



A complete blogging system

There are over 180m bloggers worldwide - yet only a tiny number of them have any success. Indeed, almost all of those 180m blogs which were started have been stopped. Very few people are “active bloggers”; most blogs are dormant, dead, departed. Why?

There are several reasons why people give up blogging. These include:

- ✘ Lack of ideas
- ✘ Lack of time
- ✘ Lack of readers - leading to
- ✘ Lack of motivation and enthusiasm

However, you can use my simple system which will:

- ✓ Increase your readership
- ✓ Boost your motivation and enthusiasm
- ✓ Reduce the time needed and
- ✓ Create more ideas

So, would you like to know the secret to this system?

It is simple - think like a publisher and do what they have been doing for centuries. Blogging is publishing, after all. So if you do what publishers do, it is easy. Here’s why. Publishers, especially newspaper owners, simply HAVE TO produce something - no ifs, no buts, they are forced to produce something interesting because their regular schedule requires this.

Imagine if your daily newspaper only came out some days and not others because the publishers couldn’t find interesting stuff to write about. Imagine also if your daily newspaper came out at different times of the day because they weren’t quite organised. Sometimes it might be published in the morning, the next day the newspaper might not arrive until the evening. This would be a nightmare - readers couldn’t be sure whether their newspaper was going to arrive and advertisers wouldn’t be certain they would be able to reach their audiences.



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The only way out of this is for newspaper publishers to be certain that they publish at exactly the same time each day and with the same frequency. So, a weekly newspaper might come out every Thursday, or a monthly magazine every third Friday of the month. But whatever the publishing cycle, the editors have NO CHOICE - they simply MUST produce something by that deadline.

The difficulty for every publisher is the fact that every day, week or month is much like the previous one and not a lot is different or changed. So, there is rarely enough new and interesting material to put into their publications. If they sit around waiting in the hope that something interesting might come along, they could easily miss their deadlines and thereby not produce their publication on time.

So, they have a system for ensuring they produce their newspaper on time every day, or their magazine at exactly the right moment each month. Here's what they do:

- ◆ Divide their publication into sections
- ◆ Split each section into themes
- ◆ Collect useful material for each section and theme
- ◆ Allocate the use of that material to specific times

For instance, if you look at a copy of a daily newspaper the sections might include:

- ◆ Home news
- ◆ Foreign news
- ◆ Celebrity news and gossip
- ◆ TV news
- ◆ Business news
- ◆ Sports news



Then each of these sections may have a theme, which may occur every day, or be allocated to specific days. For example, the sports news on Mondays could be devoted mostly to football, later in the week it might be horse racing - and so on.

Each day, as material comes in, it is “filed” into the appropriate section and the relevant daily theme. The information can then be forgotten, until it is required. When it is time to write something on a specific theme, the file can be looked at to see what is available. This avoids much scratching of heads...!

So, how can you use such a system in your blog?

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Step One: Divide your blog into FIVE sections

You need five sections so you can allocate one to each weekday. So, for instance, imagine your blog is about marketing. You could have five sections which could be: direct marketing, email marketing, word of mouth marketing, network marketing and public relations in marketing. You could then allocate, say, Mondays to direct marketing, Tuesdays to email marketing and so on through the week. Now, when you face a blank screen each day, at least your mind would be more focused on the topic to write about.

Step Two: Work out several themes for each section

Think about the themes and topics each of your specific daily sections could cover. In the example of a blog on marketing the direct marketing section could include: mailing lists, creativity, distribution systems and printing choices. So, in week one, the blog entry would be about mailing lists for direct marketing, in week two it would be about creativity as applied to direct marketing and so on.

Step Three: Think about the types of blog post you could use

There are several kinds of blog posts you could consider. These might include:

- ◆ Articles
- ◆ Debates
- ◆ Hints and tips
- ◆ “How To” features
- ◆ Interviews
- ◆ Lists
- ◆ News items
- ◆ Opinion
- ◆ Questions and Answers
- ◆ Reviews

Now, if you think about the marketing blog suggestion, the first Monday could be a “list” of useful links on direct marketing, the second Monday would be an interview with an expert on direct marketing, the third Monday could be a “how to” article on direct marketing - and so on.

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Step Four: Produce a blogging schedule

You should now be able to produce a “matrix” of all the different sections, themes and types of blog posts which details exactly the kind of thing you will write on a specific day of the year. The example below shows you what you could produce.



Day	Week 1	Week 2	Week 3	Week 4
Monday	Direct Marketing: Mailing Lists: <i>List of links</i>	Direct Marketing: Creativity: <i>Interview</i>	Direct Marketing: Distribution: <i>Opinion</i>	Direct Marketing: Printing: <i>Q&A</i>
Tuesday	Email Marketing: Autoresponders: <i>Interview</i>	Email Marketing: Distribution: <i>Opinion</i>	Email Marketing: Writing: <i>Q&A</i>	Email Marketing: Strategy: <i>How To</i>
Wednesday	Word of Mouth: Strategy: <i>Q&A</i>	Word of Mouth: Support: <i>List</i>	Word of Mouth: Handouts: <i>Interview</i>	Word of Mouth: Campaigns: <i>Tips</i>

What you can see here is a different kind of blog post each day - in week one, there is a list on Monday, an Interview on Tuesday and a Q&A on Wednesday. This provides variety for your readers. Each day is also on a specific topic and each week is on a different theme for each topic.

So how does this improve blogging productivity?

By sitting down and establishing your schedule like this you will find it much easier to produce ideas as to what to write. For instance, using the table above in the fictional marketing blog, let's imagine you have sat down on the third Tuesday of the month ready to produce your blog post. Instead of staring into space and wondering what to write about you look at your schedule and you see you should be writing a Q&A style post on writing emails. This provides you with complete focus and makes it much easier to decide what to write about.

Collect information to make it all easier

Of course, in this example, you could only write something quickly if you had some background material to hand. The “trick” to this is to have a storage system into which you allocate material as it comes to hand. You will need two kinds of storage systems:

- ◆ Electronic
- ◆ Physical

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In the physical system you will place cuttings from newspapers, items you have picked up at meetings, notes from your notebook and so on - anything which has useful information on it. The physical system is ideally in a concertina file.



Each of the slots in the file should relate to your sections and themes. So, in the case of the marketing blog example above, there would be slots labelled “Direct - Creativity”, “Direct - Mailing Lists” and so on. Then when any newspaper article, magazine item or other printed document contains useful information is seen, it is just slipped inside the relevant section.

An online system for electronic information is best stored in [Evernote](#). This provides you with the ability to store web pages, complete files and other electronic items.



Using your files

Once you are due to write your blog post according to the schedule, all you need to do is dip into your files and see what information you have. You will find plenty to write about - assuming you simply regularly add items to the relevant section, as you see them in your daily work.

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In conclusion...

All you need to do to make sure you have plenty of ideas to blog about, that writing the blog is straightforward and that you feel always motivated to write, is to follow this simple system.

1. Set up a plan for your blog that includes your sections, themes and types of blog posts
2. Organise your plan into a schedule
3. Collect snippets of potentially useful information in Evernote and a concertina file
4. Look at your schedule on the day you need to write your blog post to find out what the topic and format is going to be
5. Check in your file for any relevant background information from that particular section
6. Write....!

This is largely the system used by professionally produced printed publications. It has worked for them for centuries; it can certainly work for your blog.

Boost your website impact with a solid blogging strategy

Blogs are **essential** in business. They bring a whole series of benefits including:

- **More Website Visitors**
- **Higher Search Engine Ranking**
- **Increased Social Recommendation**
- **Improved Trust Ratings**
- **Additional Sales**

Companies with blogs score higher on all of these areas when compared with companies that do not blog. You simply cannot afford to ignore blogging.

But how can YOUR business blog? Who should do it? What should they blog about? When should you blog? How can you motivate yourself and your staff to blog? Where can you get ideas to write about?

These are all difficult questions; but there are answers. With a carefully prepared blogging strategy individually produced and written for your specific business you can succeed with blogs and get all their benefits working for your company.

A personal **Blogging Strategy** produced by *Graham Jones*, a leading and highly successful blogger will significantly boost your online business.

Call Graham now on **0118 336 9710**
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personalised blogging strategy.