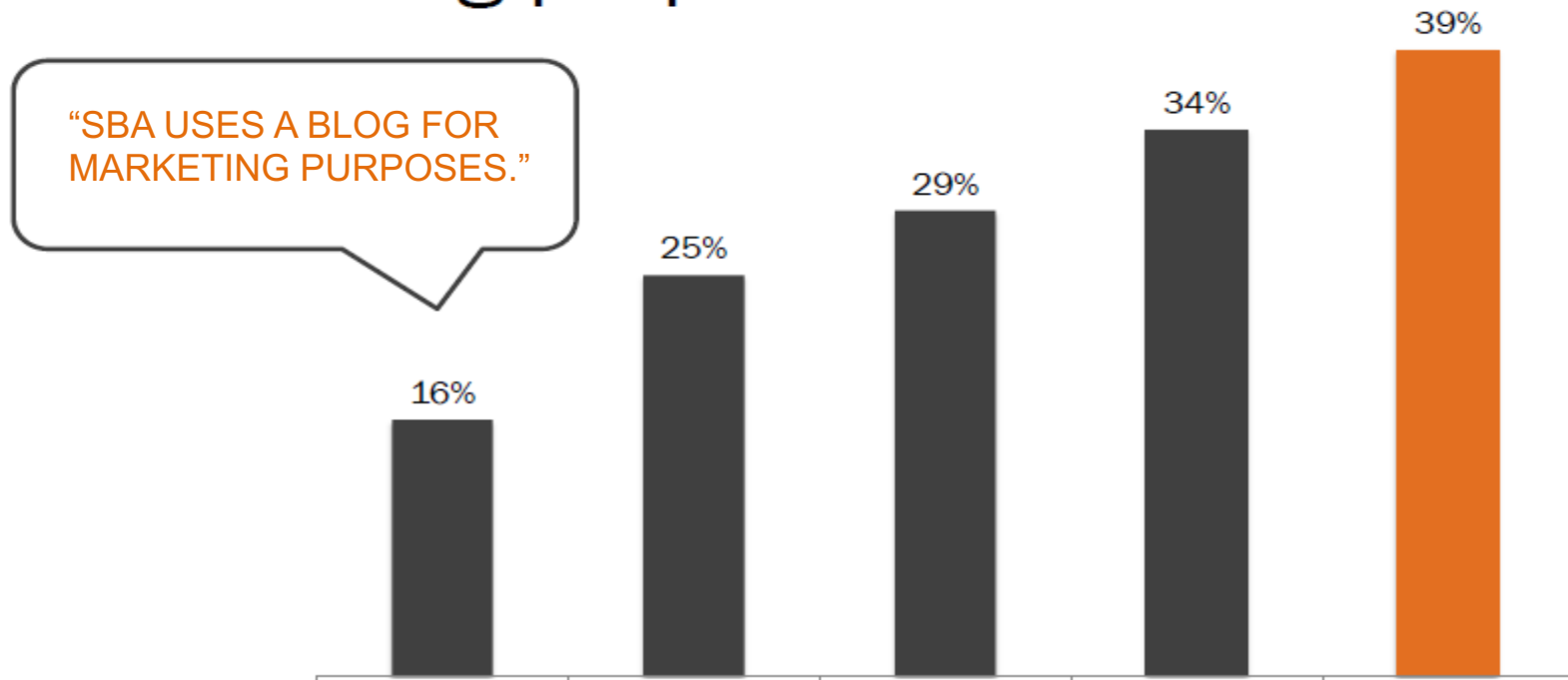
Blogging – Why Blog?

B2C organizations that blog generate **88% more leads** per month than those who do not.



Blogging – Why Blog?

Nearly 40%
of US organizations use blogs for
marketing purposes.



WHO READS A BLOG?

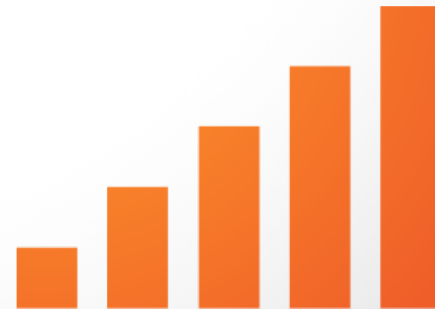
- **Search Engines:** Reading for keywords, links, and context.
- **Existing and Potential Customers:** Reading for helpful content.
- **Sharers and Influencers:** Reading to add value to their networks.



BLOGGING DRIVES ORGANIC TRAFFIC TO YOUR WEBSITE.

Organic traffic converts:

- **5X** better than referral traffic.
- **2X** better than paid traffic.

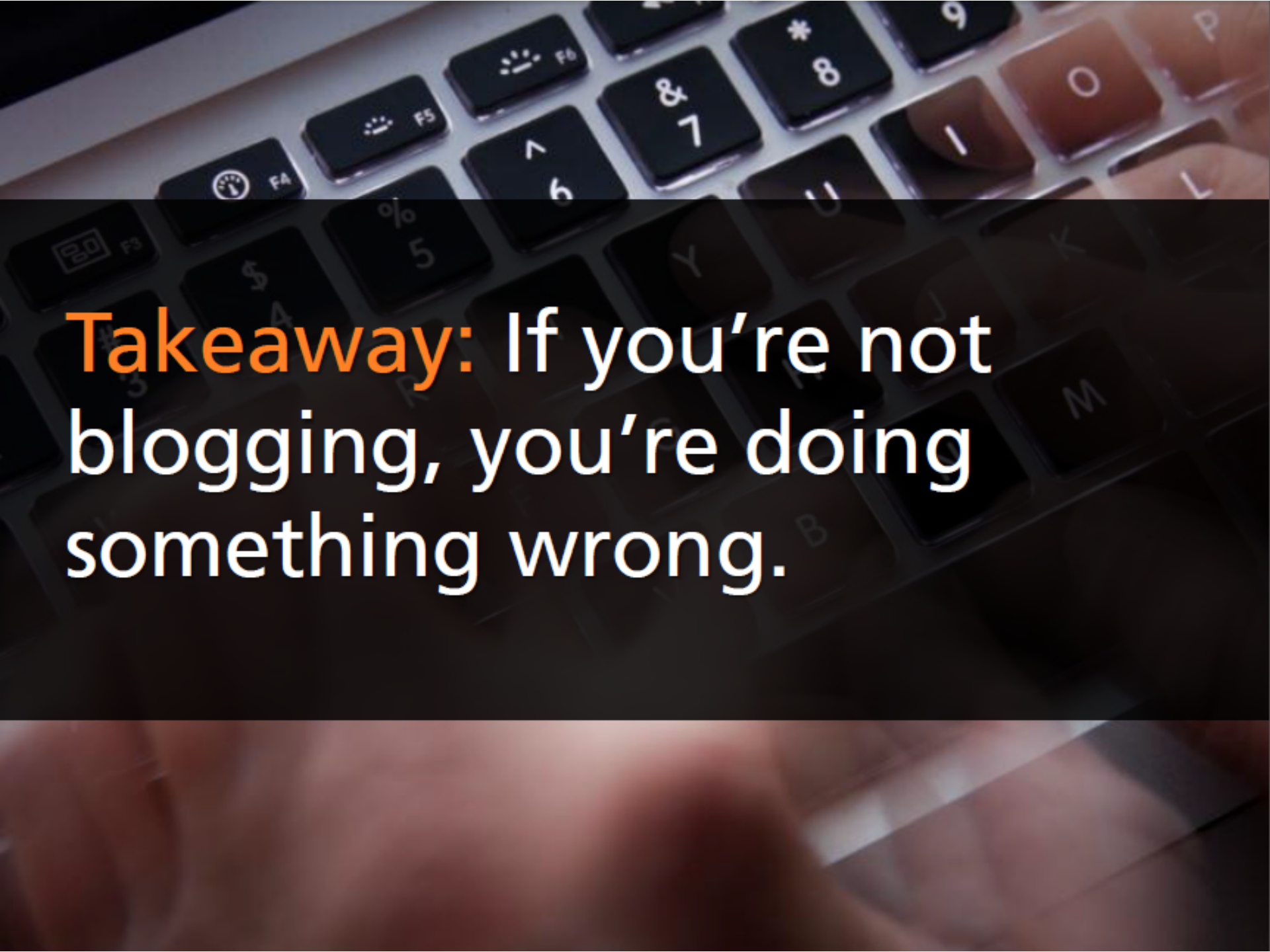


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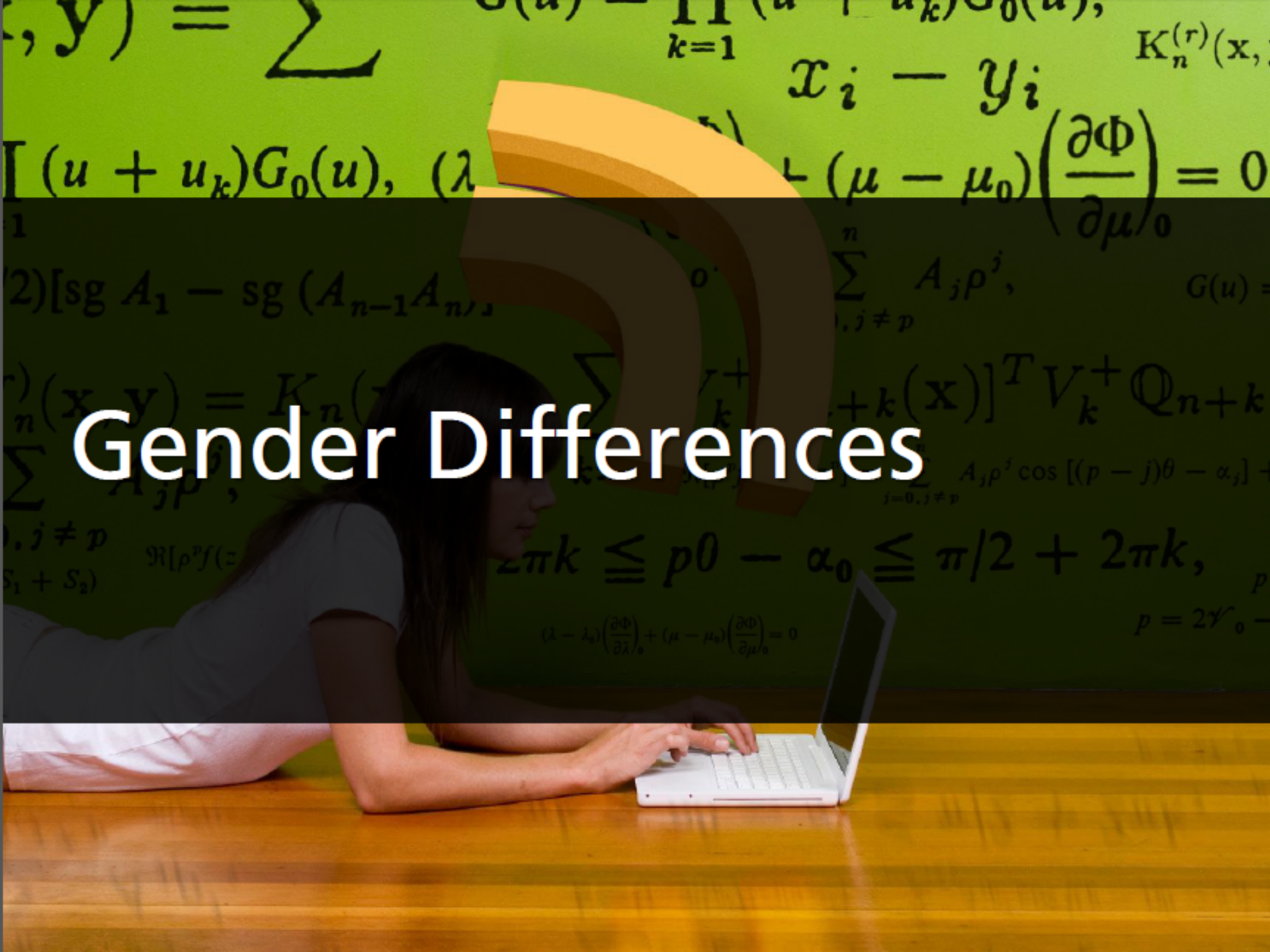
Takeaway: If you're not blogging, you're doing something wrong.

THE MORE YOU BLOG, THE MORE CUSTOMERS YOU GENERATE.

- **57%** of marketers who blog **monthly** acquire customers from their blog.
- **82%** of marketers who blog **daily** acquire customers from their blog.



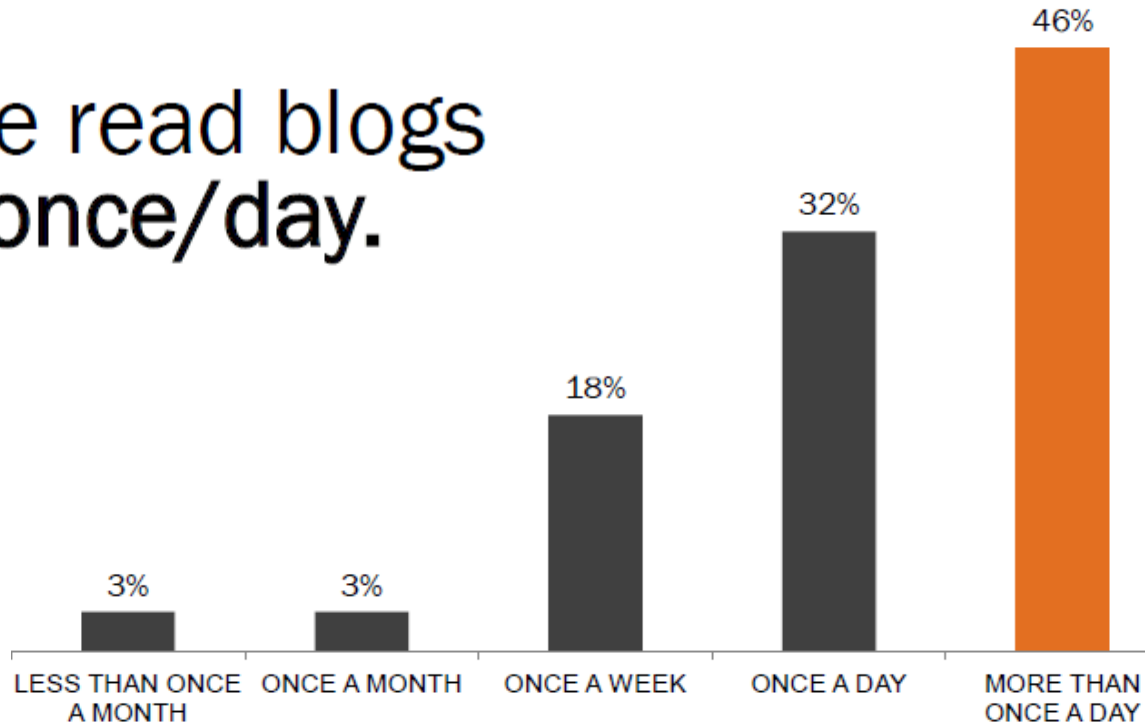
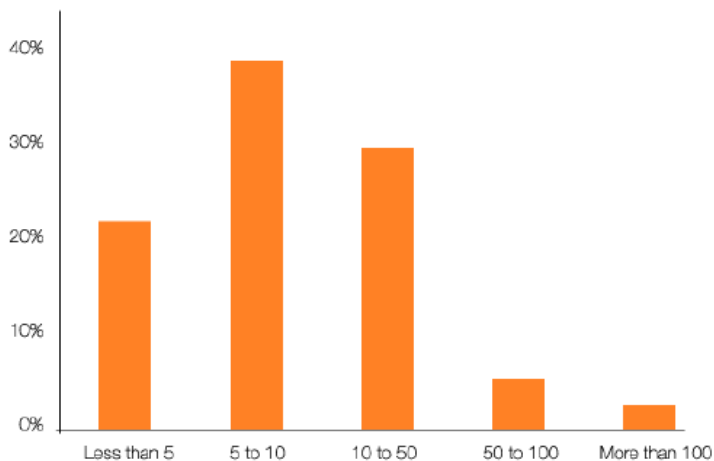
Gender Differences



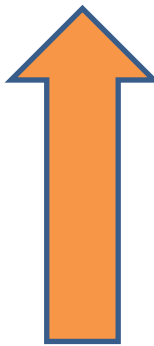
Blogging – Gender Differences

Most people read blogs more than once/day.

How many blogs do you read?

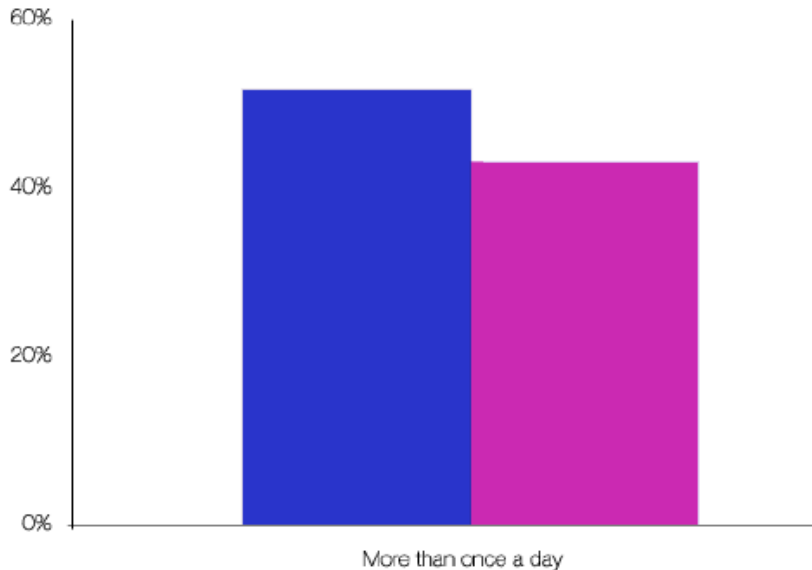


SOURCE: HUBSPOT, THE SCIENCE OF BLOGGING

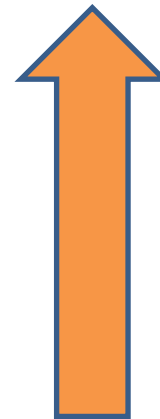
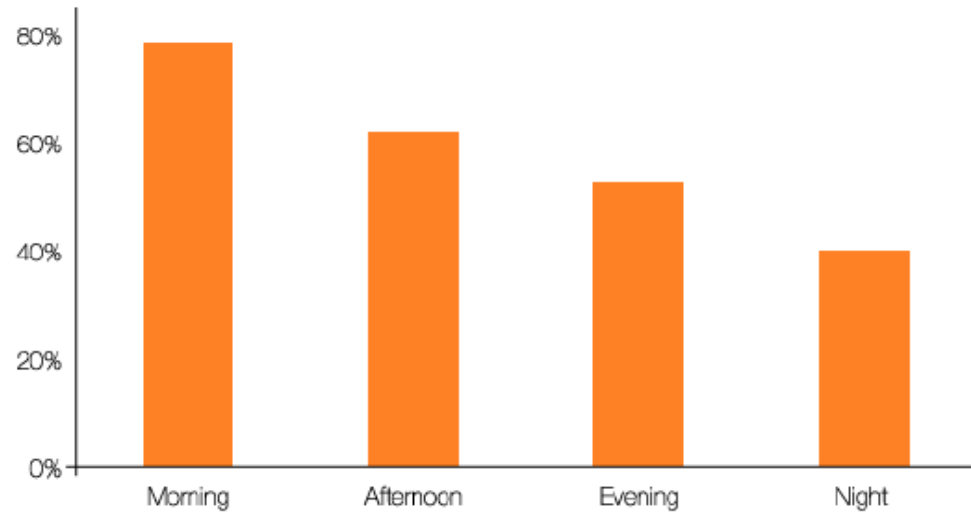


Blogging – Gender Differences

Men vs Women: Blog Reading Frequency

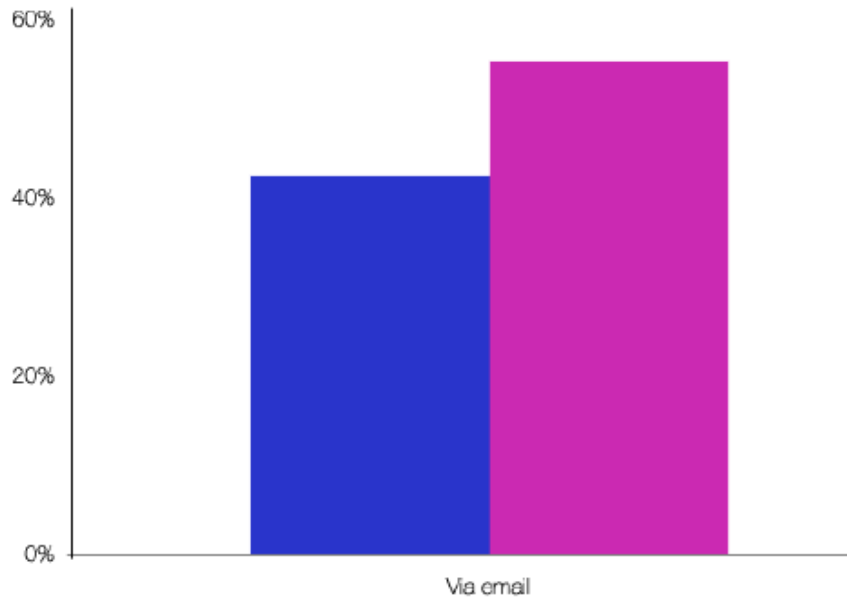


When do you read blogs?

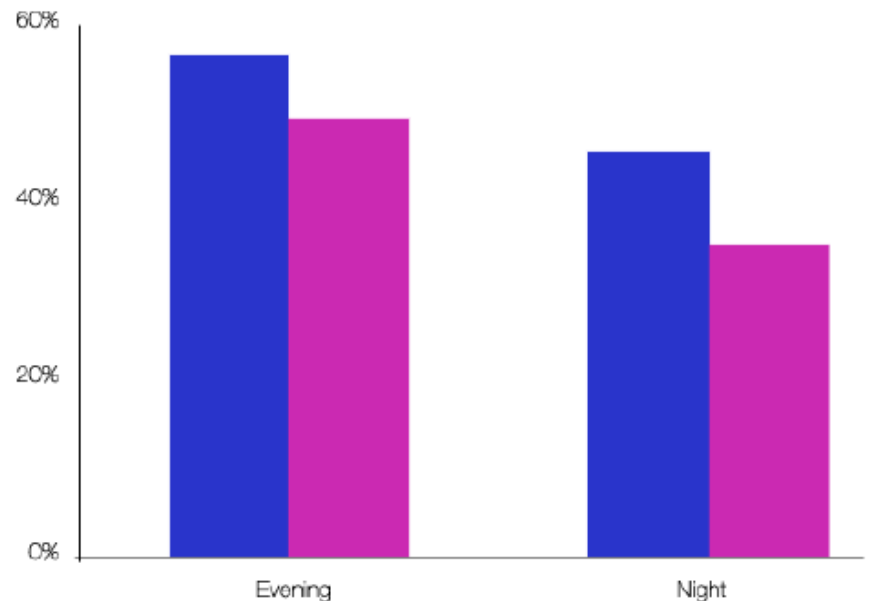


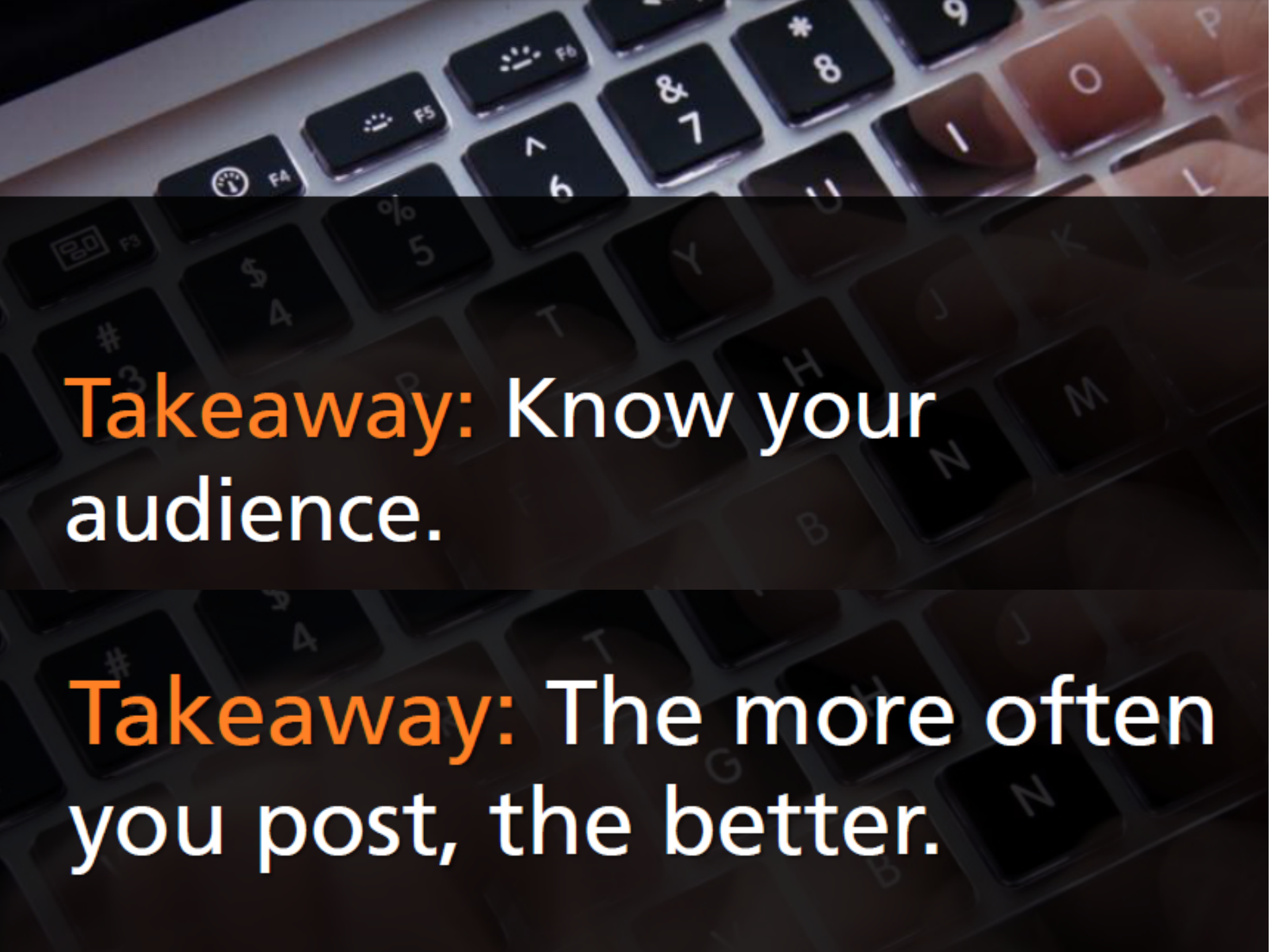
Blogging – Gender Differences

Men vs Women: How do you read blogs?



Men vs Women: Reading Blogs at Night





Takeaway: Know your audience.

Takeaway: The more often you post, the better.

Content

Create content
that stands out!

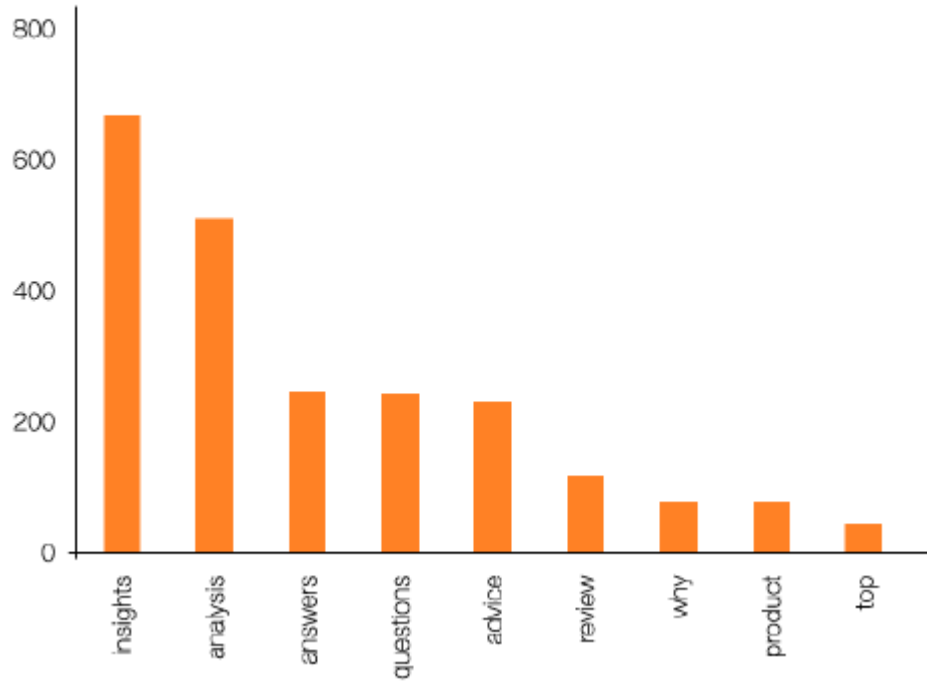


finding
topics that
interest
prospective
students

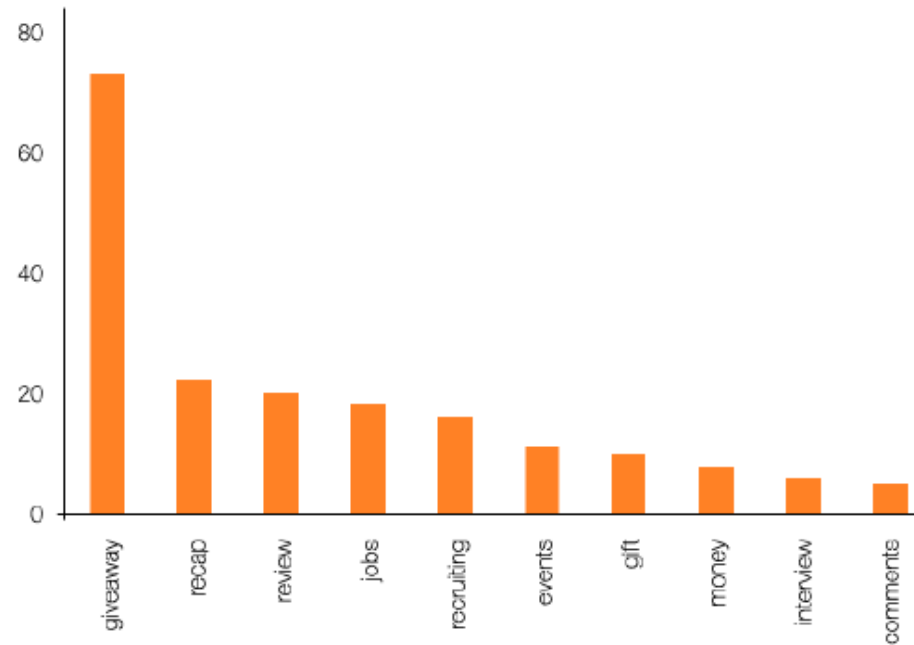
WANTED

Blogging – Content

Most Viewed Words



Most Commented-On Words



Blogging – Content

Build Thought Leadership

Use your blog as a platform to showcase your expertise on a given subject. Inject your knowledge of the industry into your blog posts and make a clear distinction between your brand and your competition.

Be Simple

Try to keep your titles brief and concise. A long-winded title often sounds complicated and can lose a potential reader's interest. As a general rule of thumb, aim to keep your blog titles 8-9 words or fewer.

Be a Problem Solver

Name the biggest problem your customers have. With that problem in mind, write a detailed blog post that provides practical and non-product focused solutions. Solve your customers' problems with content.

Blogging – Content

Be Controversial

Controversial posts tend to spark a lot of discussion and debate, which also makes them spread quickly. So try making a blog title a bit controversial and see how your audience reacts to it.

That said, don't be controversial just for the sake of being controversial. Make sure you present some solid, including well thought-out points within the post to back up your opinion.

Be Sensational

Sometimes you need a title that smacks you right in the face. It's dramatic. It challenges the reader. In other words, it make you want to click on the link? Like really badly?

Bloggging – Content

Compelling Images

Include an image that conveys what the blog post is about. This is appealing to readers and helps them go through the text-based content. A blog post that has some type of [visual](#) that's a photograph, a graphic or some type of infographic typically plays a little better than somethings that's purely text. ⋮

Newsworthy

We've found that a lot of relevant breaking news-type posts are successful in attracting viewership. Specifically, blog posts with the word "launch" in their title perform particularly well. Use words that indicate the post's timeliness or newsworthiness directly in your title.

Use Numbers

Numbers are a great way to set expectations for a post. It tells readers exactly what they're going to get, and exactly how much of it. Readers don't usually want to be kept guessing, so why not give it to them straight? Write a blog post about some newly published industry research and make sure to include data points in your blog title.

Blogging – Content

How-tos

People love how-to's! Most people who read blogs are reading them because they want to learn how to solve a particular problem. Indicate that your article will actually tell them how to do something they don't know how to do.



How Not to

Just like people love to know how to do something, they also love knowing how not to do something wrong. People like reassurance that they're not doing something wrong. So use your blog to give them advice on how to fix common problems!

Formatting Is Your Friend

In blogging, it is important to break text up in chunks. Online reading is not like reading a physical book. The online reader needs to be able to immediately scroll through content to get to the subheaders and the bolded content and even bullet points. For example, here is how we have applied bullet points and different font sizes to the same content in order to make it more visually drawing:

Blogging – Content

Make It Actionable

Whether people found the [blog post through a search engine](#), an email, or a social network, they most likely clicked through to an article to solve a problem. What makes people share a post with others is the actionable insight it provides to solve a problem. Provide clear takeaways and actionable steps in blog posts to ensure your idea resonates with readers.



Combined Relevance

Metaphors are a timeless storytelling element. Don't leave metaphors to novelists. They should be an active part of blog posts. Comparing two seemingly different things and drawing connections between them is a valuable way to combine relevance and generate more interest in a subject.



Blogging – Content

Entertaining

Informative doesn't mean boring. Just because you sell sheet metal, doesn't mean your business blog can't also be entertaining. Have your shop crew make some fun and timely creations out of sheet metal and post an image or video of each new creation. Have someone outside your company review your blog post to check for entertainment.



Definitive

Great blog posts aren't meek or subtle. They are clear, direct, and definitive. Take a stand, make strong word choices, and don't waver on your advice. Be the expert on your topic.





We have an idea to create content around

WHAT ARE THE COMPONENTS OF A BLOG POST?

- **Title:** Up to 70 characters with keywords.
- **Image:** With Alt text.
- **Length:** Typically between 300-800 words.
- **Keyword Density:** Natural.
- **Calls-to-Action:** Primary and Secondary.
- **Social Buttons:** Follow and Share.



WRITE INTRODUCTIONS THAT TAP INTO READERS' EMOTIONS.

- Use humor.
- Get personal.
- Shock them.
- Show empathy.
- **Make a promise** (then deliver on it in the rest of the post).



THIS.

Selling is [hard work](#). Even though the economy is showing signs of turning around and sales organizations are ramping up their efforts, there are still significant challenges to overcome. Sales representatives are taking on bigger territories, facing higher quotas, and making more customer contacts than ever -- but according to [my company's latest study](#), **fewer than 55% of sales representatives make quota.**



Confronted with this gauntlet of challenges, where should sales reps go for support, revitalization, encouragement, and guidance to be successful? Sales reps should be turning to their sales leaders and managers -- in the same study mentioned above, we found that having a defined and measured sales management system **improves the likelihood of Sales achieving quota by as much as 23%.**

By focusing the sales manager's behavior in the right ways, you can create a system that revolutionizes entire teams. One effective sales manager can impact 10 sales representatives at a time -- sometimes more -- **which can lead to an exponential growth in revenue and a 21% improvement in the accuracy of your forecast.**

FORMATTING CAN CHANGE THIS TO ...

This is a guest post...

There's no doubt selling is hard work. Studies show that about half of all sales reps miss their yearly quotas, according to [the Bridge Group](#). [65% of sales representatives](#) stop at the second "no." According to a [Harvard Business School study](#), seven out of eight companies fail to achieve profitable growth, although more than 90-percent have detailed strategic plans.

Now that the economy is showing definite signs of turning around, sales organizations are ramping up their efforts to uncover new opportunities to grow their business. However, there are still significant challenges to overcome. Sales representatives are taking on bigger territories, facing higher quotas, and making more customer contacts than ever. Some organizations are experiencing sales breakthroughs, yet many organizations are still losing ground.

Confronted with this gauntlet of challenges, where does the sales representative go for support, revitalization, encouragement and direction in order to be successful?

DATA & VISUALS ARE THE CHERRY ON TOP OF AN EXCELLENT BLOG POST. THEY CAN:

1. Support and add validity to your points.
2. Help you convey your message more clearly and succinctly.
3. Break up the monotony of written content.
4. Help readers glean your message faster (while scanning).

BY “VISUAL DIFFERENTIATORS,” WE MEAN:

- Short paragraphs.
- Headers and sub-headers.
- At least one image.
- Internal links.
- Bullets.
- Numbered lists.
- Bolded or italicized terms and phrases.

6 BLOG POST WRITING TIPS.

1. Write to communicate a message, not for word count.
2. Creating content interesting to your audience.
3. Write posts people will want to link to.
4. Don't be self-promotional.
5. Think like a teacher: Teach your audience something useful.
6. Use visual differentiators.

WRITE TITLES THAT DRAW READERS IN.

Ready to Play Some Business Babble
Bingo? [Free Customizable Bingo Cards]

by Corey Eridon

🕒 June 7, 2013 at 4:30 PM

Facebook Kills Sponsored Stories, Cuts Ad
Products in Half

by Corey Eridon

🕒 June 7, 2013 at 12:00 PM

10 of the World's Best Storytellers
[SlideShare]

by Corey Eridon



Preview a content
“offer” associated
with the blog post.



Use specific and
dramatic, yet
accurate descriptors.



Use lists and visuals
[SlideShare] to
convey the content
will be easy to
consume.

WRITE INTRODUCTIONS THAT TAP INTO READERS' EMOTIONS.

- Use humor.
- Get personal.
- Shock them.
- Show empathy.
- **Make a promise** (then deliver on it in the rest of the post).



HUBSPOT'S BLOG TOPIC GENERATOR

DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU.

You can also use HubSpot's free Blog Topic Generator to get more than a handful of ideas.

[Click Here to Get Ideas](#)

Disclaimer: Our algorithm isn't perfect. After you have your titles, you may want to tweak them to be more relevant to your terms and

Noun 3

Blogging – Content


- 500 - 1000 words
- Consider audience
- Policy & Guidelines
- List contact person
- Assign roles & duties
- Author picture and biography
- Images aren't optional!
 - Photos, charts, graphs, or videos
 - Must be creator-owned, “free to use”, or Creative Commons license
 - Give attributions appropriately

Suggested content:

- Readers' advisory
- Events
- Meet the staff
- Journal article reviews
- Topical news issues
- Local news

Formatting for readability:

- Bullet points
- Short paragraphs
- Links
- Subheadings



Takeaway: People want to read your unique point-of-view.

Takeaway: Users comment when there is something in it

Takeaway: Write simply and plainly.



Decide
content
format

$$1 + 1 = 3$$





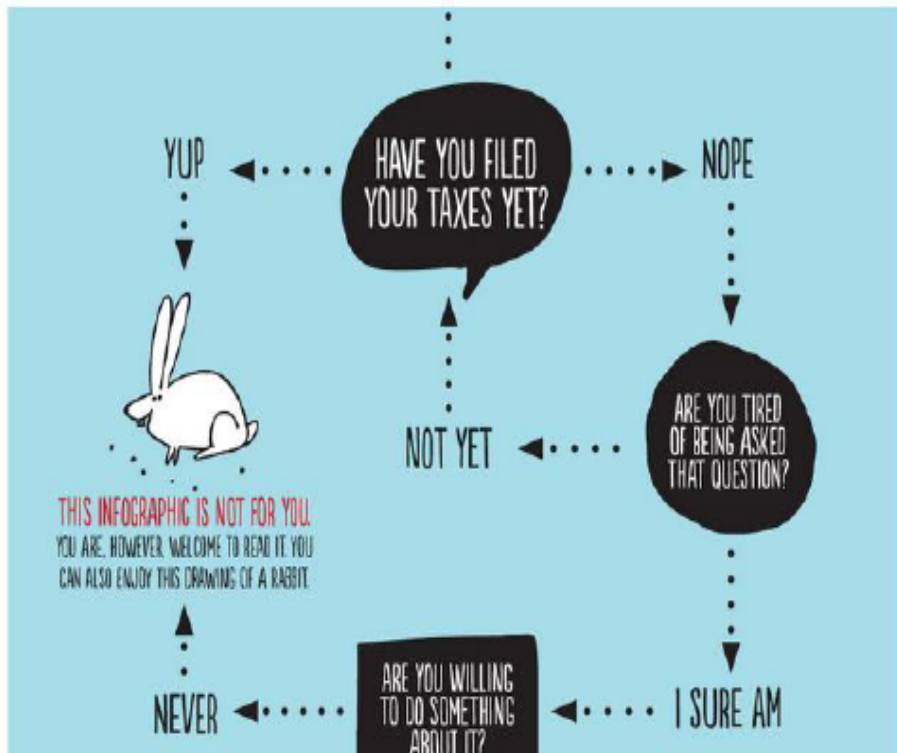
Compelling
content
presentation

THE PROCRASTINATOR'S GUIDE TO FILING INCOME TAXES

START HERE

BECAUSE TIME SPENT
READING THIS ...

... IS TIME NOT SPENT
DOING YOUR TAXES!



infographics

Summer

WAVE SMALL BUSINESS REPORT

Why do small business owners do what they do? And how are things going for them? We caught up with Wave Accounting's small business customers across North America to learn where they're at and where they're going in the next 12 months.

WHY DID YOU START YOUR OWN BUSINESS?

57%

I want to be
the boss

47%

I'm entrepreneurial

46%

The money is better

50%

I want flexibility/time
for family

15%

I was
unemployed

2%

Government
incentives

...make data
interesting

Beer Distributor Runs Operations with HighJump Route Accounting

Highjumpssoftware



Subscribe

55 videos ▾

Why We Chose the HighJump
RouteCenter Route Accounting
System



0:02 / 2:22



videos

Small Business Health Care Tax Credit

irsvideos 122 videos ▾



Internal Revenue Service

Tax
Tip



Source: <http://www.youtube.com/watch?v=tHqvTPYHfVk>

<http://www.youtube.com/watch?v=tHqvTPYHfVk>

...speak to
your
audience

cartoons

...make
content
funny

Webinar: Small Business Accounting 101 with Q&A

Under30CEO | January 28, | [Leave a Comment and 37 Reactions](#)

 Tweet < 40  Like < 19  +1 < 0  Submit  Share < 9  Share

Accounting can be a daunting task as a new business owner. Under30CEO wants to help guide you through the process of getting your business on the right track to managing its money and make tax season a little less stressful.

Join Under30CEO as Accountant Mike Dingler helps us through the quick basics of bookkeeping and accounting and then opens up for a massive Q+A session, where he'll answer any question you have on how to keep your finances in order. Come and ask your questions live and get helpful feedback from a CPA.

Format:

- ✦ 90min webinar
- ✦ 15-20min opening presentation moderated by Under30CEO Co-founder Matt Wilson
- ✦ Open Q+A for remainder of session

Presentation topics:

- * Select a business structure (Sole Proprietorship, Partnership, Corporation)
- * Apply for an Employer Identification Number (EIN) if applicable
- * Choose a tax year
- * Choose your accounting method (Cash or Accrual)
- * Purchase a user-friendly financial software (such as QuickBooks)
- * Choose the names of your revenues and expenses (Chart of Accounts) and leave space for future expansion.
- * Avoid over-analysis and over-kill (Limit you accounting work to 1 hour a week)

Presented by Mike Dingler

Mike Dingler is an Accountant and owner of [Mike Dingler, LLC](#)

Since 1990 Mike has offered complete financial support for new business planning, financial reporting and tax preparation. His clients include individuals, sole proprietorships, partnerships and corporations across the US.

webinars

<http://under30ceo.com/webinar-small-business-accounting-101-with-qa-2/>

Google+ hangouts



...show off
your
expertise
and answer questions **live**

Karen Rands to Interview Tax Accounting Expert - Debbie Snelling

by [Karen Rands](#)
in [Business](#)



On this episode of the Compassionate Capitalist Radio Show, Karen Rands will be interviewing small business tax and accounting expert, Debbie Snelling. Today, Ms. Snelling will discuss what the tax outlook look like for with the extension of some key tax cuts and what incentives are available for small business owners and high net worth individuals as they work to maximize their income, yet minimize their tax liability.

00:04 60:37
[Play in your default player](#) [Open in new window](#)

[Like](#) [+1](#) 0 [Tweet](#) 5 [email](#) [Share](#) [embed this episode](#)

Tags: [tax planning](#) [karen rands](#) [small business finance](#) [accounting](#)

interviews

Source: <http://www.blogtalkradio.com/karen-rands-rands-to-interview-tax-accounting-expert-debbie-snelling>

This is an interview that Marrie Peterson recently conducted with Elen DePasquale, a nationally recognized expert in small business financial automation – with some tips on getting your business BOOKKEEPING in order.

Q: HOW SHOULD YOU CHOOSE ACCOUNTING SOFTWARE?

A: The most common mistake is purchasing the software on someone else's recommendation without taking the time to EVALUATE the needs of your business. Before running out and buying software, the small business owner needs to understand how that software was judged, and what their business needs to obtain from the software. For example, we all know that Intuit's Quickbooks is the best selling small business accounting software. It is a great software program and offers good functionality. It is easy to setup and use which is why it is so popular. However, it lacks good INVENTORY functions so it would not be good for a retail company, or even a handmade crafts business that required heavy inventory controls. On the other hand, Quickbooks Pro offers good time and BILLING features, which makes it a program worth a look for service-oriented businesses.

Q: WHEN SHOULD YOU HIRE AN OUTSIDE ACCOUNTANT?

A: My advice is to obtain an accountant absolutely as soon as you can AFFORD one. An accountant is a valuable asset to a small business, offering experience and helping a small business get around some of the growing pains it would have encountered without the accountant's assistance. Accountants do more than reconcile the checkbook. A good accountant will help a client's business grow through financial advice and business STRATEGIES.

Q: WHAT ARE THE BENEFITS OF INCORPORATION?

A: A small business should weigh incorporating very carefully. Two important issues to consider are LIABILITY and TAXES. In many situations, corporate taxes are more complicated to deal with than unincorporated taxes. Also, if you have a sole proprietorship, and you do the work yourself, then you are still liable – personally – for any problems with your work, not the corporation. It is best to seek the advice of an accountant on this issue, or at least do some extensive homework on the Internet.

Q: WHAT IS THE BEST SOFTWARE FOR CONSULTANTS?

A: The "best" accounting software is the one that fits the NEEDS of the business. Not all consulting firms are operated the same way, but there are standards in the industry that should be included in the software. Since consulting is a service-oriented business, software that efficiently tracks TIME is important. The software should also produce professionally laid-out INVOICES and group transactions by job or project. Programs to consider include QuickBooks Pro, Peachtree Complete Accounting for Windows Plus Time and Billing and TimeSlips.

Q: WHAT'S THE BEST SOFTWARE FOR A RETAILER?

A: Again, the "best" is the one that fits the needs of the business. Retail businesses, if they have a physical storefront will need a point of sale system that ties into the cash register and a bar coding system. If they have a virtual storefront, then point of sale is not necessary. Retail businesses also need good inventory features that include REORDER levels and BACKORDER tracking. Another requirement is an invoicing program that can handle separate ship to and bill to addresses. The complexity of these features depends on the individual business. Cougar Mountain has a point of sale module that ties into their accounting software, but most point of

...show off
the
expertise of
others

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Money Management Secrets for Small Business



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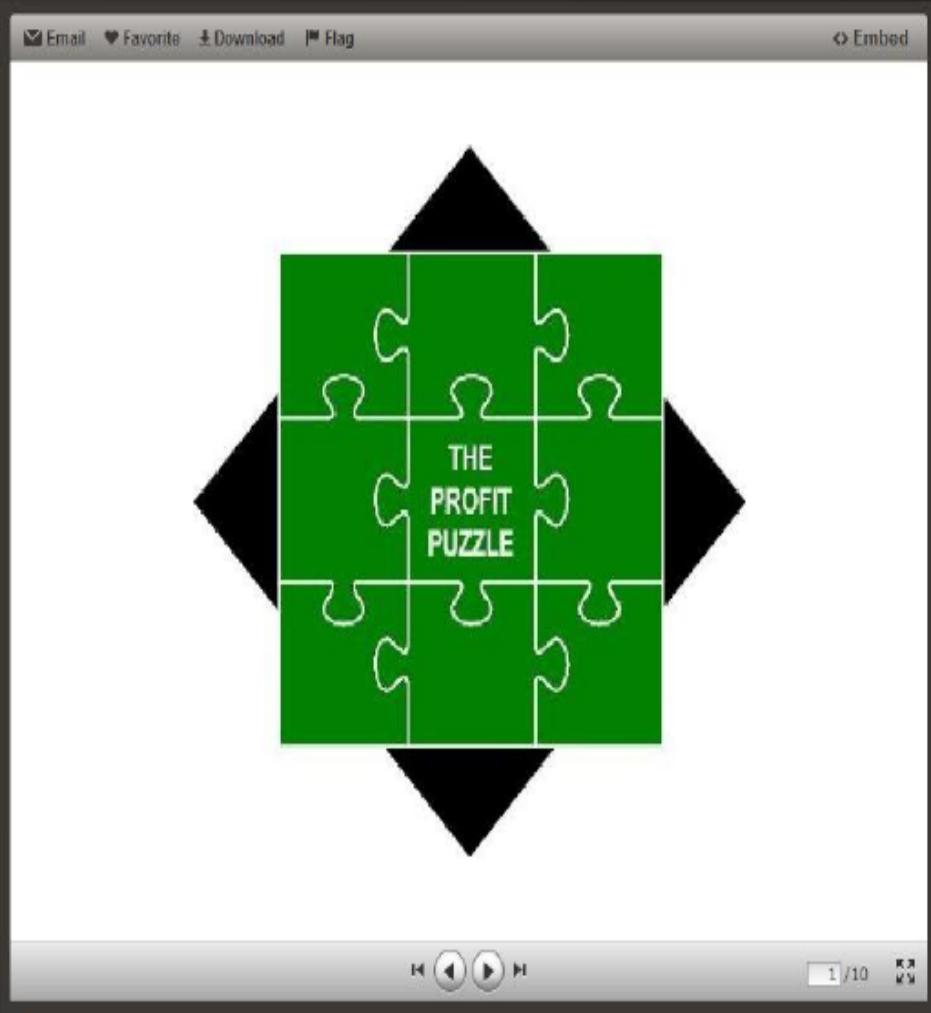
australian Businesswomen's Network



1 / 20



presentations




...tell a story



“you win the
internet
marketing
game by
creating
content”

- Brian Halligan

Blogging – Report Card

 Blogging Report Card	Grade Received	Possible Grade	Comments
Article: http://			
Your Blog Post Grade	0	100	
Does Post Use Long-Tail Keyword?			
Keyword in the title		10	
Keyword in the URL		5	
Keyword in the Meta Description		4	
Keyword in image alt-text		3	
Keyword in image file name		3	
Is Your Article Title Enticing?			
Blog article title is enticing		15	
Does Post Include Relevant Image?			
Post includes a visually-appealing, relevant image		10	
Are There Internal Links?			
1-2 links to relevant pages on site		5	
Users keyword-rich anchor text		5	
Is There a Call to Action?			
Article ends with a Call to Action		10	
CTA is relevant to the content		5	
Is Blog Post Easy to Read?			
Organizes content with bullet points, lists, or subheaders		5	
Avoids long, dense paragraphs		5	
Does Post Use Appropriate Tags/Categories?			
Post uses appropriate tags/categories		5	
Does Post Encourage Commenting?			
Post ends in question or somehow encourages comments		5	
Does Post Encourage Social Sharing?			
Social sharing buttons are included on post		5	



By Caleb George Morris

Ready?



Thank You!

innovation