

Book VI - Blogging and Podcasting

Chapter 1 - Picking Your Blog Topic

B6C1-1

563

Blog = toolset with which you write + publish entries (posts) + then visitors can comment on these

I. Choosing a Blog Topic

Goal - reach point where audience seeks you out because you consistently offer info they find helpful to their interests

No focus → no consistency → no audience

564

Let go of fear! Blogging - best form of writing therapy
People read for content, so don't agonize over grammar
Write something that excites you
Write something you know!

1. Blogging requires long-term commitment

2. Audience won't hesitate to point out subject matter mistakes

3. Audience knows if you're + passionate

4. It's not fun to write about topic with which you're + familiar
Someone is always interested! esp. if you have a business + are selling products successfully

565

Consider what you do, and then ask

1) How can I make this topic funny

2)

fascinating

3) What can I say about this topic that → discussion

4) What questions - asked repeatedly

II. Thinking about Your Blog Goals

achieve

After you select a topic, determine what you're trying to

1) Few blogs succeed in 1st 6 months

2) For first 6 months, you'll "speak to an empty room"

3) Only a handful of blogs generate appreciable direct income thru ads. Most - marketing tools with indirect benefit to business

Set goals in 6-month cycles. Examples:

Answer top 20 questions answered by customers

Write 12 posts

Send 20 potential clients to read blog

Find 2 potential clients on the Web.

567

Ambitious goals include the following

Use my blog to write a book

Sign up at least 300 subscribers

Get at least half my traffic from search engines

All of these goals - attainable and

provide a substantial boost for your business

Base goals include - attainable, but difficult to reach

Earn a 5-figure income * help business

Rank #1 for a competitive phrase in search engines

Ex. ~~Conversation~~ Marketing Blog

III. sizing Up Your Space

568

Figure out who else = writing about your topic, and how big your audience might be

A. Using Technorati - blog search engine

Shows lists of blogs written on topics + ranked acc. to # of other blogs linking to them

Click Posts tab to see results only from blogs

B. Using Google Trends

569

Shows changes in search volume for diff terms over time
Good way to find if topic is on upswing

Go to www.google.com/trends and search for key phrase
Check search volume + news references

C. Using search engines

570 Go to favorite SE and search for chosen topic

Use Blog Search option if available

Check for the following :

How many other bloggers write about your topic?

What do other bloggers say " " " ?

Are there gaps in their knowledge that you can fill?

What kinds of comments do these bloggers get?

The key - figure out where you can offer the most value
to readers.

Here's where you can turn your blog $\rightarrow$ ^{valuable} marketing platform