

# Enhance Your Business with Connections

## What the !\$?BLEEP?\*%! Should I Blog About and Why?

It's bound to happen sooner or later. You'll find out everyone already has a blog and you feel two years behind! Believe me, it happens to the best of us. Denial may follow. It may present itself like this.

"I don't need to blog. I already have a website but I haven't done much with it, and most of my customers come from word of mouth anyway."

It may all be true, or you could be fooling yourself. In the past few years, Internet use worldwide has expanded dramatically, by 40%. And that number is growing in every country on the planet. This is changing our every day habits, including our purchasing habits. Word of mouth is still a very strong marketing method, but having a blog and a website allows people to get to know and like you before they call you, and more people can find you when you're online in a big way.

### **Here are some really good reasons to blog.**

**1. To Get People Interested in You and Keep Them With You**  
If you put valuable content on your blog, you will be offering a free benefit to your potential customer base. They are interested in your products and services, but may not be ready to buy just yet. Offering real value on your blog will inspire people to stay with you until they are ready to do business.

### **2. Distinguish Your Brand and Show You're Passionate About Your Business**

With a blog, you can define who you are and authentically share your mission in a way that promotes everything you're up to. Write about things you care about and let your potential customers get to know you better.

### **3. Get Good Google Page Ranking**

Google, Yahoo and the other search engines consider blogs like Blogger and Wordpress as 'authority sites' and reward them with better site ranking. Pointing to your website from your blog can help your website's ranking as well.

### **4. Drive Traffic to Your Website**

Create a blog to offer extra information about your areas of expertise, and then link it to your website or online store. Because blogs are so popular, your blog may be discovered before your main site, and capture the interest of potential customers who would otherwise not find you.

### **5. Be Seen as a Leader in Your Industry**

Well, let's face it. If you have a blog and others in your industry don't, you have a leg up with potential customers online. Blogging is still new enough that you're likely to be seen as exceptional if you have one, and you can be seen as 'the expert' in your field.

### **6. Express Yourself Fully**

The Law of Attraction says that "like attracts like" so the subjects that interest you are likely to interest your perfect customers. Just sharing authentically about your passions and interests will grab their attention and offer true value.

*Answer the following questions and see how many blog post ideas you can create.*

- 1) What resources have you discovered that can benefit your customers?
- 2) What tips can you offer people that will make a difference?
- 3) What current events or news items are pertinent to your peeps?
- 4) What challenges have you faced and what did they teach you?
- 5) What marketing messages do you want to promote?
- 6) What humorous antidotes to today's reality can you share?
- 7) What interesting adventures have you taken recently?
- 8) What subjects are your customers searching about now?

Write down all the ideas you come up with and refer to them when you are looking for a new blog topic. How often you blog is up to you, what is sustainable for you. Consistency is key and if you're offering good value on your blog, you'll be rewarded by your expanding customer base.

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