

BE STRATEGIC,  
BE INTENTIONAL,  
BE SUCCESSFUL

A Business & Marketing Guide for Small Businesses,  
Nonprofits and Entrepreneurs or  
Anyone Who LOVES Marketing

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## **CHAPTER 17**

### **BLOGS & NEWSLETTERS**

Blogs and newsletters provide a service to your audience. They set you up as an expert, create SEO and traffic for your website and, when done right, they offer your audience a look into the real you. The best blogs and newsletters show your personality and give people a behind-the-scenes look at you and your business. The more exciting and relevant to your ideal client that you are, the quicker the list of people who receive email from you will grow. It's that list that grows your audience and increases the number of people you can offer products and services to. To be relevant to your ideal client, you need to have built your foundation PRIOR TO starting your blog and newsletter. You also need to have a plan for what you are going to post so that it is in line with your offerings and plants seeds for future sales.

When clients are first starting out with me, they get easily confused about the difference between a blog and a newsletter. A blog is simply an article that is posted on your website or a blogging forum. Every time you post a new article on your blog, it lists it for you in chronological order, giving you the opportunity to tag it with key terms. A newsletter, on the other hand, is sent to people's email boxes and usually includes more than one section. It may have a letter, a section on upcoming events, a client spotlight, links to various areas on the website and a contact section. People often write their blog post and then include it in their newsletter. This is a great way to combine the two items and also a good way to direct people to your website, thereby increasing your website hits.

Like your website, you should develop a system to ensure your newsletter and blog gets written on a regular basis. When you send things regularly, you build trust with your audience and they begin to know they can trust you in bigger ways, too, like with signing up for your paid services or purchasing your products. The recommendation on frequency is weekly or every two weeks. With all the things that come to people's inboxes these days, if you send monthly you are starting to become irrelevant and people can forget you. I hear people say that they are afraid that people are going to get sick of seeing them show up in their email inbox. The reality, though, is that if you are sending quality content to your ideal client, they will NOT be bothered by what you send and how frequently you send it. If they don't have time to read it, that's alright because they at

least will see your name and you will be top-of-mind in a busy world.

Video blogging is becoming more and more popular. It's a really effective way to mix things up and bring your products and services to life. The best videos showcase your personality and show you having fun.

In my *Maximize Your Momentum* program, one of the things I work with clients on is setting up a system for their blogs and newsletters and helping them ensure their content is unique and creative.

### What are some topics your ideal client would like to have you write a blog on?

[illegible]

**What are some sections you could include in your newsletter?**

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**What are some ways to get people to be added to your newsletter?**

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## Notes & Ideas

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