

3 Must-try tips to make you blog post work overtime



Mo Perkins

Mosaic Counselling & Coaching Ltd

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Introduction

So you've written your blog post, published and shared it and now you're maybe thinking about what to write about next. If you're a newbie to blogging like me you might find the idea of creating a constant stream of new material somewhat daunting. But what about if you could take that piece of content you've just crafted and make it work harder? That would be pretty cool, right? Read on my fellow blogger because I came across some great suggestions and I'm about to share them with you.

Therapist and Coach to Kindergarten Blogger

Although I've got years of experience as a therapist and coach I would definitely describe myself as a newbie or kindergarten Blogger. Yes, I've written numerous assignments, two dissertations and had many book reviews published over the years but blogging is a new and somewhat alien activity for me. So when I came across an article that really grabbed my attention and even compelled me to read it several times I knew I'd landed on information that any other kindergarten blogger would find useful. If I can read some of these suggestions and feel inspired to give some of them a try then so could you.

Read the full and original article [Lead Magnets: 11 Ways to get More Subscribers](#)

Why would you even write a blog or article?

Let's start with looking at why you would even want to write a blog. When it comes down to it, I guess it's just an opportunity to write about what you know and you think other people in your field will find interesting, useful and informative. Information is King (or Queen) and if you're in the business of helping others and making a difference in the world then sharing your knowledge is what you've been doing in some shape or form all along. Whether that's in one to one work with clients, in supervision or through facilitating training or workshops. So writing a blog or article is just another way to share your knowledge.

Google loves you if you create new content

Additionally, there are some other good reasons for writing a blog. Firstly, if you have a website someone has probably already told you it's useful to make regular updates. This helps you get a good placing in the search engines, which ultimately enables more people to find your site. You can update your content in any way you like. Updating your home page regularly with new insights or adding information sheets for your clients are a couple of things you could do. Additionally, it's often recommended that you create fresh content by publishing a regular newsletter or blog post.

Share content, your knowledge and your unique perspective.

Recently, I created a [workbook and online course](#) under the guidance of online coach and entrepreneur [Benay of Universal Coaching Systems](#). That was a task I'd been putting off for ages but once I accomplished it the next step was learning a little about marketing. When you've created a product that you feel has value, you want people to know about it and that's another reason why you might want to write a blog. People search for information and if you've got content out there valuable to your particular audience you can attract a following of people who will read, share and make a difference to others with the knowledge you've given them. Not everyone will want what you offer but there will be folk out there who love what you have to say and the unique way you say it and want to hear more.

Attract more subscribers and build your list

I'm sure there are numerous other reasons for writing a blog but I'll leave discussing that to those bloggers out there far more experienced and knowledgeable than I am. This post is simply one kindergarten blogger to another sharing content that I found incredibly useful and doable. I've read many posts on what to do with your blog after you've written it for example emailing the post to your list of subscribers, sharing it on Facebook and LinkedIn etc but this one came at it from a different perspective. The original article gave 11 ways that you can repurpose your content, primarily in order to attract more subscribers. The more subscribers you have the more people you can share your message with and if you create your own products you eventually have more followers you can promote your products to in order for them to make a difference in the world. So, if you're a kindergarten blogger like me just starting out on the journey of list building this is a strategy that's worth exploring. What if you implemented one or two of these suggestions right from the start? I

often think about how many subscribers I'd have now if I'd started building my list 5 years ago or even 2 years ago. So how about if you consider a couple of these suggestions? Would that be a good way to repurpose your content and leverage your time and list build simultaneously?

Why repurpose content anyway?

I first came across the suggestion of repurposing content a couple of years ago when I attended a product creation course with Peter Thomson. Peter highlighted the point that people have different learning styles and preferences about how they consume content. Therefore, it makes sense to produce the same content in different formats to suit the needs of the consumer. For example I like to read information so that I can easily scan back to a previous sentence whereas you might prefer to have the same information formatted into a video. More recently Benay put across the same message on her Next Generation Product Development Course. Create a piece of valuable content in the form of a workbook and it can be repurposed into an online course or live training. It makes so much sense, thank you Benay. It's all about leveraging your time and getting maximum use out of every piece of content you create.

Lead Magnets: 11 ways to get more subscribers

The original post that inspired me to share my thoughts with you ([Lead magnets: 11 ways to get more subscribers](#)) was written as a variety of strategies for creating lead magnets / content upgrades for getting more subscribers. The idea being that you create your blog post and then offer the content in alternative formats in exchange for the readers email address which you'll need to collect through a sign up form on your website. You may already be familiar with the idea of having a freebie that you give away on your website in exchange for your readers email address. This takes that concept further by creating a blog specific freebie for each post. This is only one of many strategies for building your list of subscribers, however, it's one that happened to make a lot of sense to a kindergarten blogger like me. The original article describes 11 great ways you can repurpose your blog content and gives instructions and examples of how to implement each suggestion. It's very informative, each suggestion should only take around 30 minutes and as well as the main purpose

of building your email list you end up with a piece of content you can share on or offline. I highly recommend you take a look.

My 3 favourites from the list

If you're just starting out blogging and list building you'll most likely want to try the suggestions which are easiest for you. It would be easy to procrastinate and never get started so to make it easier I've picked 3 of the strategies that I think are the easiest for a newbie and listed them below. Not all strategies suit all posts so pick the one that works best for you. The 'how to' details of each of my favourites and the other 8 suggestions can be found in the original article.

Turning your blog post into a PDF

This seems very simple to me and if you format your post as an eBook or eBooklet it has more perceived value than a blog post. Not only that, it's a lot easier to just save a PDF to your desktop instead of having to remember to bookmark it or spend ages trying to remember where you first saw it.

Step 1 ~ Create a new document

Step 2 ~ Copy and paste your entire article into the document

Step 3 ~ Format it to make it look pretty and presentable and save it as a PDF

Turning your blog post into a checklist

This is an easy way to create a content upgrade and makes a post much easier to follow and action. The section headings you've used could be a good starting point for each of your steps.

Step 1 ~ Outline your action steps. Make it easy and fool-proof to understand.

Step 2 ~ Provide details on each step keeping each explanation fairly short

Step 3 ~ Format the Checklist. Make it look pretty and presentable and save it as a PDF

Turning your blog post into an exact "How to" script

I recently did an interview blog for the first time. It was really good fun and i plan to do some more in the future. The process that I went through from identifying my interviewee, planning my questions right through to publishing the post would make an ideal "how to" script.

Step 1 ~ Identify the step by step process you went through to accomplish the task from start to completion

Step 2 ~ Identify any technology or templates you used for example I recorded my interview using Zoom

Step 3 ~ Compile the steps and resources needed into a file and save as a PDF

Which one of those ideas do you think would work for you?

So there are my top 3 suggestions from the original list and each suggestion should take no more than 30 minutes. In fairness, the first time you put some of these upgrades together it might take longer especially if you tend to tittle and tattle like I do but once you've tried them a few times I expect it could become a standard part of writing your post. You've done all the hard work by creating the original content. The upgrade is the icing on the cake which could make a difference to how fast you grow your list.

Setting up a sign in box

You will of course need to create a sign up box for each post linked to your email automation service such as Aweber or Mailchimp. You can find the guide to setting up post specific bonuses with Mailchimp [here](#).

If you think setting up the link to your list looks a bit complicated don't let that stop you, get some help. Ask the help community or ask your developer for help. They're the expert in their field and you're the expert in yours so get going with creating that blog post and then upgrading it to leverage your time and make that post work overtime for you.

The fact that your reading this right now shows that I've put at least one of the suggestions above into practice. I wrote the original post and upgraded it to this PDF. So there you go. I hope you found this article useful.

Let's Make a Difference!

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