

THE CLIQUE

AN INTRODUCTORY GUIDE TO MAKING YOUR MARK
IN THE DIGITAL SPACE

FOR GIRBOSSSES, BLOGGERS AND CREATIVES.

By Dani Watson





AN INTRO TO MAKING YOUR MARK ONLINE

BY DANI WATSON

WITH THE AMOUNT OF COMPETITION IN THE ONLINE WORLD, IT CAN BE AN OVERWHELMING TASK TO THINK ABOUT HOW YOU ARE EVER GOING TO MAKE YOU AND YOUR BRAND STAND OUT FROM THE NOISE.

WHETHER YOU'RE A BUSINESS LOOKING TO LAUNCH ONLINE, A BLOGGER WHO WANTS TO TURN THEIR BLOG INTO A FULL TIME INCOME OR A BRAND THAT IS LOOKING TO ELEVATE ITS PRESENCE IN THE DIGITAL SPACE, ITS ALL ABOUT FINDING AND CONNECTING WITH YOUR CLIQUE AND ONCE YOU DO, LOVING THEM HARD.

I AM A FIRM BELIEVER THAT WHENEVER YOU ARE LOOKING TO CREATE AN INCOME ONLINE, THE COMMUNITY COMES BEFORE THE SELL. PEOPLE HAVE TO KNOW, LIKE AND TRUST YOU BEFORE THEY ARE WILLING TO INVEST. THIS IS WHY IT IS SO IMPORTANT TO BE THINKING ABOUT CREATING NOT ONLY YOUR PRODUCTS/ SERVICES/BLOG, BUT FIGURING OUT WAYS TO MAKE PEOPLE FALL IN LOVE WITH YOU AND YOUR BRAND SO THEY BUY WHATEVER IT IS YOU SELL.

I AM SOMEONE WHO THOROUGHLY UNDERSTANDS THE IMPORTANCE OF FINDING YOUR TRIBE ONLINE AND BECOMING KNOWN FOR WHAT YOU DO AS THIS IS EXACTLY WHAT I HAVE BEEN ABLE TO DO WITH MY OWN BUSINESS AND BRAND. WHAT STARTED OFF AS A SMALL BLOG AND SOCIAL MEDIA CONSULTANCY HAS QUICKLY DEVELOPED INTO AN ONLINE EMPIRE THAT SHOWS NO SIGNS OF SLOWING DOWN. BECAUSE OF THE COMMUNITY I HAVE CREATED ONLINE, I HAVE BEEN ABLE TO QUIT MY JOB, ATTRACT A STEADY STREAM OF CLIENTS AND HAVE HAD TONNES OF EXCITING OPPORTUNITIES THROWN MY WAY AS A RESULT.

I HAVE WORKED WITH COUNTLESS CLIENTS TO HELP THEM ACHIEVE THEIR OWN SUCCESS STORY ONLINE. I'VE HELPED WOMEN TO TAKE THEIR SIDE HUSTLE FULL TIME IN A MATTER OF WEEKS, I'VE HAD THE PLEASURE OF HELPING WOMEN SIGNIFICANTLY INCREASE THEIR INCOME AND IVE HELPED BLOGGERS TURN THEIR PASSION INTO PROFITS. THEY HAVE BEEN ABLE TO DO THIS AS THEY HAVE INCREASED THEIR VISIBILITY ONLINE AND HAVE BECOME KNOWN FOR WHAT THEY DO.

I'VE CREATED THIS GUIDE AS A WAY TO WALK YOU THROUGH SOME OF THE TACTICS TO MAKE YOUR MARK IN THE DIGITAL SPACE.

BUILDING YOUR AUDIENCE ONLINE IS BY NO MEANS A ONE SIZE FITS ALL APPROACH AND WHEN WORKING WITH CLIENTS, I AM PARTICULAR AT ADAPTING MY TACTICS TO FIT THE BRAND AND BUSINESS MODEL THIS GUIDE HOWEVER WILL GIVE YOU THE BASICS TO PUT YOU IN THE RIGHT DIRECTION.

NOW LETS DO THIS.....

DANI XOXO





1

*'WHAT AM I EVEN DOING
WITH MY LIFE?!'*

HOW TO FIND YOUR 'THING'

SOME OF YOU READING THIS MAY ALREADY HAVE FOUND YOUR 'THING' AND HAVE A BUSINESS IDEA ALL READY TO ROCK. IF SO, YOU MAY WANT TO SKIP THIS CHAPTER AS YOU GOT THIS.

FOR OTHERS, PERHAPS YOU DON'T EVEN HAVE A CLUE WHERE TO START WHEN IT COMES TO MAKING A PROFIT ONLINE.

PERHAPS YOU'RE IN A FULL TIME JOB, LOOKING FOR A WAY TO BEAK FREE FROM THE DESK TO BECOME YOUR OWN BOSS. IF SO, I KNOW EXACTLY HOW THAT FEELS AND MY GUESS WOULD BE THAT YOU'RE CRAVING THE FREEDOM A LAPTOP LIFESTYLE CAN DELIVER, *NON?*

WELL LET ME JUST START BY SAYING THAT RUNNING AN ONLINE BUSINESS ROCKS MY WORLD ON A DAILY BASIS. NOT ONLY AM I IN CONTROL OF MY DAY, AM ABLE TO WORK FROM ANYWHERE AND HAVE A BUSINESS THAT MAKES ME PROFITS WHILST I SLEEP (SAY HELLO TO MY INSTAGRAM FOR BUSINESS E-COURSE) FOR THE FIRST THING IN MY LIFE I FEEL THAT I'VE FOUND THE THING THAT I'M MEANT TO DO. I WANT TO HELP YOU GUYS ACHIEVE THE SAME.

IM ALL FOR DOING SOMETHING YOU LOVE AND SOMETHING THAT YOU ARE PASSIONATE ABOUT SO THIS IS ALWAYS A GOOD PLACE TO START.

THINK ABOUT WHAT YOUR CURRENT HOBBIES AND INTERESTS ARE. BEAUTY? FASHION? ART?

BAKING? SOCIAL MEDIA? MAYBE YOU JUST SOCIALISING AND MEETING NEW PEOPLE?

I'M A FIRM BELIEVER THAT WHATEVER IT IS THAT YOU ENJOY DOING, YOU CAN MAKE A PROFIT FROM IT. ITS ALL A CASE OF BUILDING A TRIBE OF PEOPLE WHO ARE ALSO INTO THE SAME THING AND FIGURING OUT HOW OU CAN PACKAGE WHAT YOU KNOW ABOUT THAT SUBJECT INTO SOMETHING VALUABLE THAT PEOPLE WILL PAY FOR,

A GOOD IDEA IS TO THINK ABOUT THE SKILLS YOU ALREADY HAVE AND THE KNOWLEDGE YOU POSSESS. CHANCES ARE, THERE WILL BE A GROUP OF PEOPLE WILLING TO INVEST IN YOU FOR YOU TO SHARE THAT KNOWLEDGE.

BEFORE I STARTED THE CLIQUE, I WAS RUNNING A BLOG WHICH QUICKLY GREW. I BRANDED, MARKETING AND DESIGNED THE WHOLE SITE MYSELF AND AFTER A WHILE, I HAD PEOPLE ASK WHETHER I COULD CREATE SOMETHING SIMILAR FOR THEM.

I HAD NEVER CONSIDERED THAT THIS WAS SOMETHING I COULD MAKE MONEY FROM SO DON'T RULE SOMETHING OUT BECAUSE YOU DON'T THINK IT COULD BE PROFITABLE. LIKE I SAID, I FIRMLY BELIEVE YOU CAN TURN ANY PASSION INTO PROFIT.

WHAT IS IT THAT YOU ARE GOOD AT? CONNECTING WITH PEOPLE? DESIGNING THINGS? DO YOU HAVE ANY TECHNICAL SKILLS?

DO YOU HAVE ANY EXPERIENCES THAT PEOPLE WOULD WANT TO LEARN ABOUT SUCH AS TRAVELLING ON A BUDGET, OVERCOMING STUDENT DEBT, OR OVERCOMING A LIFE CHANGING EVENT?

IF YOU HAVE SOME AREA OF EXPERTISE, CHANCES ARE THERE WILL BE PEOPLE OUT THERE WILLING TO PAY FOR IT.

I'VE SEEN PEOPLE ONLINE MAKE MONEY FROM SELLING ADVICE ON SOME PRETTY NICHE AREAS. A WHILE AGO, I READ AN ARTICLE ABOUT A WOMAN WHO HAS MADE HER MILLIONS SHARING HER TIPS ABOUT SCRAPBOOKING.

I LOVE THE QUOTE;

"IF YOU THINK YOUR IDEA IS SILLY, REMEMBER THAT THERE IS A MILLIONAIRE OUT THERE THAT INVENTED THE POT NOODLE."

NO IDEA IS STUPID, NOR DOES EVERY IDEA NEED TO BE REVOLUTIONARY. YOU DON'T HAVE TO REINVENT THE WHEEL. YOU CAN PICK AN INDUSTRY THAT IS HEAVILY SATURATED AND STILL MAKE AN IMPACT AND A PROFIT.

I AM BY NO MEANS THE FIRST DIGITAL STRATEGIST TO GRACE THIS EARTH, NOR WILL I BE THE LAST AND ALTHOUGH I'VE PERHAPS LESS EXPERIENCE IN MY NICHE THAN PEOPLE WHO HAVE BEEN DOING BRANDING AND ONLINE MARKETING FOR YEARS, I'VE STILL BEEN ABLE TO CREATE A BOOMING ONLINE BUSINESS, A STEADY STREAM OF CLIENTS AND HAVE MANAGED TO WORK AND COLLABORATE WITH SOME PRETTY INFLUENTIAL PEOPLE WITHIN MY NICHE.

IT DOESN'T HAPPEN STRAIGHT AWAY, BUT IT IS TOTALLY DO ABLE IF YOU ARE READY TO THROW EVERYTHING YOU'VE GOT AT MAKING IT WORK.



SOMETHING ELSE TO THINK ABOUT IS HOW YOU ENJOY SPENDING YOUR DAY.

CAN YOU HAPPILY SIT FOR HOURS ON SOCIAL MEDIA? IF SO, SOMETHING LIKE SOCIAL MEDIA CONSULTING COULD WORK FOR YOU. THIS WAS MY FIRST STEP AS SOCIAL MEDIA WAS ALWAYS SOMETHING I LOVED AND IF I WAS GOING TO SPEND MY TIME ON IT, I THOUGHT I MAY AS WELL MAKE MONEY FORM IT. ALTHOUGH NOW I DO MORE THAN JUST SOCIAL MEDIA, IT FORMED THE BASIS OF MY BUSINESS AND IS STILL A HUGE PART OF MY WORK TODAY.

IF YOU WANT AN ONLINE BUSINESS BUT DON'T WANT TO BE IN FRONT OF A LAPTOP ALL THE TIME, PERHAPS THINK OF WAYS IN WHICH YOU CAN TRANSLATE YOUR BUSINESS OFFLINE TOO.

FOR EXAMPLE, A PART OF MY BUSINESS MODEL IS RUNNING WORKSHOPS AND ADDING THIS INTO THE MIX MEANS I'M OFTEN OUT IN MEETINGS AND VISITING POTENTIAL VENUES AND NOT HAVING TO BE GLUED TO MY LAPTOP ALL THE TIME.

I'VE HELPED MANY CLIENTS WHO HAVE COME TO ME WITH NO IDEA WHAT THEY WANT TO DO, OR PERHAPS JUST AN INKLING OR ROUGH IDEA. ONE OF THE FIRST PLACES I LIKE TO START IS BY ASKING THEM WHO DO THEY ADMIRE AND FOLLOW ONLINE, WHAT IS IT THAT THEY ARE DOING TO MAKE THEIR MONEY AND COULD THEY POTENTIALLY DO SOMETHING SIMILAR

YOU DON'T HAVE TO COPY SOMEONES BUSINESS MODEL ENTIRELY AND YOU MAY NEED TO TAKE SOME COURSES, INVEST IN A COACH OR TRAINING TO HELP YOU GET TO WHERE YOU WANT TO BE BUT JUST BECAUSE YOU HAVE LITTLE EXPERIENCE WITHIN THIS NICHE DOESN'T MEAN THAT IT CAN'T BE DONE.

ANYTHING IS POSSIBLE IF YOU BELIEVE THAT YOU CAN AND YOU ARE WILLING TO PUT IN THE WORK TO GET THERE.

2

"BUT I WANT TO DO
EVERYTHING!"

NAILING DOWN YOUR NICHE

WHEN THINKING OF YOUR BUSINESS, ITS A GOOD IDEA TO THINK ABOUT HONING IN YOUR NICHE AS MUCH AS POSSIBLE. THIS IS PARTICULARLY RELEVANT FOR CLIENT BASED INDUSTRIES OR BLOGGING.

YOU NEED TO ASK YOURSELF WHAT IS THE ONE THING YOU WANT TO BE KNOWN FOR - WHAT IS YOUR CORE AREA OF EXPERTISE?

FOR SOME, IT MAY BE EASY TO SAY WHAT YOUR SPECIFIC NICHE IS

FOR MYSELF, I HELP WOMEN FIND THEIR AUDIENCE ONLINE THROUGH MARKETING, BRANDING AND CONTENT CREATION AND HELP THEM TURN THAT AUDIENCE INTO PAYING CUSTOMERS/CLIENTS.

OF COURSE, THERE IS OTHER THINGS WITHIN MY BUSINESS THAT I DO, BUT THIS IS MY CORE AREA OF EXPERTISE.

ITS TEMPTING IN THE EARLY DAYS TO WANT TO CAST YOUR NET AS WIDE AS POSSIBLE AND CATCH A WIDE AN AUDIENCE AS POSSIBLE BUT IF YOU TRY TO PLEASE EVERYONE, YOU END UP PLEASING NO ONE.

IF YOUR BUSINESS OFFERS TOO MANY THINGS, IT MAY BE DIFFICULT FOR YOUR AUDIENCE TO ESTABLISH WHAT IT IS THAT YOU REALLY DO AND WHAT THEY CAN HIRE YOU FOR. SIMILARLY, IF YOU TRY AND MAKE YOURSELF APPEAL TO EVERYONE, YOU COULD END UP SENDING OUT MIXED MESSAGES AND DILUTE YOUR BRAND IDENTITY.

A GOOD EXERCISE IS TO COME UP WITH YOUR ELEVATOR PITCH - A DESCRIPTION OF WHAT YOU DO IN A FEW SENTENCES. THIS WILL HELP YOU BECOME CLEAR ON WHAT YOU WANT YOUR CORE AREA OF EXPERTISE TO BE.

II'M A BIG ADVOCATE FOR DOING ONE THING WELL, BECOMING KNOWN FOR IT AND THEN YOU CAN ALWAYS WIDEN YOUR NET AND ADD OTHER THINGS INTO THE MIX LATER DOWN THE LINE.

YOU HAVE TO ALSO THINK ABOUT WHEN YOU DO ADD SOMETHING ELSE INTO THE MIX, WHETHER IT COMPLIMENTS YOUR MAIN BUSINESS. FOR EXAMPLE, IF YOU ARE A BAKER, TO THEN START ADDING FASHION ILLUSTRATION INTO THE MIX, PEOPLE MAY BECOME CONFUSED AS TO WHAT IT IS YOUR BUSINESS ACTUALLY CONSIST OF.

I STARTED MY BUSINESS PURELY DOING SOCIAL MEDIA MARKETING AND CONTENT CREATION, WHICH HAS GRADUALLY PROGRESSED INTO BRANDING AND WEB DESIGN. SOCIAL MEDIA (AND INSTAGRAM IN PARTICULAR) IS STILL VERY MUCH WHAT I'M KNOWN FOR BUT I'VE BEEN ABLE TO ADD OTHER THINGS INTO MY BUSINESS MODEL AS MY AUDIENCE HAS GROWN AND THEY'VE LET ME KNOW OTHER AREAS WHICH THEY NEED HELP WITH.

A GOOD WAY TO START HONING IN ON WHAT YOU WANT TO DO IS TO THINK ABOUT WHO YOU WANT TO SERVE AND WHAT THEIR SPECIFIC PAIN POINTS ARE. THE MORE SPECIFIC YOU GET WITH WHO YOUR TARGET AUDIENCE ARE, THE CLEARER AND MORE DEFINED YOU WILL GET WITH WHAT YOU DO AND WHAT IT IS YOU WANT TO BE KNOWN FOR.



3

*"WHO ARE MY
TRIBE?"*

FINDING YOUR CLIQUE ONLINE

IN ORDER TO BUILD A PRESENCE ONLINE, YOU NEED TO KNOW HOW TO ATTRACT YOUR IDEAL AUDIENCE AND TO DO SO, YOU NEED TO KNOW WHO THAT AUDIENCE ARE.

IDEALLY, YOU WANT AN EXACT AVATAR IN YOUR HEAD OF WHO YOU SERVE. WHO IS IT THAT IS GOING TO BE INTERESTED IN WHAT YOU DO OR WHAT YOU SELL

YOU MAY FIND THAT COMING UP WITH A TYPICAL FOLLOWER OF YOUR BRAND ISN'T THAT SIMPLE AND THAT YOU APPEAL TO AN ECLECTIC MIX OF PEOPLE. THIS IS FINE, BUT PERHAPS TRY AND THINK ABOUT WHAT IT IS THAT BONDS THAT PARTICULAR GROUP OF PEOPLE AND A COMMON GROUND THAT THEY SHARE.

FOR EXAMPLE, IF YOUR PRODUCT IS HIGH END/LUXURY FITNESS WEAR, ALTHOUGH YOUR CLIENT/CUSTOMER BASE MAY BE VARIED, ONE THING THEY ARE LIKELY TO HAVE IN COMMON IS THAT THEY HAVE A CERTAIN AMOUNT OF DISPOSABLE INCOME AND THEY HAVE AN INTEREST IN THE FITNESS INDUSTRY.

ALTERNATIVELY, YOU MAY BE A TRAVEL PHOTOGRAPHER/BLOGGER. WHILST YOUR AUDIENCE MAY DIFFER IN TERMS OF GENDER, CAREER ETC, YOU KNOW THAT A COMMON GROUND THEY SHARE IS A LOVE OF TRAVEL AND PHOTOGRAPHY.

IDEALLY THOUGH ITS A GOOD IDEA TO COME UP WITH A SPECIFIC LOW DOWN OF THE TYPE OF PERSON THAT WILL BUY INTO YOU AND YOUR BRAND. THINK ABOUT WHAT YOUR IDEAL CLIENT/CUSTOMER LOOKS LIKE.



A GOOD PLACE TO START IS COMPLETING THE DEFINE YOUR AUDIENCE WORKSHEET OUTLINE ON THE NEXT PLACE.

THIS WILL REALLY HELP YOU TAP INTO WHO IT IS YOU ARE TRYING TO APPEAL TO ONLINE. WHEN YOU HAVE THAT PERSON DEFINED, ELEVATING YOUR PRESENCE AND FOLLOWING ONLINE IS THEN ALL ABOUT MAKING YOUR BRAND APPEAL TO THAT PERSON, MAKING YOUR CONTENT RESONATE WITH THEM, GETTING IN FRONT OF THEM ON SOCIAL MEDIA AND ENGAGING WITH THEM IN A WAY THAT MAKES THEM BECOME NOT ONLY A FOLLOWER, BUT ALSO A PAYING CUSTOMER/CLIENT

REMEMBER THAT KILLING IT ONLINE ISN'T A NUMBERS GAME.

WHILST HAVING A WHOLE LOAD OF FOLLOWERS IS LOVELY, HAVING LOTS OF PROFITS IS BETTER SO IT'S NOT JUST ABOUT GETTING ANYONE AND EVERYONE TO FOLLOW YOU BUT TO GET THE RIGHT PEOPLE TO FOLLOW YOU.

ONCE A GROUP OF THE RIGHT PEOPLE START FOLLOWING YOU, YOU WILL SOON REALISE HOW QUICKLY WORD OF MOUTH CAN ESCALATE.

FRIENDS TEND TO LIKE THE SAME THINGS AS THEIR FRIENDS AND CHANCES ARE, IF YOU HAVE SOMEONE THAT FOLLOWS YOU ONLINE AND THEY ARE YOUR TARGET MARKET, THEIR FRIENDS ARE LIKELY TO BECOME YOUR FOLLOWER AND A FAN TOO.

DEFINE YOUR TRIBE

THESE ARE THE KIND OF QUESTIONS YOU WANT TO BE THINKING ABOUT BUT
MAY VARY DEPENDING ON YOUR BUSINESS/NICHE.

THERE MAY BE MORE THAT YOU COULD ADD THAT ARE RELEVANT AND WILL HELP
YOU GET CLEAR ON WHO IT IS YOU SERVE/WILL BUY YOU OR HIRE YOU

Gender Age < 25 26 – 34 34 – 60+

Marital Status

Location

Job/Industry

Hobbies – e.g. sports they play, things they do regularly e.g. cooking, reading, painting.

Interests – Other things that they enjoy e.g. types of films they watch, going shopping, TV shows they watch.

Personality traits – Outgoing? Shy? Confident? Funny?

Daily routine – Early riser? Late sleeper? Goes to the gym? Working hours?

Eating Habits – Healthy eater? Dines out often? Eats in front of the television? Eats convenience food?

What do they read? What publications e.g. magazines, newspapers. What books do they like? Who is their favourite author?

Where do they shop? What are their shopping habits? E.g. shopaholic? Frugal? Impulsive?

Values – What is important in their life? Family? Work? Travel? Health? Freedom?

Behaviours – How do they act? Argumentative? Bossy? Passive? Neat? Messy? Diplomatic?

Appearance – What is their attitude to how they look? High maintenance? Low key? Casual? Designer?

Add any other characteristics/traits you think that may be relevant

Who are their heroes/ids/mentors/gurus?

Who do they follow on Social Media (aside from friends?)

What kind of photos do they like on Social media? What kind of photos do they post on Social media

What kind of comments do they leave on Social media?

What Hashtag best describes them?

What are their personal goals? E.g. to travel? To lose weight? To get married? To have kids?

What are their professional goals? To start their own business? To climb the career ladder? To quit their job?
To change jobs?

What are their biggest struggles personally?

What are their biggest struggles professionally? In what area of their life (personal or professional) needs the most attention?



4

*"HOW DO I GET PEOPLE
TO TAKE NOTICE?"*

YOUR VIBE ATTRACTS
YOUR TRIBE

BECOMING KNOWN ONLINE IS AS MUCH ABOUT YOU AND YOUR BRAND AS IT IS WHAT YOU SELL. IF YOU WANT TO MAKE AN IMPACT IN THE DIGITAL SPACE YOU WANT TO THINK ABOUT HOW YOU CAN CREATE A BRAND THAT STANDS OUT FROM THE CROWD, SMOKES THE COMPETITION AND MOST IMPORTANTLY, RESONATES WITH THOSE YOU ARE TRYING TO REACH.

WHEN I FIRST STARTED OUT IN THE ONLINE MARKETING SPACE, I NOTICED A LOT OF THE SITES WERE NOT PRETTY. THEY WERE QUITE MASCULINE AND NOT PARTICULARLY APPEALING. ALTHOUGH THE CONTENT WAS GREAT, I REALISED THAT WHAT WOULD APPEAL FAR MORE TO WOMEN AND MY TARGET AUDIENCE WAS IF I WERE TO CREATE SOMETHING THAT LOOKED AND FELT ALMOST LIKE A FASHION BLOG BUT WITH SOME SERIOUSLY ACTIONABLE ADVICE. MY BRAND DEVELOPED IN LINE WITH WHAT I KNEW WOULD APPEAL VISUALLY TO MY TARGET AUDIENCE.

NOW, MY BRAND HAS A PRETTY DISTINCT STYLE THAT MY AUDIENCE ARE ABLE TO RESONATE AND CONNECT WITH VIA THE TYPES OF IMAGES I POST, THE FONTS I USE AND MY STYLE OF WRITING.

REMEMBER - YOUR BRAND IS MORE THAN JUST YOUR LOGO OR COLOUR SCHEME. IT'S HOW YOUR AUDIENCE FEEL WHEN THEY THINK OF YOUR BRAND. IT'S WHAT THEY WANT TO DO AFTER SEEING YOUR BRAND. LANGUAGE IS A BIG PART OF THIS AND HOW PEOPLE PERCEIVE YOU AND YOUR BUSINESS

MY WRITING STYLE IS PRETTY INFORMAL AS I WANT THE PEOPLE I CONNECT WITH FEEL AT EASE WITH ME AND TO KNOW THAT I AM APPROACHABLE AND RELATABLE. WHILST I'M NOT AFRAID TO DISH UP SOME BUSINESS TRUTHS WHEN NEEDED WITH CLIENTS, MOST OF MY CLIENTS ARE ABLE TO TALK TO ME LIKE THEY WOULD A FRIEND AND THIS MAKES WORKING TOGETHER FUN AND PRODUCTIVE.

WHENEVER YOU POST SOMETHING ONLINE, WHETHER IT'S AN IMAGE ON SOCIAL MEDIA, A POST ON YOUR FACEBOOK PAGE OR AN UPDATE ON TWITTER, YOU WANT TO BE ASKING YOURSELF WHETHER WHAT YOU ARE WRITING IS CONSISTENT WITH YOUR BRAND MESSAGE AND VALUES.

IF YOU ARE THE 'FACE' OF THE BUSINESS E.G. IF YOU ARE A SERVICE BASED BUSINESS, YOU WANT TO PAY SOME ATTENTION TO YOUR PERSONAL BRAND AS MUCH OF WHAT PEOPLE WILL BUY INTO IS YOU.

ONLINE, PRETTY MUCH EVERY MARKET IS SATURATED AND CHANCES ARE, THERE WILL BE SOMEONE OUT THERE DOING YOUR THING. WHAT IS GOING TO MAKE YOU STAND OUT IS YOUR STORY AND YOUR PERSONALITY SO DON'T BE AFRAID TO MAKE THIS SHINE THROUGH.

IT DOESN'T ALWAYS HAVE TO BE ABOUT BUSINESS. PEOPLE LOVE TO HEAR ABOUT THE JOURNEY AND HOW YOU GOT TO WHERE YOU ARE TODAY AND OFTEN, IT'S THESE PERSONAL STORIES THAT HELP YOUR AUDIENCE REALLY CONNECT WITH YOU.



CONSISTENCY IS KEY

BRANDING LIKE A GIRLBOSS

MAKING AN IMPACT ONLINE MEANS CREATING A BRAND THAT STANDS OUT IN PEOPLE'S MEMORIES. WHEN THEY SEE YOUR CONTENT/IMAGES, YOU WANT THEM TO INSTANTLY THINK OF YOU AND YOUR BRAND.

THIS IS WHY CONSISTENCY IS KEY - THE MORE CONSISTENT YOU ARE WITH YOUR CONTENT, THE STRONGER YOUR BRAND MESSAGE AND PRESENCE BECOMES.

THE MORE YOU STRAY FROM YOUR MAIN BRAND AESTHETICS OF BRAND VALUES, THE MORE YOU DILUTE YOUR BRAND.

BRANDING IS SOMETHING I LOVE GETTING STUCK INTO WITH MY CLIENTS. ALTHOUGH MANY OF THEM ARE CREATIVES AND KNOW WHAT KIND OF STYLES THEY LIKE AND HAVE SOME GREAT IDEAS FOR HOW THEY WOULD LIKE THEIR OWN BUSINESS TO LOOK AND FEEL, IT CAN SOMETIMES BE OVERWHELMING TO PULL ALL THOSE IDEAS AND STYLES TOGETHER TO MAKE EVERYTHING FEEL CONSISTENT.

ALTHOUGH YOU WILL PROBABLY FEEL THAT YOUR BRAND AND STYLE WILL DEVELOP AS YOUR BUSINESS GROWS, IT'S A GOOD IDEA TO STRATEGISE YOUR BRANDING BEFORE YOU JUMP INTO THINGS.

YOU DON'T WANT TO SPEND HOURS PUTTING TOGETHER A SITE/LOGO ETC ONLY TO FIND THAT THEY DON'T FEEL RIGHT AND YOU HAVE TO GO BACK TO THE DRAWING BOARD.

ALTHOUGH IT'S TEMPTING TO RUSH IN WITH YOUR STYLE, IT'S WORTH BEING PATIENT AND TAKING TIME TO PLAN, PERHAPS WORKING WITH SOMEONE WHO WILL BE ABLE TO CRITIC YOUR CHOICES AND GIVE SOME SUGGESTIONS.

PINTEREST IS A GREAT TOOL FOR PUTTING TOGETHER MOOD BOARDS FOR YOUR BRAND AND IT'S WORTH PLAYING AROUND WITH DIFFERENT IDEAS AND CONCEPTS BEFORE YOU SETTLE ON SOMETHING.

IT'S ALSO WORTH ASKING YOUR AUDIENCE FOR FEEDBACK ON WHAT STYLES THEY PREFER.

FOR EXAMPLE, IF YOU ARE STRUGGLING TO DECIDE ON A LOGO, ASK IN A FACEBOOK GROUP OR ON INSTAGRAM TO SEE WHAT THEIR OPINIONS ARE.

YOU WANT TO FIND OUT WHAT EMOTIONS AND THOUGHTS ARE TRIGGERED WHEN THEY FIRST SEE YOUR BRAND/LOGO AND WHETHER THESE ARE IN LINE WITH WHAT YOU WANT YOUR AUDIENCE TO THINK/FEEL WHEN THEY COME ACROSS YOUR BRAND.

WITH ANYTHING YOU POST, WHETHER IT IS AN IMAGE OR A BLOG POST OR A STATUS UPDATE, YOU WANT TO ALWAYS BE ASKING YOURSELF 'IS THIS ON BRAND AND IS THIS CONSISTENT WITH THE REST OF MY CONTENT?'

MAKING SURE YOUR INSTAGRAM IS CONSISTENT IS A SMART MOVE IN TERMS OF STRENGTHENING YOUR BRAND. WHEN PEOPLE SCROLL THROUGH YOUR FEED, YOU WANT THE WHOLE THING TO FEEL COHESIVE RATHER THAN A MISMATCH OF ANYTHING AND EVERYTHING.

IT'S A GOOD IDEA TO PLAN YOUR IMAGES SO WHEN YOU POST SOMETHING, IT FITS IN WITH THE REST OF YOUR FEED. A GOOD APP TO USE HERE IS AN APP CALLED 'SNUG', WHICH ALLOWS YOU TO TEST OUT WHAT IMAGES WILL LOOK LIKE WITHIN YOUR FEED BEFORE YOU POST.

A NOTE ON PERSONAL BRANDING

YOUR PERSONAL BRAND IS MEGA IMPORTANT WHEN IT COMES TO ELEVATING YOUR PRESENCE ONLINE.

UNLESS YOU ARE A HUGE MULTINATIONAL COMPANY (AND I'M GOING TO GO WITH THAT YOU'RE NOT) PEOPLE REALLY CARE WHO IT IS THEY ARE HANDING OVER THEIR MONEY TOO. YOU MAY THINK THAT IF YOU ARE A PRODUCT BASED BUSINESS, WHAT YOU DO AND HOW YOU ACT ONLINE DOESN'T MATTER.

NEWSFLASH; IT DOES.

IF YOU ARE SMALL BUSINESS, A LOT OF THE TIME THE CHARM IS IN NOT JUST WHAT YOU SELL BUT THE STORY BEHIND YOUR BUSINESS, HOW YOU GOT TO WHERE YOU ARE TODAY AND WHAT GOES ON BEHIND THE SCENES. FACELESS BRANDS AND BUSINESSES CAN OFTEN FEEL A BIT SOULLESS AND FIND IT HARDER TO BUILD UP TRUST.

I'M NOT SAYING YOU NEED TO BE 'HEY LOOK AT ME' EVERY TWO SECONDS, BUT IT IS IMPORTANT TO GIVE YOUR TARGET AUDIENCE AT LEAST SOME GLIMPSE INTO THE PERSON BEHIND THE BUSINESS.

IF YOU ARE A SERVICE BASED BUSINESS OR A BLOGGER, THEN YOU ARE VERY MUCH A BIG DEAL AND YOU ARE GOING TO HAVE TO GIVE SOME THOUGHT TO YOUR PERSONAL BRAND AND HOW IT CONNECTS WITH WHAT YOU DO AND YOUR BUSINESS MESSAGE AND VALUES.

THINK ABOUT YOUR TARGET AUDIENCE AGAIN AND WHY THEY WOULD WANT TO WORK WITH YOU OVER SOMEONE ELSE IN YOUR NICHE. WHAT IS IT ABOUT YOU THAT MAKES YOU UNIQUE AND THAT SETS YOU APART FROM THE COMPETITION?

DON'T BE AFRAID TO TELL YOUR STRUGGLES TOO. SOME OF MY MOST IMPACTFUL BLOG POSTS HAVE BEEN ABOUT MY JOURNEY TO HOW I HAVE GOT TO



WHERE I AM TODAY. I SPENT YEARS WORKING IN JOBS I DIDN'T LOVE AND FEELING LOST. MY JOURNEY TO BECOMING AN ENTREPRENEUR WASN'T AN EASY ONE AND I BUILT MY BUSINESS ALONGSIDE WORKING IN A SIXTY HOUR PLUS A WEEK JOB, BY SHARING MY STRUGGLES TO GET WHERE I AM TODAY, MY AUDIENCE FEEL LIKE THEY ARE A PART OF MY JOURNEY AND IT MAKES ME COME ACROSS AS MORE RELATABLE. I'VE HAD COUNTLESS CLIENTS TELL ME THAT THERE CHOICE TO WORK WITH ME WAS NOT JUST BECAUSE OF MY KNOWLEDGE BUT BECAUSE I WAS SOMEONE WHO WAS ABLE TO OVERCOME DIFFICULTIES AND SETBACKS AND COULD THEREFORE HELP THEM DO THE SAME.

A GOOD WAY TO PROMOTE YOUR PERSONAL BRAND ONLINE IS NOT JUST THROUGH YOUR BLOG POSTS BUT THROUGH VIDEO AS THIS GIVES YOU THE CHANCE FOR YOUR PERSONALITY TO REALLY SHINE THROUGH

I'VE HAD SO MANY CLIENTS WORK WITH ME WHO TELL ME THAT THEY ARE TOO SHY TO DO VIDEO AND I TOTALLY GET THAT ITS NOT EASY FOR ANYONE.

I WAS PETRIFIED THE FIRST FEW VIDEOS I PUT ONLINE. IT MAY HAVE NOT SEEMED LIKE IT BUT I WAS SUPER NERVOUS AND ONE SHORT VIDEO TOOK ME ALMOST A WHOLE DAY.

IT DOES TAKE A WHILE TO GET USED TO BUT VIDEO CAN BE SUCH AN AMAZING WAY TO CONNECT WITH YOUR AUDIENCE AND GET YOU A FOLLOWING FAST.

I HAVE ONLY A HANDFUL OF VIDEOS THAT IVE PUT ONLINE SO FAR BUT ITS SOMETHING I DEFINATELY WANT TO DO MORE OF AS SO MANY OF MY CLIENTS HAVE SAID TO ME THAT THEYVE GOT IN CONTACT BECAUSE OF A VIDEO THEY HAD SEEN.

MUCH OF WHAT I TALK ABOUT IS MORE MOTIVATIONAL RATHER THAN BUSINESS ADVICE BUT ITS SOMETHING THAT IS STILL RELEVANT TO MY TARGET AUDIENCE.

5

*"I WANT TO BE
EVERYWHERE!"*

PICKING A PLATFORM

MAKING IT BIG ONLINE DOESN'T MEAN YOU NEED TO GO BIG ON EVERY PLATFORM.

IT'S TEMPTING TO THINK YOU NEED TO BE HERE THERE AND EVERYWHERE AND THAT IF YOU'RE NOT, THERE IS POTENTIAL TO MISS OUT ON A WHOLE LOAD OF FOLLOWERS.

WHILST IT WOULD BE LOVELY TO AMASS HUNDREDS OF THOUSANDS OF FOLLOWERS AND POTENTIAL CLIENTS/CUSTOMERS ACROSS EVERY SINGLE SOCIAL MEDIA OUTLET, IT'S FAR EASIER TO GROW A LARGE AUDIENCE BY FOCUSING ON JUST A FEW OF THEM. IF YOU HAVE THE RESOURCES AND A DEDICATED SOCIAL MEDIA TEAM TO WORK FOR YOU THEN YOU COULD SPREAD YOUR WINGS A LITTLE FURTHER BUT IF YOU ARE A ONE WOMAN SHOW, IT'S BETTER TO SHOW UP ON ONE PLATFORM AND DO IT REALLY WELL THAN TO SPREAD YOURSELF TOO THIN AND NOT REALLY MAKE AN IMPACT ON ANY OF THEM.

ONE OF THE REASONS I WAS ABLE TO AMASS A LARGE FOLLOWING ON INSTAGRAM PRETTY QUICKLY WAS BECAUSE I FOCUSED PREDOMINANTLY ON THIS PLATFORM. I WOULD SHOW UP ON IT EVERY DAY AND TAKE TIME TO BUILD RELATIONSHIPS THERE AND ENGAGE WITH MY AUDIENCE. THIS TAKES TIME AND I WOULDN'T HAVE BEEN ABLE TO GROW MY FOLLOWING THERE AS QUICKLY AS I DID IF I WAS HAVING TO GIVE TOO MUCH ATTENTION TO OTHER PLATFORMS TOO.

YOU NEED TO ASK YOURSELF IS WHERE DO YOUR AUDIENCE ALREADY HANG OUT ONLINE. GO BACK TO YOUR DEFINE YOUR AUDIENCE TASK AND THINK ABOUT THE TYPE OF PERSON YOU ARE TRYING TO REACH AND WHAT PLATFORM THEY PAY ATTENTION TO THE MOST.



YOU ALSO WANT TO THINK ABOUT HOW YOU WANT TO DELIVER YOUR CONTENT ONLINE.

IF YOUR BRAND IS ALL ABOUT THE AESTHETICS AND YOU WANT YOUR IMAGES TO SET YOU APART FROM THE CROWDS, THEN A VISUAL PLATFORM SUCH AS INSTAGRAM WOULD WORK FOR YOU.

INSTAGRAM IS A PARTICULAR FAVOURITE FOR PRODUCT BASED BUSINESSES AS YOU CAN USE THE PLATFORM TO SHOWCASE WHAT IT IS YOU SELL THROUGH CREATIVE PRODUCT SHOTS, USER GENERATED CONTENT AND OTHER LIFESTYLE IMAGES THAT FIT IN WITH YOUR BRAND IMAGE AND VALUES.

HAVING SAID THAT, IT'S ALSO WORKED WONDERS FOR ME AS A SERVICE BASED BUSINESS AND MANY OF MY CLIENTS FIND ME THROUGH INSTAGRAM. I CHOSE INSTAGRAM AS I KNEW THAT ALTHOUGH I WANTED TO DELIVER VALUABLE AND ACTIONABLE CONTENT, I WANTED TO DO IT IN A WAY THAT RESONATED WITH MY TARGET AUDIENCE. I PULLED THEM INTO MY BRAND BY USING IMAGES AND QUOTES THAT THEY COULD CONNECT WITH.

PINTEREST IS A GOOD OPTION FOR PRODUCT BASED BUSINESSES AS AGAIN, IT'S A VERY VISUAL PLATFORM AND YOU CAN LINK PRODUCT SHOTS TO YOUR WEBSITE WHERE PEOPLE CAN THEN BUY.

PINTEREST IS A PARTICULARLY POPULAR PLATFORM FOR ANYTHING RELATED TO INTERIOR DESIGN, CRAFTS AND WEDDINGS SO IF YOU ARE IN ONE OF THESE INDUSTRIES YOU MAY WANT TO DIRECT YOUR ATTENTION THERE.



VIDEO PLATFORMS

VIDEO PLATFORMS SUCH AS PERISCOPE, YOUTUBE, SNAPCHAT AND FACEBOOK ARE ALSO WELL WORTH CONSIDERING AS THEY ARE AN AMAZING WAY FOR YOU TO SPEAK DIRECTLY WITH YOUR AUDIENCE WHICH OFTEN HELPS TO BUILD RELATIONSHIPS QUICKER. THEY ARE PARTICULARLY GOOD IF YOU WANT TO TEACH YOUR AUDIENCE SOMETHING. NOT EVERYBODY LEARNS IN THE SAME WAY AND WHILST WRITTEN CONTENT SUCH AS BLOG POSTS ARE GOOD FOR GETTING IN LOTS OF SPECIFIC DETAILS VIDEOS CAN BE A MUCH MORE INTERESTING WAY TO TEACH YOUR AUDIENCE SOMETHING AND DELIVER VALUE.

EVEN IF YOU A PRODUCT BASED BUSINESS, VIDEO CAN BE A GREAT WAY TO ADD A HUMAN DIMENSION TO YOUR BRAND AND TO GIVE YOUR BRAND A BIT MORE PERSONALITY. AS I MENTIONED EARLIER, PEOPLE LOVE HEARING THE STORY BEHIND THE BUSINESS AND ABOUT THE PERSON WHO CREATED IT SO VIDEO IS A GREAT WAY TO GIVE BEHIND THE SCENES INSIGHTS AND WHAT GOES ON IN THE DAY TO DAY RUNNING OF YOUR BUSINESS.

FACEBOOK IS STILL THE MOST WIDELY USED PLATFORM AND PRETTY MUCH EVERY DEMOGRAPHIC HANGS OUT THERE SO ITS PROBABLY GOING TO BE ONE OF THE PLATFORMS YOU FOCUS ON.

YOU WILL WANT TO GET YOUR BUSINESS/BLOG SET UP WITH ITS OWN FACEBOOK PAGE AND MAKE SURE THAT THE PAGE REFLECTS YOUR BRAND WITH YOUR LOGO/IMAGES/COVER PHOTO.

FACEBOOK PAGE VS FACEBOOK GROUP

WHILST YOU DO WANT A FACEBOOK PAGE, YOU MAY ALSO WANT TO SPARE A THOUGHT TO FACEBOOK GROUPS.

FACEBOOK GROUPS CAN OFTEN PROVIDE FAR HIGHER LEVELS OF ENGAGEMENT THAN WHAT A FACEBOOK PAGE CAN HAVE AND YOUR POSTS WILL HAVE FAR GREATER VISIBILITY WITHIN A GROUP AS PEOPLE GET NOTIFIED OF NEW COMMENTS AND POSTS WITHIN A GROUP

WHILST ON A FACEBOOK PAGE YOU ARE MAINLY TALKING AT PEOPLE BY POSTING BLOG CONTENT ETC, ON A FACEBOOK GROUP YOU ARE TALKING WITH PEOPLE AND THERE IS FAR MORE SCOPE FOR CONVERSATIONS.

FOR THIS REASON YOU MAY WANT TO THINK ABOUT A) HANGING OUT IN FACEBOOK GROUPS WHERE YOUR AUDIENCE HANG OUT AND B) CREATING A FACEBOOK FOR YOUR OWN BUSINESS/BRAND.

WHAT YOU WILL NEED TO REMEMBER IS THAT MOST FACEBOOK GROUPS HAVE THEIR OWN RULES ON PROMOTING YOUR OWN BUSINESS/WEBSITE AND YOU CAN NORMALLY ONLY POST PROMOTIONAL STUFF ON CERTAIN DAYS. HAVING SAID THAT, YOU WOULDN'T WANT TO GO INTO A GROUP ALL GUNS A BLAZING AND TRYING TO BE 'HEY LOOK AT ME, COME AND FOLLOW ME/VISIT MY SITE/SIGN UP TO MY LIST. MAJOR TURNOFF.

WHAT YOU WANT TO BE DOING TO MAKE PEOPLE PAY ATTENTION TO YOU IS TO BE SOMEONE WHO DELIVERS VALUABLE INFORMATION AND SOMEONE WHO IS BOTH INTERESTING AND INTERESTED. I'VE PICKED UP COUNTLESS CLIENTS THROUGH FACEBOOK GROUPS BY REPLYING TO PEOPLE'S CONCERNS, GIVING ADVICE AND ASKING QUESTIONS THAT GENERATE DISCUSSION.

RATHER THAN MAKING IT ALL ABOUT YOU, MAKE IT ALL ABOUT WHO YOU SERVE AND HOW YOU CAN IMPROVE THEIR LIFE IN SOME WAY.

SPOILER ALERT!

IT'S NOT ALL ABOUT YOU

MAKING AN IMPACT ONLINE IS NOT ALL ABOUT YOU BUT THE VALUE YOU PROVIDE TO YOUR AUDIENCE AND HOW YOU CAN SERVE THEM

THINK ABOUT SOME OF THE HUGE SUCCESSFUL YOUTUBERS SUCH AS BEAUTY VLOGGER TANYA BURR.

YES, SHE SPEAKS ABOUT HERSELF, BUT SHE IS DOING SO IN A WAY THAT HELPS HER AUDIENCE BY GIVING MAKEUP TIPS AND LIFESTYLE HACKS. A HUGE PART OF HER SUCCESS IS DOWN TO THE FACT THAT SHE LISTENS TO WHAT HER AUDIENCE WANTS AND THEN DELIVERS CONTENT THAT THEY WILL FIND VALUABLE.

LISTENING TO YOUR TRIBE AND SHOWING YOUR AUDIENCE SOME LOVE IS ONE OF THE FUNDAMENTAL WAYS TO MAKE THAT AUDIENCE STAY IN LOVE WITH YOU. IT'S NOT JUST ABOUT GETTING THEIR ATTENTION, BUT KEEPING IT TOO AND MAKING THAT AUDIENCE WANT TO TELL THEIR FRIENDS ABOUT YOU.

THE THING IS, PEOPLE TEND TO HAVE SIMILAR SORTS OF INTERESTS AS THEIR FRIENDS AND IF A PERSON BUYS INTO YOU AND YOUR BRAND, CHANCES ARE THEIR FRIENDS WILL TOO.

THE QUICKEST WAY TO MAKE IT BIG ONLINE IS FOR PEOPLE TO START SHARING AND TALKING ABOUT YOU AND YOUR BLOG/BUSINESS/YOUTUBE CHANNEL ETC

YES YOU NEED TO BE INTERESTING AND STAND OUT FROM THE CROWDS RATHER THAN FOLLOW WHAT EVERYONE ELSE IS DOING ONLINE, BUT YOU ALSO NEED TO BE SOMEONE THAT PEOPLE WANT TO KEEP COMING BACK TO BECAUSE YOU ARE CONSISTENT WITH WHAT YOU DELIVER.



GO BACK AGAIN TO YOUR AUDIENCE. THINK ABOUT

1. WHAT THEIR PAIN POINTS ARE
2. WHAT DO THEY NEED HELP WITH
3. WHAT KIND OF THINGS ARE THEY INTERESTED IN
4. WHAT WILL GET THEM EXCITED.

TALK ABOUT YOURSELF BY ALL MEANS BUT WHENEVER YOU DO, ASK YOURSELF

1. WHY YOUR AUDIENCE WILL CARE AND
2. HOW THIS WILL HELP THEM IN SOME WAY.

FOR EXAMPLE, I OFTEN TALK ABOUT MY OWN PERSONAL JOURNEY FROM STARTING OUT IN A CAREER IN LAW TO WHERE I AM TODAY.

I DO THIS NOT BECAUSE I LOVE BANGING ON ABOUT MYSELF BUT BECAUSE I WANT TO ENCOURAGE MY AUDIENCE TO REALISE THAT THEY CAN DO THE SAME AND THAT CREATING A BUSINESS FOR THEMSELVES THAT THEY TOTALLY LOVE IS ENTIRELY DOABLE..

BLOG, COFFEE, HUSTLE, REPEAT

CREATING KILLER CONTENT

IF YOU ARE A BLOGGER WANTING TO TAKE YOUR BLOG FULL TIME, ITS ALL ABOUT THE CONTENT BUT THIS IS EQUALLY APPLICABLE TO BUSINESSES TOO SO LISTEN UP.

AS I HAVE BEEN HARPING ON ABOUT, MAKING IT BIG ONLINE IS ALL ABOUT DELIVERING VALUE TO YOUR AUDIENCE, SO MUCH SO THAT THEY WANT TO NOT ONLY KEEP COMING BACK TO YOUR SITE BUT THEY WANT TO SHARE IT WITH THEIR FRIENDS.

CONTENT MARKETING IS AN EFFECTIVE WAY TO ESTABLISH YOUR AUTHORITY AND EXPERTISE WITHIN YOUR NICHE. IF YOU ARE SOMEONE WHO IS CONSISTENTLY DISHING UP TONNES OF VALUE, PEOPLE ARE GOING TO START TAKING NOTICE.

THE KEY IS TO BE CONSISTENT WITH IT. TO GET THE BALL ROLLING, ITS WELL WORTH DEDICATING SOME LOVE AND ATTENTION TO YOUR BLOG TO GET THINGS OFF THE GROUND

THE GREAT THING ABOUT CONTENT MARKETING IS THAT YOU ARE SELLING YOURSELF TO YOUR AUDIENCE WITHOUT ACTUALLY SELLING AT THEM.

ITS FAR BETTER TO SHOW YOUR AUDIENCE HOW GREAT YOU ARE BY DELIVERING VALUABLE ADVICE RATHER THAN TELLING THEM TO HIRE YOU/BUY



IF YOU ARE A PRODUCT BASED BUSINESS DON'T THINK THAT YOU ARE OFF THE HOOK WHEN IT COMES TO BLOGGING AS ATTACHING A BLOG TO YOUR SITE IS A GREAT WAY TO KEEP YOUR AUDIENCE VISITING YOUR SITE REGULARLY.

IF YOU SOLELY USE YOUR SITE TO SELL YOUR PRODUCTS, SOMEONE WILL ONLY EVER VISIT YOUR SITE IF THEY ARE LOOKING TO BUY. IF, ON THE OTHER HAND, YOU ALSO CREATE SOME KILLER CONTENT ON YOUR SITE THAT IS OF INTEREST TO YOUR AUDIENCE, YOUR AUDIENCE ARE MORE LIKELY TO COME BACK TO YOUR SITE ON A REGULAR BASIS.

WHAT YOU BLOG ABOUT WILL DEPEND ON WHAT YOUR AUDIENCE IS INTERESTED IN AND WHAT IS ALSO RELEVANT TO YOUR BRAND.

IF YOU ARE A YOGA MAT COMPANY TARGETING WOMEN, CHANCES ARE YOU AREN'T GOING TO BE WANTING TO BLOG ABOUT THE LATEST BURGER AND BEER JOINT. YOUR CONTENT STILL NEEDS TO HAVE SOME RELEVANCE TO WHAT YOU DO.

A GOOD EXAMPLE IS DAY DESIGNER'S BLOG. THE BRAND SELLS ORGANISERS FOR FEMALE ENTREPRENEURS AND WILL OFTEN HAVE BLOG POSTS ON THINGS SUCH AS PRODUCTIVITY AND GOAL SETTING. THIS TYPE OF CONTENT IS IN LINE WITH WHAT THEY SELL AND IS RELEVANT TO THEIR TARGET AUDIENCE

"I'M STRUGGLING TO COME UP WITH NEW CONTENT IDEAS!"

3 TIPS FOR BLOGGING BLOCK

1. USE BUZZSUMO

BUZZSUMO IS A SEARCH ENGINE THAT COMES UP WITH IDEAS FOR YOU TO BLOG ABOUT. SO FOR EXAMPLE, THE CLIQUE POSTS TOPICS ON BUILDING A BRAND WITH SOCIAL MEDIA MARKETING BEING AT THE FOREFRONT OF THIS. TO FIND CONTENT, I CAN SIMPLE TYPE IN 'SOCIAL MEDIA MARKETING' INTO BUZZSUMO AND IT WILL COME UP WITH WHAT IS 'MOST SHARED' ON THIS TOPIC. IT ALSO GIVES THE OPTION TO SEE WHAT IS 'TRENDING NOW' ON A SPECIFIC TOPIC.

WHILST YOU DON'T WANT TO BE DIRECTLY COPYING THESE POSTS, IT CAN GIVE YOU LOADS OF INSPIRATION FOR WHAT PEOPLE ARE WANTING TO READ ABOUT AND YOU CAN TAKE THESE IDEAS AND COME UP WITH YOUR OWN VARIATIONS.

2. STEP AWAY FROM YOUR LAPTOP

YES, YOU HEARD ME. CLOSE THAT LID AND WALK THE HELL AWAY. SOMETIMES WE CAN BEAT OURSELVES UP ABOUT THINGS WHEN WE ARE SAT IN FRONT OF A BLANK SCREEN WITH ZERO INSPIRATION COMING OUR WAY. WE BEGIN TO THINK THAT PERHAPS WE SHOULD JUST CALL IT A DAY – OUR MINDS ARE CLEARLY NOT WORKING, RIGHT? WELL, HOW ABOUT RATHER THAN ADMITTING DEFEAT, TRY OPTING FOR A CHANGE OF SCENERY AWAY FROM YOUR COMPUTER.

ALTHOUGH THE INTERNET IS AN AMAZING TOOL FOR SEARCHING FOR CONTENT IDEAS, OFTEN WE ALREADY HAVE THE IDEAS INSIDE US, PERHAPS EVEN BETTER IDEAS THAT ARE WAY MORE RELEVANT TO OUR OWN PERSONAL EXPERIENCES. OFTEN, WE DON'T HAVE A CHANCE TO LET THESE IDEAS COME OUT AS WE ARE SO FIXATED ON 'FINDING' OUR IDEAS ON THE INTERNET. SO, I SUGGEST TAKING A WALK, RUNNING A BATH OR JUST ZONING OUT ON YOUR SOFA FOR A WHILE TO DO SOME SERIOUS THINKING TIME; THINK ABOUT WHAT PERSONAL EXPERIENCES YOU HAVE HAD THAT PEOPLE WILL BE ABLE TO RELATE TO AND CAN TIE IN WITH YOUR BUSINESS AND BRAND.

3. LOOK AT WHAT OTHERS WITHIN YOUR NICHE ARE BLOGGING ABOUT.

IT'S ALWAYS A SMART MOVE TO KEEP AN EYE ON OTHERS WITHIN YOUR NICHE. WHAT ARE THEY BLOGGING ABOUT? YOU DON'T HAVE TO COPY THEIR TITLES WORD FOR WORD BUT THINK OF WAYS YOU CAN PUT YOUR OWN SPIN ON IT. LOOK AT WHICH OF THEIR ARTICLES DID WELL – CHECK OUT HOW MANY SHARES IT GOT, COMMENTS OR LIKES. THESE ARE THE TYPE OF BLOG POSTS YOU SHOULD BE FOCUSING ON.

THINK OF YOUR OWN EXAMPLES TO COMPLEMENT THE POST TO MAKE IT MORE RELATABLE TO YOU/ YOUR BRAND.

TIP: A GOOD SITE FOR TRACKING OTHER SITES WITHIN YOUR NICHE IS TO USE QUICK SPROUT; ENTER THEIR URL ON THE HOMEPAGE RATHER THAN YOUR OWN AND IT WILL PRODUCE A REPORT FOR YOU. WITHIN THIS REPORT, THERE IS A SOCIAL MEDIA TAB – CLICK ON THIS TAB AND IT WILL DETAIL EACH BLOG POST FROM THAT SITE ALONG WITH HOW MANY SOCIAL MEDIA SHARES IT HAS HAD.

6

THE ART OF HUSTLING SMARTER, NOT HARDER

HOW TO INCREASE YOUR IMPACT ONLINE WITH MINIMUM INPUT

I'M ALL FOR WORKING SMARTER, NOT HARDER AND FIRMLY BELIEVE THAT MAKING IT BIG ONLINE DOESN'T MEAN YOU NEED TO BE ONLINE 24/7

SOME OF MY MOST IMPACTFUL STEPS I HAVE TAKEN IN MY BUSINESS HAVE BEEN THINGS THAT HAVE NOT NECESSARILY TAKEN THE MOST AMOUNT OF TIME OR WORK.

IN MY EARLY DAYS OF LAUNCHING MY BUSINESS, I WAS INTENT ON GIVING OUT AS MUCH FREE, ACTIONABLE AND HELPFUL CONTENT AS I COULD AND WAS AT ONE POINT CREATING TWO BLOG POSTS A DAY. WHILST THIS DID ALLOW MY SITE TO GAIN MOMENTUM PRETTY QUICKLY, THERE HAVE BEEN OTHER THINGS THAT HAVE ESCALATED MY TRAFFIC FAR QUICKER AND WITH LESS AMOUNT OF WORK.

THE THING IS, BECOMING 'WELL KNOWN' ONLINE DOESN'T NECESSARILY MEAN YOU ALWAYS HAVE TO BE 'ONLINE' AND THERE ARE CERTAIN STRATEGIC MOVES YOU CAN MAKE FOR YOUR BUSINESS AND BRAND THAT WILL ENSURE YOU ELEVATE YOUR PRESENCE AS I MENTIONED EARLIER, MAKING IT BIG ONLINE DOESN'T MEAN WORKING ALL THE HOURS GOD SENDS CHURNING OUT BLOG CONTENT. JUST A FEW IMPACTFUL POSTS IN THE RIGHT PLACES IS SOMETIMES ALL THAT IS NEEDED TO SKYROCKET YOUR VISIBILITY ONLINE.



#1 COLLABORATE WITH OTHERS WITHIN YOUR NICHE

WE ALL KNOW THAT COLLABORATION IS ALWAYS FAVORED OVER COMPETITION AND WORKING WITH SOMEONE WITHIN YOUR NICHE RATHER THAN AGAINST THEM IS A QUICK WAY FOR YOU TO BOTH ESCALATE YOUR PRESENCE ONLINE. MUTUAL GUEST BLOGGING CAN BE BENEFICIAL FOR YOU BOTH AND IS A WAY FOR YOU TO SHARE YOUR AUDIENCES. DON'T KNOW WHERE TO START? THINK ABOUT WHO YOU ALREADY FOLLOW AND ADMIRE ONLINE AND SEND THEM AN EMAIL. THE FIRST ONE CAN FEEL DAUNTING, PARTICULARLY IF YOU FEEL THAT THE PERSON YOU ARE CONTACTING IS MORE INFLUENTIAL AND HAS A GREATER AUDIENCE FOR YOU, BUT IT'S SURPRISING HOW RECEPTIVE MOST PEOPLE ARE. YOU WANT TO MAKE SURE THAT YOU HAVE A PRETTY SIMILAR AUDIENCE FOR THIS TO WORK. SAME AUDIENCE DOESN'T NECESSARILY MEAN THE SAME NICHE AND YOU DON'T HAVE TO BE IN THE SAME INDUSTRY FOR THIS TO WORK. THINK ABOUT WHAT INDUSTRIES COMPLEMENT YOUR OWN AND WHAT ELSE YOUR TARGET MARKET MAY BE INTERESTED IN.

#2 CURATE CONTENT

WHILST CONTENT MARKETING (IE BLOGGING) IS A GREAT WAY TO ATTRACT THE ATTENTION OF YOUR AUDIENCE, YOU DON'T HAVE TO BE HAMMERING OUT A GAZILLION BLOG POSTS A DAY TO MAKE THEM PAY ATTENTION. USE YOUR FACEBOOK PAGE/GROUP TO CURATE RELEVANT ARTICLES FROM A SITE SUCH AS FEEDLY. FIND ARTICLES THAT YOUR AUDIENCE WILL FIND INTERESTING AND VALUABLE. IF YOU DO THIS CONSISTENTLY, YOU WILL SOON BE SEEN AS A VALUABLE SOURCE OF INFORMATION AND SOMEONE WHO THEY WANT TO KEEP COMING BACK TO. THE TRICK HERE IS TO GET THE BALANCE RIGHT BETWEEN YOUR OWN CONTENT AND OTHER CONTENT AS YOU DON'T WANT TO BE SENDING YOUR AUDIENCE AWAY TO ANOTHER SITE TOO OFTEN.

#3 CREATE CONTENT THAT IS JUST CRYING OUT TO BE SHARED.

ONE OF MY BIGGEST SPIKES IN SOCIAL MEDIA WAS WHEN A WELL-KNOWN BLOGGER REPOSTED ONE OF MY QUOTES FROM INSTAGRAM THAT SENT ME A HUGE SPIKE IN FOLLOWERS. WHAT WAS EVEN BETTER WAS THAT QUOTE HAPPENED TO BE BRANDED WITH MY SITE ADDRESS, LOGO AND #WEARETHECLIQUE. JUST ONE POST LIKE THIS IS SOMETIMES ALL YOU NEED TO ELEVATE YOUR PRESENCE ONLINE AND CAN BE FAR MORE EFFECTIVE THAT A WHOLE MONTH OF CONTINUOUS POSTING.

#4 GET PEOPLE TALKING ABOUT YOUR BRAND.

USER GENERATED CONTENT IS AN EFFECTIVE WAY TO HEIGHTEN INTEREST IN YOUR BUSINESS AND BRAND ONLINE.



THE IDEA IS THAT YOU ENCOURAGE CUSTOMERS/CLIENTS TO SHARE THEIR EXPERIENCES OF DOING BUSINESS WITH YOU. THIS WORKS PARTICULARLY WELL WITH PRODUCT BASED BUSINESSES AS PEOPLE ARE ABLE TO SNAP SHOTS OF THEMSELVES WEARING/USING /EATING/DRINKING/ YOUR PRODUCT. TO ENCOURAGE USER-GENERATED CONTENT, ASK YOUR AUDIENCE TO TAG THEIR PICTURES WITH YOUR HASHTAG SO THAT YOU CAN FIND THEM ON INSTAGRAM AND SHARE THEIR PICTURES. PEOPLE LOVE BEING A PART OF THE BRANDS JOURNEY SO THIS TYPE OF THING IS A GREAT WAY TO BUILD A CLOSER RELATIONSHIP WITH YOUR CUSTOMERS. COMPETITIONS CAN ALSO BE A GREAT WAY TO ENCOURAGE YOUR AUDIENCE TO CREATE USER GENERATED CONTENT. THE IDEA IS THAT YOU ASK YOUR AUDIENCE TO TAG THEMSELVES WITH YOUR PRODUCT AND YOU WILL SELECT A WINNER FROM THOSE THAT HAVE DONE SO USING YOUR HASHTAG. THIS IS A TACTIC OFTEN USED BY BRANDS SUCH AS THE FIFTH WATCHES AND IS A GOOD WAY FOR YOU TO GROW YOUR BRAND AWARENESS FAST.

#5 GUEST POST ON INFLUENTIAL SITES.

GUEST POSTING, AS MENTIONED ABOVE, IS AN EFFECTIVE WAY TO REACH MORE OF YOUR TARGET AUDIENCE AND WHAT CAN BE A HUGE IMPACT IS IF YOU ARE PUBLISHED ON AN INFLUENTIAL SITE. I HAD AN ARTICLE PUBLISHED ON ELITE DAILY ABOUT INSTAGRAM, WHICH NOT ONLY DRAMATICALLY INCREASED TRAFFIC TO MY SITE BUT ALSO WAS A BIG BOOST FOR ME IN TERMS OF SELLING MY INSTAGRAM FOR BUSINESS COURSE.

WHAT KIND OF SITE THAT MEANS FOR YOU DEPENDS ENTIRELY ON YOUR AUDIENCE. THINK ABOUT WHERE YOUR AUDIENCE HANGS OUT AND WHAT KIND OF PUBLICATIONS THEY ARE MOST LIKELY TO READ. FOR EXAMPLE, WHILST IT MAY SEEM LIKE A BIG DEAL GETTING PUBLISHED ON THE HUFFINGTON POST, IF THIS ISN'T THE PUBLICATION OF CHOICE FOR YOUR TARGET MARKET, YOUR EFFORTS WOULD BE BETTER SPENT ELSEWHERE.

#6 INTERVIEWING ESTABLISHED PEOPLE WITHIN YOUR NICHE.

SIMILAR TO COLLABS AND GUEST BLOGGING ON ESTABLISHED SITES, INTERVIEWING SUCCESSFUL PEOPLE WITHIN YOUR NICHE CAN DO AMAZING THINGS FOR YOUR ONLINE PRESENCE. AN INTERVIEW I DID WITH THE GIRLS OF FRAME STILL GETS TONNES OF TRAFFIC TO MY SITE AND ACTUALLY MANY CLIENTS HAVE FOUND OUT ABOUT ME THROUGH THEIR BLOG. AFTER I WROTE THE PIECE, A LINK WAS ADDED TO THEIR BLOG AND THEY TWEETED ABOUT. YOU WILL FIND THAT IF YOU INTERVIEW PEOPLE, THEY WILL

NATURALLY WANT TO SHARE THE DETAILS OF THE INTERVIEW BUT TO MAKE IT EASIER FOR THEM TO DO SO, A GOOD IDEA IS TO CREATE A GRAPHIC FOR THEM THAT FITS IN WITH THEIR BRAND AESTHETICS SO IT MAKES IT FAR EASIER FOR THEM TO SHARE AND MORE LIKELY TO DO SO. FOR EXAMPLE, I INTERVIEWED JANE LU OF SHOW PO WHO HAS HUNDREDS OF THOUSANDS OF FOLLOWERS ON INSTAGRAM. AFTER I INTERVIEWED HER, I CREATED AN INSTAGRAM IMAGE THAT WAS STRIKING ON BRAND WITH HER FEED THAT SHE COULD USE TO SHARE THE INTERVIEW. SHE TOLD ME THAT THIS MADE SHARING A LOT EASIER FOR HER AND MADE HER MORE LIKELY TO DO SO. AFTER SHE POSTED THE IMAGE AND TAGGED ME IN THE COMMENTS ALONG WITH DETAILS OF THE INTERVIEW, I QUICKLY HAD A SURGE OF NEW FOLLOWERS TO MY FEED AND TONNES OF NEW SUBSCRIBERS TO MY SITE.



#7 ATTEND EVENTS

WHEN TRYING TO MAKE IT BIG ONLINE, DON'T UNDERESTIMATE THE IMPORTANCE OF REAL LIFE NETWORKING. THE BEAUTY OF NETWORKING ONLINE IS THAT A WHOLE GROUP OF PEOPLE ARE ABLE TO SEE YOUR CONTENT AT ONCE – FOR EXAMPLE IF YOU POST INTO A FACEBOOK GROUP AND THAT GROUP IS 10K PLUS MEMBERS, THAT'S A LARGE AUDIENCE FOR YOU TO REACH.

THE THING IS THOUGH, YOU ARE COMPETING WITH EVERYONE ELSE THAT IS WITHIN THAT GROUP TO GET YOUR MESSAGE ACROSS AND TO MAKE PEOPLE TAKE ENOUGH NOTICE TO THEN GO AND CHECK OUT YOUR BRAND AND BECOME A FAN. I HAVE FOUND THAT IN REAL LIFE ENCOUNTERS, ALTHOUGH YOU AREN'T ABLE TO REACH AS MANY PEOPLE AT ONCE, JUST MEETING ONE RIGHT PERSON CAN BE ENOUGH TO TRIGGER A SPIKE IN YOUR ONLINE POPULARITY.

IF YOU SPEAK TO SOMEONE WHO LOVES YOU AND WHAT YOU ARE DOING, THEY TELL THEIR FRIENDS, THEY CHECK YOU OUT ONLINE AND THEY SPREAD THE LOVE, THIS CAN HAVE A HUGE IMPACT ON YOUR ONLINE FOLLOWING. PEOPLE BUY INTO PEOPLE A LOT QUICKER IN REAL LIFE AND THE 'KNOW, LIKE, TRUST' FACTOR THAT IS REQUIRED FOR PEOPLE TO WANT TO BUY FROM YOU IS ESTABLISHED FAR QUICKER IF YOU MEET IN REAL LIFE. ALTHOUGH ITS TEMPTING TO BE COOPED UP BEHIND YOUR LAPTOP FOR HOURS ON END,

HAVE A LOOK TO SEE WHAT NETWORKING EVENTS AND OPPORTUNITIES THAT THERE ARE IN YOUR AREA AND MAKE AN EFFORT TO TRY AND ATTEND THESE WHEN YOU CAN.



#8 GUEST SPEAK AT EVENTS.

WHILST WE ARE ON THE TOPIC OF REAL LIFE NETWORKING, A GOOD OPTION TO CONSIDER IS GUEST SPEAKING AT EVENTS. THIS IS SOMETHING I HAVE DONE OVER THE PAST YEAR AND IT HAS SIGNIFICANTLY GROWN MY ONLINE PRESENCE WITH ONE EVENT SEEING A SPIKE IN MY TRAFFIC THAT WOULD HAVE TAKEN ME MONTHS TO BUILD BY BLOGGING ALONE. AGAIN, ITS ALL ABOUT THE 'LIKE, KNOW, TRUST, FACTOR'.

IF YOU HAVE GIVEN A POWERFUL, IN PERSON SPEECH, IT IS A LOT EASIER FOR PEOPLE TO BUILD UP A RAPPORT WITH YOU AND FOR THEM TO VIEW YOU AS SOMEONE WHO IS ESTABLISHED WITHIN THEIR NICHE AND WORTH PAYING ATTENTION TO. ALSO, THE EVENTS THEMSELVES OFTEN PUBLICIZE THEIR EVENT ONLINE AND GIVING CREDIT TO GUEST SPEAKERS, WHICH WILL GIVE YOU AND YOUR BRAND PUBLICITY TOO.

#9 HANG OUT IN FACEBOOK GROUPS.

HANGING OUT IN FACEBOOK GROUPS IS A GREAT WAY TO GET YOURSELF KNOWN TO A LARGER AUDIENCE QUICKLY. I HAVE PICKED UP TONNES OF NEW CLIENTS FROM FACEBOOK GROUPS AND ONE POST THAT HAS TAKEN ME JUST FIVE MINUTES TO WRITE HAS SEEN A HUGE SPIKE IN MY WEBSITE TRAFFIC, LOADS OF NEW FOLLOWERS TO MY FACEBOOK PAGE AND A HANDFUL OF NEW CLIENTS.

THE TRICK WITH FACEBOOK GROUPS IS TO NOT BE OVERLY PROMOTIONAL. MOST HAVE THEIR OWN RULES ABOUT SELF-PROMOTION, BUT YOU DON'T WANT TO BE SOMEONE WHO GOES STRAIGHT INTO A GROUP AND STARTS TO SELL ANYWAY. THE BEST THING IS TO DELIVER USEFUL CONTENT AND ADD VALUE TO THE DISCUSSIONS THAT ARE ALREADY GOING ON. SHARING YOUR STORY AND BEING SOMEONE WHO IS RELATABLE IS ALSO A GOOD WAY TO GET YOURSELF NOTICED. SOME OF MY MOST INFLUENTIAL POSTS THAT HAVE GOT THE MOST ATTENTION HAVE BEEN THE ONES WHERE I HAVE SHARED MY OWN PERSONAL STRUGGLES AND STORY.

A GOOD IDEA IS ALSO TO MAKE SURE THAT YOU ARE NOT JUST INTERESTING BUT INTERESTED. TAKE TIME TO RESPOND TO OTHER PEOPLES COMMENTS AND QUESTIONS.

WHILST CREATING YOUR OWN GROUP ON FACEBOOK IS A GREAT OPTION FOR LATER DOWN THE LINE, CREATING A GROUP THAT IS SUBSTANTIAL TAKES TIME AND WON'T HAPPEN OVER NIGHT. HANGING OUT THEN IN OTHER FACEBOOK GROUPS WHERE YOUR AUDIENCE HANG OUT AND THAT ALREADY HAVE A SIGNIFICANT NUMBER OF MEMBERS.

