Speaker 1: Welcome to Build Your Tribe with your host Chalene Johnson!

Chalene Johnson: Welcome to Build Your Tribe. My name is Chalene Johnson and today - and everyday - I'm your host! This is a show that I produce Tuesday, Wednesday, Thursday, Friday, and Saturday! My goal is just to help people like you who are like me ... Really curious about getting the word out ... Starting a business ... Designing our lives and finding purpose and just kind of getting the shortcuts by learning from experts on the best way to do things and ... Dude, it is crazy what's possible in 2015 that was not even possible in 2013 ... It's really exciting.

So I've created this form where you can ask questions ... I can give you the answer, and if I don't have the answer, I will find someone who does. And you've probably already noticed that this is a shorter episode. Why? Well, because you've asked me to stick to my word and be brief and you're right, I'm very talkative and over the last couple of episodes those episodes started getting longer and longer and longer and y'all are like, "We love it, be we really appreciate the bite-sized episodes." So in keeping to my word, this will be a brief and bright episode, I promise!

We're going to talk about blogging. And before we go there, I just want to say this. I don't think that every entrepreneur should be doing everything. It doesn't make sense that you have to focus two hours on Facebook and an hour on Twitter and an hour on Instagram and three hours on your blog and four hours on Pinterest and two hours on YouTube. When would you actually take care of your customers?

My general rule of thumb has always been: Focus on two platforms. The two that make the most sense, because that's what you love, that's where you're having success, that's where your customers are, and you're seeing results for your efforts.

And then, once you start to become more successful, and you can really justify outsourcing some of the mundane tasks: the scheduling, the collecting of information and valuable content, of cultivating these ideas, and looking into other platforms ... Well then it makes sense to start branching off into other platforms. The reason why I say that is because I think as entrepreneurs we can very easily get wrapped up into that syndrome ... Well I'm supposed to be doing everything, I need to be blogging and I'm supposed to be on Pinterest and maybe I should have a Podcast. And these things can become very overwhelming and create distraction.

Be focused. Do something and do it well. Own it. Kill it. Crush it. Know it so well that you can teach someone else specifically what you're doing and why it's working, and then you can outsource that thing so that you can go figure out how to apply that same formula, or your own version of it, to another platform. But just pick one or two platforms at a time. And I say that because we really didn't do anything with our blog, I mean not much of anything until this year. And that's okay. We've had tremendous success. And the same is true of Google+. I haven't done much of anything on Google+ because I just want to move into each platform at the right time and with the right amount of momentum. And really only if I need to. There's only so many hours in the day. Y'all, we don't need to do it all. So let's get to that first question!

Thomas: Hi Chalene. My name is Thomas [ 00:03:33] and I've a question for you ... For Build Your Tribe about blogging. Now I started a blog on my website [www.cuh-naf-er-ees pharmacy.ie 00:03:44] And I'm just wondering what are the best ways to distribute the blog around social media. I put it up on Facebook, I put it up on Twitter, and I put it up on LinkedIn and Google+. But I was wondering is there any kind of exception way I can do it, or any way I can make the most of it. Thank you very much Chalene, and hello from Dublin in Ireland.

Chalene Johnson: Hey Thomas, thanks so much for your question. It's super cool to know that we have listeners in Ireland and I'm Scottish-Irish, so maybe we're cousins or something. I love that your question is very specific to how to promote your blog. I'm going to skip over the piece about whether you should be blogging if you know the purpose of your blog, who you're speaking to and what your goals are. And let's just assume you have figured all of those things out and let me just give everyone who's listening some quick tips on how to promote your blog.

Number 1 is make sure when people go to your website that they can find your blog. I see so many times I'll visit a website and it just takes me a while to figure out where their blog is and then I get distracted. So be sure that you are making it really clear when people land on your website how to find your blog.

Number 2 is include your blog URL across the Facebook cover art that you have for your Like page. So if you go to my cover, most days ... I'm not sure what it is today, but we change it out all the time ... Typically it will say, "click here." And when you click on the cover art, it's not technically going to take you where I want you to go. What it does is takes you to the photo that I've uploaded for the cover art, right? And then in the description of the photo, the very first thing I do is put a link to wherever it is I want people to go.

So here's what you could do, Thomas. You could say ... You could have a really cool cover art photo, and across the center of it, which you could design by using free software like picmonkey or canva ... That's canva.com. And actually I have a template for Facebook cover art, you would load up a super cool photo and right in the middle of it you could say, "click here to read my blog." When they click on that, as I said, it would take them over to a description that you place in the comment section next to that photo, and the very first thing you would want to do is put a link to your blog.

Number three you're already doing and that is of course, to promote your blog on Twitter. Now, don't be shy about this. We send about five tweets out ... A minimum of five tweets out per day about my blog. And the reason why is because people on Twitter don't use it the way we used to. In other words, you're just seeing the content that's coming through in the moment that you're on Twitter ... Which is for most people less than an hour. So I'm not going to send more than one tweet about it in an hour, but if someone were to get on say, three hours later, they probably wouldn't see that tweet, unless for some odd reason they were to go to my actual Twitter page. So I'm trying to catch people while they're on, and that's why it's perfectly acceptable to load more than one tweet per day ... Of course depending on how many followers you have. That's specifically promoting your blog.

Now, I won't just generically write the same exact tweet, I'll say something like, "Today we're talking about body image, check it out on my blog!" Or the next one, same day might be, "Hey, a lot of people are pretty upset about this topic. I wonder if it stirs up some emotions for you. Check out my blog topic on body image." And so I'll just write it a bunch of different ways so that even if someone is reading the same tweet more than once, that's okay. People often have to see the same message multiple times before they act on it.

My next tip is to submit your blog to directories. Now, this is huge. One that I suggest that you use is the blog directory list from TopRank. There you can pick subcategories and people who are specifically looking for that type of content can find you listed in the directory.

It used to be back in the day there was a specific number of days per week you were supposed to blog, but I think generally speaking, most people agree that it just needs to be great content. And I personally ... My personal beliefs are that as an entrepreneur I want my lifers to understand that I'm going to try to deliver you a Build Your Tribe episode Tuesday, Wednesday, Thursday, Friday, Saturday ... So you can expect it then, but I'm also going to be really honest and transparent and say, "If I can't get one in next Thursday because one of my kids gets sick or something comes up ... I'm a human, and so it's not going to freak me out, and so I don't promise it, that's my goal. And I think that should be a pretty good rule of thumb for most people when it comes to their blog.

Now I know there's people out there who will completely disagree with me, and who think you need to set your schedule, you need to stick to your schedule, so that everyone knows on Monday's you're doing business building and on Wednesday's you're talking about health and nutrition and on Friday's you're talking about parenting ... So people know what to expect. I personally believe that's a great idea, I just don't want your business to ever become more important than your life.

My next tip is to make sure that you are actually promoting your blog by being on your blog. And just transparently, I'm going to share with you that we didn't always give our blog a ton of attention. And that is because I didn't have the resources. I didn't have enough people on my team to handle everything, so in following my own advice we really focused our resources and our interaction and our time in those social media platforms where we were getting the most bang for our buck.

But this year, we've been spending more time trying to develop a better blog and really getting people to comment and comment back. And I do this because I watched other people who are really, really good at it like Social Media Examiner, Michael Hyatt, Smart Passive Income (Pat Flynn's blog) ... These are blogs where I see that basically without exception, if somebody leaves a comment, they're responding back. And that might sound like a lot, but those blogs that I have just referenced are hugely popular. And even with the massive number of people who are reading that blog each and every day, it's still a manageable number of people to reply to. And you don't have to reply to it by writing a book, but simply by saying, "Hey, thanks for stopping by and leaving me a comment." That's one of the best ways you can expect people to come back, and to read your blog, and to see if in fact, you've responded to them.

It's also commonly recommended that bloggers try to go to other blogger's blogs and comment. Now I say that to you because, just to be transparent, I haven't done that. I don't do that. But I've read from all the experts in our preparation to really kind of make sure that our blog takes off this year ... That's one of the things I keep seeing over and over again, is that it's really important that as a blogger, you are part of a blogging community. So just like you would on YouTube, going back and forth and commenting and interacting with other YouTube channels, you want to do that same thing on other people's blogs. Especially blogs where they share a similar expertise or topic.

The next tip I have for you is to use Facebook, but to do so in a way that's not as obvious. Now, we all know that if you put a link on your Facebook Like page that says, "Hey guys, I just wrote this really great blog about how to start your garden." And then you put a link to your blog in that particular update, it ... I know some experts are saying it's not hurting your posts ... I can only speak about my customers, my clients, and my own personal experience, and I see that there is a diminished reach when there is an actual link in the text update.

So typically what we will do is post a photo, and across the bottom of the photo there might be a ... It's not a clickable link, but its a posted link, it's a font link across the bottom of it so they can see, "Hey, check out my blog!" And then, from time to time, we'll actually put the actual link in the text update, but more often than not, I will just say, "Hey, there's some seriously juicy conversations and opinions going back and forth on the subject of parenting or reverse dieting, and I'd love to get your opinion on it. Head on over to my blog." And I won't even list the link, and here's why. Because nine times out of ten, somebody else is going to jump in and say, "Where's your blog? How do we find it?" And then someone else will respond and say, "Oh, its chalenejohnson.com/blog." And then I jump in and say the same thing. So in other words, it's already starting to get reach and engagement, without me having to diminish the reach by putting that initial promotion in the text update. Does that make sense? I hope so.

I don't think you're going to surprised to hear me say that I think a great place for you to promote your blog is on Instagram. If of course, you have a decent Instagram following. Now, if you do, it's awesome to use a fifteen second video because you could actually record a fifteen second message saying, "Hey, I would love your opinion. Check out my new blog about" ... And then you can actually say the name of your website where people can find your blog or again, you could just do and infographic and you could say, "Hey, today's blog topic includes five ways that you can become a better public speaker. To receive those five tips, simply click on the link in my bio."

When you're creating your Instagram bio, that's the only place at the moment ... I know it's going to change soon, but at the moment that's the only where you can put a clickable link, so that real estate is very important real estate. Everybody should go and look at their Instagram bio right now and that link should be taking someone someplace where you can kind of control the relationship. I don't often recommend that that clickable link go to YouTube or Facebook or Twitter, but rather it should go to your own website, or someplace where you can continue the relationship, perhaps an opt-in, or, something like Thomas is recommending, a blog.

And lastly, I know a lot of people who've had tremendous success using Facebook advertising to promote their blog. I would just recommend that anyone who's going to do that really evaluate the goal ... Your goal when it comes to your blog. Like, do you have a really good opt-in, do you have a purpose and a niche, and do you know why and who you're writing your blog for? Because, if you're just writing a blog because you want to have more readers and you're not quite sure what to do with them, well, I just think that there's perhaps a better way for you to strategize how to use your blog. Ultimately, when people go to your website, we want to continue that relationship. So it's really important that you have a place where they can subscribe to your blog, or if nothing else, that whatever article you're writing you're also giving people an opportunity to opt-in to your list. Give them a free gift. Additional training or something. And I sure hope I'm saying your name correctly. Thomas, Thomas, Thomas, Thomas?

Thomas: My name is Thomas [cuh-naf-er-ee 00:14:47]

Chalene Johnson: Okay, I think I got it. Thomas, good luck to you in promoting your blog, and thanks for your message!

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