



BLOGGING
CONCENTRATED

Giveaways - How much is a customer worth to you? Would it be worth \$79 to get 50 new customers? If so, why not buy a Flip Video Camera and offer it as a giveaway to people who sign up?

Thank You Pages - When customers buy goods and services, do they get a receipt from you? Put right on the receipt / thank you page that if they print it out they'll be able to use it to get a discount on the next event.

Biz Card - Put the url of your squeeze page on your biz card. Since they already have your contact info, drive them to something of value for them.

Sliders - Fill them with images of biz building links only. High paying AdSense pages, high conversion optin pages, social proof pages. Don't drive them to just



anything. Use it to drive them to things that they'll love and will grow your business.

Domain Names - Before you buy a domain name, go to usernamecheck.com to see if the domain name is available as a user name on the social networks.

Design - If you're not good at code, use Windows Live Writer to create beautiful pages as easily as using Microsoft Word.

Excel - The little square in the bottom right corner of every highlighted cell does magic things when you click on it. Type the word Monday into a cell. Click on that cell, then click and drag the little square in the bottom right corner. . . down. Efficiency.

Videos - Strip the audio out of the video after you make it and load it up to iTunes for download.



Business Books - Become a member of BC Prime and ask them to do video reviews of the books you're interested in. Then you'll know whether you should read them or not.

Car time - Think through your week. When will you be in your car? Put together the podcasts necessary to fill that empty time. Or make a list of audios you need to make.

Facebook - Take screenshots of good comments. Put them in your ebooks, media kit and on your website.

Flickr - Make sure to seek out and join groups in your niche. Add photos from your collection to increase your reach.

PicMonkey - Save graphics in .png format. Facebook compresses the image better and it will be clearer



Videos - Leave 5 - 10 seconds at the end of each video to apply YouTube annotations to direct viewers to your other videos

Wordpress - Use “hooks” to change the calls to action site wide all at once.

Videos - Use playlists on your channel to include videos of your own AND other people's videos that feature you.

Videos - Upload videos directly to Facebook for increased reach.

Hashtags - Seek out the hashtags in your niche and make sure all tweets / instagrams have an applicable hashtag unless sent to someone.

Sending email - If you're using a



service like Aweber or MadMimi change the footer that says “powered by aweber” to one that includes your affiliate link.

Gmail - Learn and use canned responses. If you're getting asked the same question routinely, create the answer and paste it in with canned responses. Don't waste your time writing it twice.

Email - Utilize the dynamic signature function. If your email allows you to put code like {signature} at the bottom so it pulls your pre-written signature, use it. Then change the signature each week to include up-to-date information.

To Do List - Divide the to-do list into two columns. Things that make you money and things that don't. You'll figure out why once you start doing it.

Done List - Keep a list of everything

you've done. Everything. Divided into two lists. Things that suck and things that don't. The Things that Suck list is also known as your scope of work when hiring out.

To Do List - Make sure "Give Back To Shareholders" is on the list. Don't skip family time.

Evernote - Take all your notes in Evernote. Conferences. How to Videos. Things you learn. It's highly searchable and all the results will be compile with other related results.

Biz Cards - Take pics of your business cards and send them to Evernote. Evernote can read the text on the biz cards and will return the pic as a result when you search.

Twitter - Make sure your profile messages speaks to what awesomeness



you bring. Make sure everyone that visits understands why you exist.

Instagram - Make sure web link is in profile description

YouTube - Include links to your website and all social media properties in your video descriptions. YouTube likes Social.

LinkedIn - Setup a LinkedIn Biz Page

Laundry - Take 10 seconds to start the laundry right before you sit down to work and get two things done at once.

Email Management - Setup folders in your email. Organize it like you do your computer.



Biz Cards - Pictures on biz cards really lend value weeks later. At a conference you're just one in a handful of websites your contacts learned about.

LinkedIn - Automate Twitter so it updates LinkedIn whenever you tweet.

Google+ - Comment on your videos and other videos in your niche on YouTube to populate your Google+ stream with relevant content.

LinkedIn - Find and join groups in your niche.

Gmail - Sign up for Unroll.me and unsubscribe from spam all at once.

Twitter - Use TwitterFeed.com or TweetOldPosts plugin to auto tweet relevant information while you're not on



Twitter.

YouTube - Add your social icons to your header in YouTube (Video at BloggingVids.com)

Permalinks - Take the dates out of your permalinks to keep your site fresh. And be able to republish posts without having to redirect urls.

Adsense - Set up the Adsense dashboard so you know what pages, ads and ad locations make you money.

User Experience - Give your audience something new to look at. Instead of writing a post, create a powerpoint slideshow. Load it up to Slideshare.net then embed it on your page.

Email - Use posts that aren't getting



much attention on your site as emails that get sent to the audience.

Graphics - Know how all the social media sites parse images so your text doesn't get cut off when posted as thumbnails.

Outsourcing - Don't be daunted by the idea of hiring a VA. Build a team you pay only when you have work for them to do. Find a coder, graphic artist, wordpress person, social media maven and admin. Assign them tasks as they come up.

Revenue Generation - Divide the number of people who visit your site each month by the amount of money you made to determine your \$/visitor. Then set goals and track that increasing as you move forward.

Conferences - Go to every Blogging



Concentrated Conference you can (proud plug), then go to conferences where your readers are attending. If you're a healthy food blogger, attend healthy food conferences. You may be the only blogger. And don't pay, apply for a media ticket

Second Sites - Don't start second sites whose audiences can't be used to support the first. Build an empire around a niche or demographic. But small lists of car enthusiasts, cupcake lovers, sports bloggers and genealogy lovers won't be building something huge.

Audio - Use Audacity (free) to take the hiss out of audio recordings.

Templates - Whenever you create something, create a template so you don't have to start over.

Facebook - Tag commenters in



comments to be sure they see and return.

Pinterest - Save your image with your keyword before uploading to Pinterest like hotcrossbuns.jpg Then make sure the key term is in the description and board name.

Posts - Don't expect readers to find other posts. Tell them what posts to read. Use a related post plugin or tell them.

