



Jim Walberg

Blogging Strategies:

Creating A Lead Generation Machine

WARNING! *Reading this information may require you to change your time blocking and increase your profits!*

BLOGGING is... *“A citizen journalist writing, speaking, and/or filming things they are noticing in their world and posting them on the internet for others to read and comment upon.”*

As you being remember...**STRATEGIES** always beat **RULES!** Take the game Monopoly...the rules are on the inside cover of the game box. There are no strategies listed on the game box. There are only rules. How you learn the winning strategies for Monopoly is to play the game and learn from others how to win. **It is the same with blogging.**

- 1. Secure a URL for your Blog.** The two URLs that I use for my Blog sites are; www.CaribbeanIslandsRealty.com and www.EastBayRealEstate.com . The names of my sites are very specific because of the target market I am seeking.
- 2. Read books that have been written by successful bloggers.** I can provide you the names of some that have been of great benefit to me.
- 3. If you are not a very good writer, take a class at your local community college on creative writing.** Or, I have found the book, *“The Everything Guide To Writing Copy”* by Steve Slaunwhite, as a very helpful resource. Practice is actually the best exercise in becoming a good writer.
- 4. You must consistently write.** Google and Yahoo! will ignore your blog site if you don't have fresh content on it at all times. A Blogging coach is also a very good idea. In addition, I have contracted an internet blog site designer who I meet with once a month to review the latest design strategies for my blog sites.

Blog strategies that will allow you to WIN the lead generation game!

- 1. Think of the various businesses or general Blog topics that can be a part of your article.** Search Google Blogs for their URLs, and create a link from your article to their websites. Then, after your article is posted send an email to those businesses and let them know they have been “Blogged” and include the link to your blog site.
- 2. As the number of your Blog postings grows, link back to your past blogs in the articles you write.** This creates fresh content from Google's viewpoint and raises your Blog site on the search engine pages. Strategies beat rules every time.
- 3. Take lots of photos!** My digital camera is in my pocket everyday. It is a very important strategy to include photos with your Blog posting because it causes people to extend their visit to your article.
- 4. Buy a Flip Camera—Mino, and a digital recorder so you can include PodCasts, and VideoCasts in your blog postings.** These two additional blogging tools will skyrocket your blog postings with the various search engines.
- 5. Select a Blog service company to host your site that only focuses on Blogging.** I use is Word-Press and BlueHost.
- 6. Go to “Google Blog Search” and input the blog topics you want Google to alert you to by email everyday.** It is important for you to know who else is blogging on similar topics and make comments on their blogs.
- 7. Be VERY mindful of what you are writing and what materials you are using** in your articles. What you post is reviewed by the blogosphere to make sure your information is accurate and appropriate.
- 8. Copy write laws and plagiarism are two other topics that need to be further explored.** Both of these topics have the ability to make or break your blog results.

(If you are brave enough to continue... there are more strategies on Page 2)

WARNING: More of Jim Walberg's Blog Strategies

What are results of winning Blog strategies?

- 1. 100% of our Caribbean real estate business is currently coming from inquiries from our Blog site.** Our EastBayRealEstate.com site has added over 10% to our revenue for our San Francisco Bay Area real estate business.
- With an effective and successful Blog site, **you are perceived by the “world” as the go-to person for the topics you are writing about.** I have been quoted four times in the London Financial Times, and twice in the Wall Street Journal in the past year. For the last two years I have been the “internet reporter” for the Virgin Island Boat Show because of the power of our Blog Site.
- As your Blog site gains an audience, **the impact you can have on making a difference for good in the world is significant.** Check out how the Governor of the USVI has been in a dialogue with me on the CaribbeanIslandsRealty.com site to change some critical laws that are impacting the charter yacht industry. The perception is that our site is the authority of events that are happening in the Caribbean.

Seven reasons to implement blog strategies!

- 1. Enhance your visibility = INCOME!**
Blogs that are updated on a regular basis with specific content relevant to your business receive high rankings in search engine results. As your blog gains more traction, outside websites will begin to link to it. These links increase your rankings, giving your blog more traffic and your brand more exposure.
- 2. Establish your expertise = INCOME!**
If you doing exciting things, then write about your experiences. Candid articles and posts make it clear to clients and customers that you are truly an expert. A blog showing your company's capabilities makes it easier for journalists to find you and quote you as the expert.
- 3. Create brand loyalty = INCOME!**
Engaging blog posts get people talking about your product or services, and it also attracts attention from the media. Blogs that offer customers and potential customers a channel of contact to your firm, such as a “comments” or “suggestions” contribute tremendously to the strength of your blog on Google. Readers who feel engaged and acknowledged become loyal customers.
- 4. Increase top-of-mind awareness = INCOME!**
Frequently updating blogs keeps your brand in the mind of customers and future customers. For example, a small marketing and design studio in Seattle called MercuryCloud uses their blog, MercuryCloud.com, to post stories, images and

videos about all the projects they are currently working on. Former clients, other ad agencies, and future clients often view their blog to see what the company has been doing and to get new ideas for marketing projects. This use of blogging both shows off your services and keeps your company on peoples mind.

- 5. Reduce your travel budget = INCOME!**
Meeting distant clients and customers face-to-face has become expensive. A well-written blog post can sometimes have just as much impact and reach as a keynote presentation at a conference or a personal meeting, and it can show up in search engine results for years to come. Buy a FlipCamera so you can create YouTube clips for your blog. Google rates these highest in their rankings on their pages.
- 6. Influence the public conversation about your company and/or services = INCOME!**
A blog lets you proactively lead the conversation in your industry and about your company. It also lets you respond to crises and controversies to better clarify your company's position in certain conversations that you may or may not have started.

- 7. Boost your creditability = INCOME!**
A blog, above all, demonstrates confidence. A blog that talks candidly about their work and their passions is more likely to earn the trust of consumers.

The most important thing that your blog should communicate is expertise, passion, and candor. You will find your blogging “voice” as you write. If you look back at my blog posting in July 2007 you will notice a very different writing “voice” than today. I found my blogging “voice” by writing articles.

You can also take advantage of guest writers who are from different geographic areas sharing their experiences, and writers who are from different industries. This will add to your expertise with your readers. The deal is to get started. I would be glad to assist you with your blogging adventure. Email me with your questions and I will gladly help you.

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