

# HOW TO BE A Successful Blogger

## *In 12 Steps From Popular Bloggers*

### Increase Your Publishing Frequency To Meet Your Goals

*Publishing consistent content isn't your goal, growing your following is. Brainstorm the reasons you're blogging to define a measurable goal:*

*Ex. Increase traffic*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Whatever your goal, define the metric you'll use to define success:

*Ex. For my goal to increase traffic, I'm going to measure success with page views.*

For my goal to \_\_\_\_\_, I'm going to measure success with \_\_\_\_\_.

**Stick with one goal to start** so you don't spread yourself too thin. You can layer in more goals later after you have this whole consistency thing in control.

**Look at how the content you're publishing today is contributing to that metric** to grab a baseline of your current performance. Give each blog post the same amount of time in this sample to truly understand how an average post contributes.

*Ex. I want to measure success for an average post for page views by month. So I'm going to look at how many page views my last 10 blog posts received in the first 30 days after they published.*

**Circle the time frame** in which you'll measure success:

*Tip: A shorter time frame is best for getting started.*

- |         |           |        |
|---------|-----------|--------|
| 1 week  | 1 month   | Other: |
| 2 weeks | 1 quarter | _____  |
| 3 weeks | 6 months  |        |
| 4 weeks | 1 year    |        |

Find your last 10 posts, and write down their contribution to those metrics within your time frame:

Tip: Google Analytics is a really good place to get this information.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Find the average number of the metric an average post contributes to your goal now:

Sum of all 10 posts: \_\_\_\_\_ / 10 = \_\_\_\_\_ average contribution

Now look at the entire average performance of your metric in the time frame for the past three months to get a nice sample:

Ex. I'd look at monthly page views.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Find the average number of the metric for an average month:

Sum of all 3 months: \_\_\_\_\_ / 3 = \_\_\_\_\_ average month

Focus on 10x growth. That means, you're going to shoot for a 10% increase over your average month's performance (and finally use all of this data to help you understand how many more posts to add to your schedule):

(Average month: \_\_\_\_\_ x .10 = \_\_\_\_\_ new month goal) / (average post contribution: \_\_\_\_\_ = \_\_\_\_\_ blog posts needed to hit the goal

Now figure out how many additional blog posts you'll need to reach your goal:

Blog posts needed to hit the goal: \_\_\_\_\_ - current # of blog posts in your schedule: \_\_\_\_\_ = \_\_\_\_\_ additional blog posts you need to publish to reach your goal

## Publish Content Consistently To Build Your Following



Creating consistent content is like preparing for a marathon. It's not a sprint. And you're not going to be able to run it your first day. Focus first on improving your original posting schedule, then add in more posts according to your frequency.

### Get your current content under control.

Choose the days you'll publish based on the best times that will help you reach your goal:

- Blog traffic: Monday 9-10 a.m., 11 a.m. ET
- Blog comments: Saturday 9 a.m. ET
- Inbound links: Thursday 7 a.m. ET
- Social reach: Saturday and Sunday 9 p.m.-midnight ET, Thursday 9-10 a.m. ET

Add all of your existing blog ideas into an editorial calendar on those days:

**Commit to a consistent process with hard deadlines you'll meet no matter what.**

Error on the side of publishing rather than processes that slow you down. That said, create standards to help you work far enough ahead to make these deadlines doable.

Write down, step-by-step, your process for writing a post from scratch all the way to publishing it:

<i>Step</i>	<i>Task</i>	<i>Who</i>	<i>When</i>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

Step	Task	Who	When
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			

**Plan to add in your additional content after you consist-a-tize your initial process.**

- Start slow. Add in an extra post during a week that doesn't have as much going on.
- Plan time in your schedule to reflect on what went well, what went wrong, and what you could improve the next time you publish additional content.
- Schedule another post into your current schedule, and build up the publishing endurance you need to reach your goal you determined in your frequency exercise.

Additional Content Planning						

## Share Your Content And Focus On Engagement

Use a tool like CoSchedule to easily share your content on all social networks to reach your audience in multiple places. Set up your social media posting schedule once before you publish a blog post to save a ton of time:

- At publish:** Schedule different messages to all of your social accounts to generate immediate interest.
- Same day:** It's perfectly acceptable to share to some social networks more than once a day. I like to use this opportunity to A/B test a variety of headlines to see which gets the most engagement, then literally change my post headlines appropriately.
- Next day:** Share your post a few more times.
- 3 days later:** Get a few more shares going with different messages and graphics from in your post.
- Week later:** Keep that traffic rolling in with a few more social messages, using your social analytics to help you know which messages have been most successful so far.
- 2 weeks later:** Again, keep that traffic coming with a couple more reminder messages.
- \_\_\_\_\_ later:** CoSchedule customers like Buzzfarmers have come up with their own awesome social media schedules. Buzz farmers has a 12 message system where they write 12 messages, schedule them for 12 days, then continue to add them to their social media calendar throughout an entire year.

Schedule the perfect amount of social messages every day for each of your social networks:

- Twitter:** 15 tweets per day
- Facebook:** 1 post per day, 2 posts per day if your audience is more than 10,000 friends
- Google+:** 2 posts every weekday
- LinkedIn:** 4 posts a week, nearly 1 every weekday
- Pinterest:** 9 Pins every day

Then, concentrate the majority of your time to build a community on the one network where your audience is most active:

- Dedicate at least 30 minutes a day to spend on developing a community on one social network.
- Share content, but also interact and engage to show your human nature and personality.

Build a sense of community directly on your blog:

- Encourage blog comments by ending your posts with a question like, "What do you think? Let's continue the conversation in the comments."
- Dedicate time every day to respond to blog comments.
- Start an Evernote notebook and keep track of new blog ideas, words your audience uses to describe themselves and their beliefs, and their biggest challenges.

Use your passion to reach a larger audience:

- Reach out to others in your niche to establish relationships with them. Start by simply commenting on their blog posts and sharing their content.

List five bloggers you'd like to establish relationships with:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

- Plan a way you could collaborate with these folks and email them your ideas. Include the lessons you've learned from them—not just a generic template pitch.

For those five bloggers, what projects could you pitch to them in the future, so you can establish relationships with them now that lead into the project?

Think beyond guest posts and more along the lines of valuable projects that will have long-term effects on growth:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Create A Personal, Likable Brand Through Your Blog

- Focus entirely on helping your audience improve themselves.
- Remove the "I-me-mine" verbiage from your posts and focus on "you-your".
- Segment your email lists as much as possible to help your subscribers only receive the information they truly want to know.
- Use the words your audience uses to help them connect deeply into your content. (You've learned this from monitoring blog comments. Now you're just putting it into practice.)
- Make your blog easy to navigate and skim to find the information they want.

Define a clear voice for your personal brand and blog that humanizes you and makes you likable. Write down 10 adjectives that describe the personality you'd like to reflect through your content:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Take a stance and stick to it—even if it's abnormal or controversial. What are you opinionated or passionate about?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

- Give away your best information freely to build a loyal audience.
- Don't focus on hitting home runs for virality, but instead focus on providing helpful content your audience truly wants.
- Be authentic.
- Be transparent.
- Be personal.

## Break The Mould With Your Content

### Find Your Content Core

What do your readers really care about?

*Tip: Accessing survey data, reviewing customer success emails, and even looking at blog comments are all sources of inspiration.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Brainstorm the features of a specific product or service you offer that will serve well for blog content:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Connect the dots between your audience's needs and what you want to talk about. You're not looking for blog post ideas right now. You're looking for deep topics and pain points you will touch on again and again within multiple pieces of content. Ask yourself: What problems do we solve for our customers?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

## Find Your Blue Ocean

Who are your competitors in your blog niche? This is the red ocean:

*Hint: Who is creating content you'll compete with?*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

What sorts of content do these blogs cover?

*Hint: Look at me-too headlines, over-covered topics, keywords, types of content, length, design, tone, multimedia, etc.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

Look again at the topics you could cover from the content core area. Brainstorm how you could make your content stand out to your readers as uniquely more valuable:

*Hint: You could use the "Why?" technique to dive deep into your content core. For every answer, ask yourself "Why?" to uncover deep truths about your audience and product.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

**When you're ready to run an even more successful blog, give CoSchedule a try. It's your all-in-one social media and blogging editorial calendar.**





# CoSchedule

The marketing calendar for everything.



*“I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution. It is simple, elegant, and an indispensable part of my toolbox.”*

*–Michael Hyatt, Award-Winning Author & Blogger*



**Nathan Adler**  
RiverScene



**Michael Hyatt**  
Author



**Jay Bear**  
Convince & Convert

## Latest Features



### Introducing the New Headline Analyzer!

*NEW Feature! The Headline Analyzer is now built right into your CoSchedule calendar! Reach more of your audience, increase social shares, and influence clickthroughs with the new Headline Analyzer.*

CoSchedule loves integrations...



Learn more at [coschedule.com](https://coschedule.com)