

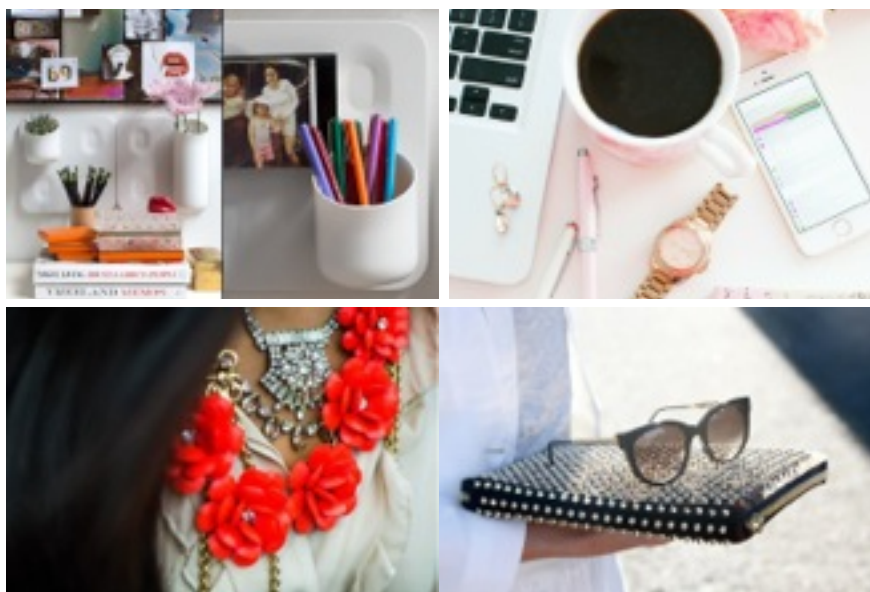
Blogging Strategy



When it comes to blogging I do my best to keep it simple and tell the story I think my readers would like to know. There is a bit of research I do. I check out who my followers are reading about on Twitter. I also invite free one on one calls to hear what my readers are really concerned with. I use these conversations to base my material on. I use one idea and riff off of that *feeling* that was expressed for at least 4 weeks. I use that thought to share in a blog, podcast, infographic series, branding moment and full throttle social media campaign. In past weeks I talked about how important it is to use imagery to convey your beliefs. This is key to pull in like minded people. Once you do this you need to understand the art of captivating your audience.

“This is your time. Don’t get trapped in putting someone else’s personality on your website. Show who you are. We want to get to know you...”

-Francesca Alexander



This weeks challenge:

Create a blogging system that works for you. To get the most out of this week grab new followers on Twitter. Hand pick your audience. Grab people that will resonate with you this week and purge out people that you follow that are inactive. A little house cleaning your Twitter will benefit your engagement rate in the long run. I did this video about a year ago and it amazes me in one year using this process I gained over 20+ thousand new followers. This technique pays off!

[CLICK HERE TO WATCH THIS WEEKS VIDEO](#)

This weeks actionables:

- 1 Use a virtual assistant to help you with implementation.
- 2 Designate one day a week to set up your system.
- 3 Do everything you can to be in a place of pleasure if you find any of this tedious. Take brakes when you can.
- 4 Take a moment and write all the things you don’t like doing in your daily operations and assign it to your virtual assistant.