



Seven Habits of Magnetic Bloggers

Follow this five-week program to
condition your mind and develop the
blogging practices that turn your site into a
Search Engine Supermagnet.



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Welcome

This Program Is For YOU If:

- You enjoy writing and are genuinely excited about helping your target audience.
- You want to SEO (search engine optimize) your own site, without hiring experts.
- You can commit to spending a minimum of two to three hours each week (for five weeks) to read and listen to background material, do the activities, and write your weekly blog post.

Technical Stuff

- To benefit from this program, you should already have:
 - a **WordPress.org** web site and blog
<http://wordpress.org>
 - a few **published blog posts**
 - a **blog roll** & links to other blogs
 - an **RSS reader** account
<http://www.youtube.com/watch?v=0klgLsSxGsU>



Listen to Lee and Ivan Storck on Dojo Radio: What's So Great About WordPress?

Link: <http://technologydojo.net/whats-so-great-about-wordpress>

Building Good Habits

- There are many tools and tricks that you can use to increase the SEO (search engine optimization) of your site. But **technical** mastery of the tools must be partnered with **inner** mastery, an ability to forge a genuine relationship with your readers, and to create a broad network of inbound links.

By instilling just a few good habits, you will be able to attract – and maintain – quality traffic to your site without having to outsource to an expert.

- Lee’s master’s work explored how a teaching method called “blended learning” improves how we understand concepts and build skills and habits. This conditioning program incorporates three core learning styles, which dramatically improve results when used together:
 - **Visual:** *Read assigned blog posts and material contained this workbook*
 - **Auditory:** *Listen to chapters on the audio CD, Dojo Radio shows*
 - **Kinesthetic:** *Complete the weekly activities, and incorporate what you learn in weekly blog posts*
- Why is building these habits so important? Well, because writing and optimizing your blog for search engines is how you drive traffic to your web site. And if you don’t want to pay someone to SEO your site, you can instead spend the time to practice these seven deceptively simple habits when you blog.

WEEK 1

Your Core Message

Nobody has explained the importance of developing a core message for your blog better than Leo Baubuta from [Write To Done](#). In his blog post [Branding 101: How to Promote Your Blog Like the Big Guys Do](#), Leo breaks it down into simple steps:

“ The Core Message — What It’s All About

Before you do anything — name your blog (or other product/service), write a single post, work on the design, anything — you need to figure out your core message. This is the message you want to send out to your readers/customers in everything you do. This message needs to be communicated in your title, design, content, promotions, and actions.

Here’s how to get started:

1. First, figure out who your target audience is. Who are you trying to help with your blog? Who do you want to attract? It’s good to have a clear picture of exactly who these people are — working parents who have a busy schedule, tight budget, and not enough time for romance? College students not getting enough sleep and on an even tighter budget? Even if you’re going for a pretty broad appeal, it’s still good to get a general idea of who your audience is.
2. Next, figure out what desires you’re going to be tapping into. Every reader goes to a blog for a reason — some desire they have that the blog will potentially fulfill. Maybe the reader is looking for peace and happiness, or physical fitness, or success with the opposite sex, or personal growth. Figure out what desires you’re going to help fulfill — and remember to stay in line with what you’re passionate about, what you really want to write about, what you know and have to offer.

Link to the full blog post: <http://writetodone.com/2008/11/06/branding-101-how-to-promote-your-blog-like-the-big-guys-do/>

Habit #1: Write to a specific target reader.

First, determine who you are writing to.

- One way to zoom in on your target audience is to create a detailed description of your ideal customer if he or she was a real person. We call this a **specific target reader**, and some people refer to this as a “persona.”
- Identifying a specific target reader allows you to write as if you were composing an email or letter to a single real, living person. And this is about more than just demographics – imagine every detail, including their knowledge level, talk about things they are interested in, and use terms they understand.
- [James Chartrand](#) from Men With Pens calls this “**method blogging**.” Much as a method actor will try to “be” the character he or she is playing, a method blogger will put themselves in their reader’s shoes, how can you fulfill their needs?
- Like aiming for the bulls-eye on a target, focused writing to a specific target reader will naturally attract others as well.

Link to the **Method Blogging: Who Do You Want To Be In 2009?** Blog post here:
<http://www.copyblogger.com/method-blogging/>



Audio CD: Listen to Track 1, a clip from a Dojo Radio show that features Cheryl Liquori and Beth Barany from the [Breakfast Blogging Club](#) talking about writing to a target audience.

Optional: Listen to the full radio show at <http://technologydojo.net/secrets-breakfast-blogging-club/>

ACTIVITY #1**Get CURIOUS.**

Call three of your favorite customers, or if you're just getting started, you can also call three people you think are examples of your ideal customers.

This is an informational interview. Prepare a list of questions that will help you figure out who they are, what their problems, passions and desires are. Your questions can include:

- *"What were you looking for when you found me?"*
- *"What are your three biggest pain points (regarding this topic)?"*
- *If you found the solution to your problem, what would it look like?*

When you begin the call, tell them that you are not calling to sell them anything, you are simply gathering information and could use their help. Remember that this is a time to **listen**, not talk.

ACTIVITY #2**Create your SPECIFIC TARGET READER.**

Use the worksheet in **Appendix A** to create a complete and detailed description of your specific target reader, a real or fictitious person that you are writing your blog to. Include details like:

- Whether the person is a man or woman
- Their age, what they wear, what they look like, what they do for a living
- What are their biggest problems, desires, and beliefs?

Post a reminder of your specific target reader next to your monitor or wherever you write. You can tape on a photo, business card, magazine clipping, or even just a post-it note with the person's name.

Habit #2: Be helpful.

Here's what Leo had to say about being helpful in his [Branding 101](#) blog post:

- “ 3. Then figure out what message you're going to send to them that will tap into specific desires. This is key: every blog sends an unstated message to the reader. Some, with their loud designs and even louder headlines, scream, "I'm trying to sell you something!" Others are a bit meeker, and quietly say, "I'm just a nice person who likes cats." What will your blog say to readers? What do you want it to say? Craft a message that fits with your personality, that matches what you want to convey to the world, and that also taps into the desires you plan to fulfill (from the previous step).



Audio CD: Listen to Track 2, a clip from a Dojo Radio show that features Lee and Evan Denbaum talking about why it is so important to be helpful.

Optional: Listen to the full radio show at [Link to the full radio show at http://technologydojo.net/search-engine-optimization-on-wordpress/](http://technologydojo.net/search-engine-optimization-on-wordpress/)

ACTIVITY #3

How will you BE HELPFUL?

Go back through the notes you took when you called three real or potential customers.

Create a list of problems or questions that came up during these conversations – these will be the topics of your first few blog posts.

Weekly Post

Write a post that HELPS your SPECIFIC TARGET READER to solve a problem.

Pick one topic from your list, and write this week's blog post as if you were writing a personal email or letter in to answer this question to your specific target reader.

Think about how the post will solve his or her problem, and use language they will understand.

Bonus: See if you can work in a provocative statement or question that encourages your specific target reader to answer or continue the discussion in a comment.

WEEK 2

What goes into a good blog post?

Blogs are designed to help a reader quickly find information in which they are interested.

There are several features that all blogs share in common. Understanding these features will help you structure your posts to 1) help your reader get to the information they're looking for, and 2) pack the post with tags and keywords that get found by search engines.

As you develop your blogging skills, we recommend following a few well-established blogs that are doing it right.

If you haven't already, we recommend adding the following three blogs to your RSS Reader:

- Copyblogger – <http://www.copyblogger.com>
- Prologger – <http://www.prologger.net>
- Write To Done – <http://writetodone.com/>

One reason to follow these blogs is to see how the techniques described in this workbook look when the pros do it.

But another reason to follow these blogs is that they are written for **you**, the aspiring blogger. The sites are packed with helpful information that will help you continue to grow even after you're done with this conditioning program.



If you don't know what an **RSS Reader** account is, watch this informative and creative video from Common Craft on YouTube:

<http://www.youtube.com/watch?v=0klgLSxGsU>

Here at the Dojo we're big fans of **Google Reader**: <http://www.google.com/reader>



Audio CD: Listen to Track 3 to hear Lee describe the “Anatomy of a Blog Post” diagram on the next page.

ACTIVITY #4

DECONSTRUCT two blog posts.

Find one post on Copy Blogger (www.copyblogger.com), and identify the following items:

- Main Headline
- Sub-Headlines
- Image(s)
- Image Caption(s)
- Image Alt Tag(s)
- Body text
- Quoted text
- Permalink

Repeat for at least one blog post from one of the sites in your Blog Roll.

Anatomy of A Magnetic Blog Post

Keyword

Does This Post Grab Your Attention?



Image

Image Alt Tag

Image Caption

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed varius, arcu et fringilla commodo, turpis lacus porttitor risus, vel suscipit libero odio non orci. Nunc a nulla. Mauris nibh.

Main
Headline

Sub-Headline

Quote Other Blogs To Quickly Generate Content and Traffic

Praesent turpis. Pellentesque quis dui ac orci porttitor commodo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Integer ac neque. In leo leo, eleifend at, imperdiet eu, sollicitudin non, risus.

Quoted Text

“ Vestibulum viverra, arcu ac faucibus rhoncus, orci nulla luctus odio, sed iaculis ipsum orci mollis tortor.

Body Text

Vestibulum suscipit, ante nec cursus tincidunt, mauris leo dictum nunc, at malesuada eros turpis vel lectus. Suspendisse ligula. Duis id massa. Sed porta tellus et erat.

Tags

Tags

Add new tag

Separate tags with commas

Tags used on this post:

- blog
- post
- attention
- quote
- content
- traffic
- vestibulum
- loremipsum

[Choose from the most popular tags](#)

Categories

All Categories **Most Used**

- Drink
- Eat
- Think
- Uncategorized

[+ Add New Category](#)

Categories

All in One SEO Pack

[Click here for Support](#)

Title: Does This Post Grab Your Attention?

Description: Quote Other Blogs To Quickly Generate Content and Traffic. Praesent turpis. Pellentesque quis dui ac orci porttitor commodo. [More]

133 characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated): blog, post, attention, quote, content, traffic, vestibulum, lorem ipsum

Disable on this page/post:

Title

Description

Keywords/
Tags



Habit #3: Use strong headlines.

Use strong headlines grab your readers' attention.

Why is a headline so important? Here's what they say on Copyblogger, which has a fantastic [page with resources](#) for writing great headlines:

“ Your headline is the first, and perhaps only, impression you make on a prospective reader. Without a headline or post title that turns a browser into a reader, the rest of your words may as well not even exist.

Here are some interesting statistics.

On average, 8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest. This is the secret to the power of the headline, and why it so highly determines the effectiveness of the entire piece.

The better the headline, the better your odds of beating the averages and getting what you've written read by a larger percentage of people.

Link to the **Magnetic Headlines** page here:
<http://www.copyblogger.com/magnetic-headlines/>



READING

Take time this week to read these five posts on the Copyblogger Magnetic Headlines page:

Why You Should Always Write Your Headline First

(<http://www.copyblogger.com/the-cheater%e2%80%99s-guide-to-writing-great-headlines/>)

The Cheater's Guide to Writing Great Headlines

(<http://www.copyblogger.com/do-keywords-in-post-titles-really-matter/>)

Why Some People Almost Always Write Great Post Titles

(<http://www.copyblogger.com/why-some-people-almost-always-write-great-post-titles/>)

10 Sure-Fire Headline Formulas That Work

(<http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>)

Warning: Use These 5 Surefire Headline Templates at Your Own Risk

(<http://www.copyblogger.com/headline-swipe-file-3/>)

What is the difference between main and sub-headlines?

Use the **main headline** (H1 formatting) to grab attention and create desire in your reader to know more. Use the main headline to:

- Build rapport
- If headline is weak, reader may never get to your fabulous text and images.
- Reader accounts – headline and text preview only
- Headlines are read more than blog posts themselves.

Use **sub-headlines** (H2 formatting) to help break up text and give your reader signposts.

Formatting Headlines:

- **H1 and H2 text gets crawled by search engines** – and this where you can “optimize” by packing your headlines with keywords and key themes (more about these next week.)

ACTIVITY #4**Search for GREAT HEADLINES in your RSS Reader.**

Go into your Reader account, and skim over the headlines, looking for ones that grab your attention or arouse your curiosity.

What do they have in common?

What kind of language are they using?

Are they strong enough to make you click through for more?

Link over to one or two posts that interest you. See if the author is using sub headlines to break up the text.

Do they make it easier for you to read and understand the post?

Weekly Post**Practice using strong HEADLINES.****Review:**

Write a helpful post to your specific target reader.

New:

Create five different main headlines for your post this week.

- *Write at least one in the form of a question.*
- *Include visual imagery in at least one.*

Break up the body text with at least two sub-headlines.

- *Use H2 formatting.*
- *Place the headlines to break up the text, and help the reader skim to relevant information.*

WEEK 3

Habit #4: Pack posts with keywords.

What are keywords, and why are they important?

Why is keyword research important? Here is what [Copyblogger](#) has to say:

“ Keyword research, at its essence, is market research. It tells you what people are interested in, and in what relative numbers. Better yet, it reveals the actual language people are using when they think about those topics, which provides you with insight on how to converse with them via your blog.

That information is worth its weight in gold, if you know what to do with it.



READING

Read through Copyblogger's five-part keyword research tutorial here:

<http://www.copyblogger.com/keyword-research/>

Keyword Research: It's Not What You Think

How to Choose a Popular Niche for Your Blog

How to Find Post Topics That Score Big

Keyword Research Can Help You Make Money From Your Blog

A Primer on Keyword Research Tools



Audio CD: Listen to Track 4, a clip from a Dojo Radio show that features Lee, Patrick Schwerdtfeger, Evan Denbaum, and Ivan Storck talking about keyword research.

Optional: Link to the full radio show at <http://technologydojo.net/search-engine-optimization-on-wordpress/>



The **Wordtracker** keyword research services costs \$59/month (\$329/year) – but you can get a 7-day free trial at <https://www.wordtracker.com/trial/>.

You can use **Google Adwords Keyword Tool** for free at: <https://adwords.google.com/select/KeywordToolExternal>

ACTIVITY #7

Play SPOT THE KEYWORD!

Go to that same Copyblogger blog post:
<http://www.copyblogger.com/keyword-research/>

Count how many times the word “**keyword**” appeared throughout the post.

Was it in both the headlines and body text?

Now go to your RSS Reader account, and link through to a good blog post.

Try to figure out which keyword or key phrase the author was using. Was it used in both the headlines and the body text?

Count how many times the keyword appears throughout the post.

How do I “stuff” keywords into my posts?

Body Text

- Include your key word or phrase in your body text as much as you can without being ridiculous. As you saw in the last exercise, using a keyword can appear almost twenty times in a post and still sound natural.

Headlines

- As you saw in Week 2, search engines crawl H1 and H2 tags, so using keywords in your main and sub-headlines is critical.

Images

- Title
- Image captions
- Alternative text (*sometimes the same as captions*)

Meta Information

- Categories
- Tags



Audio CD: Listen to Track 5, a clip from a Dojo Radio show that features Lee, [Ivan Storck](#) and [Evan Denbaum](#) talking about how to pack your post with keywords.

Optional: Link to the full radio show at <http://technologydojo.net/search-engine-optimization-on-wordpress/>

ACTIVITY #8**Develop your KEYWORD list.**

1. Harvest - Go back through the notes you kept when you interviewed your three customers.

Look for questions and problems that came up during the discussion, and make a list of them.

Mark which ones show up multiple times.

Using the Keyword Worksheet in **Appendix B**:

Create a list of the top five potential key words or phrases your target reader would type into a search engine to look for you.

2. Research and Expand – Now research to see how many people are actually searching for these terms.

*Research your five key words or phrases by entering them into **Wordtracker** and **Google Adwords**. Record the search volume for each keyword.*

Explore related key words and phrases suggested by these two tools, and add the most promising keywords to your list, noting search volume.

3. Prioritize your keywords – go back through your list, and rank the key words and phrases in order of importance. Identify your top 5 keywords and phrases:

#1: _____

#2: _____

#3: _____

#4: _____

#5: _____

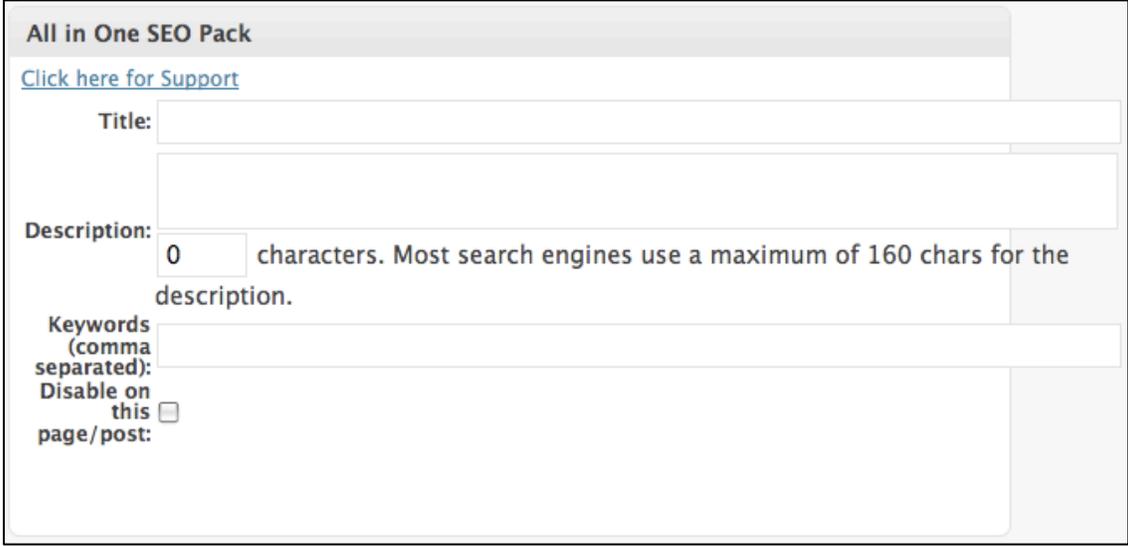
These are the words and phrases that you want to work into pages and posts as often as possible.

Habit #5: Fill in all tags and fields.

What is the All-In-One SEO Pack?

The All-In-One SEO Pack plug-in for WordPress provides a quick and easy way to pack keywords into all of the tags, titles and descriptions of your pages and posts.

Here's what the All-In-One SEO Pack fields at the bottom of your page or post edit screen looks like:



The screenshot shows the 'All in One SEO Pack' plugin interface. It features a title field, a description field with a character count of 0 and a note that most search engines use a maximum of 160 characters, and a keywords field (comma separated). There is also a checkbox to 'Disable on this page/post'.



To download the free **All-In-One SEO Pack** plug-in, go to <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>



Audio CD: Listen to Track 6 to hear Lee Rodrigues talk about how the All-In-One SEO Pack plug-in for WordPress works.

How do I make sure I'm completing all the right fields?

First: Using one or more key words or phrases, fill in *all* of the fields in the All-In-One SEO Pack:

- **Title** - this text is what will appear in RSS Readers, and is one more opportunity to insert key words for search engines. You can duplicate the title that appears in the blog headline and/or URL.
- **Description** – If you leave this field blank, a search engine results page will display the first words that appear on the site. This is your opportunity to not only make sure keywords or phrases are included, but also to make a short and to the point introduction that attracts readers to your site.

Limit yourself to 160 characters.

- **Keywords** – ALWAYS brainstorm a list of keywords (comma separated) that will help people find what they are looking for in this page or post.

Next: In WordPress' edit post screen, there are two very important fields in the right column:

- **Tags** – This is yet one more way to pack in keywords for search engines. You can simply copy the list of keywords you typed in to the All-In-One SEO pack.
- **Categories** – Guess where else you can pack keywords? That's right – including keywords in your blog category names, and tagging each blog post with one or more categories, helps with SEO too.

The screenshot shows the right-hand sidebar of the WordPress edit post screen. It is divided into two main sections: 'Tags' and 'Categories'.

Tags Section:

- At the top is a text input field labeled 'Add new tag' with an 'Add' button to its right.
- Below the input is the instruction 'Separate tags with commas'.
- The section is titled 'Tags used on this post:'.
- Below the title is a list of tags, each with a small 'x' icon to its left: 'blog', 'post', 'attention', 'quote', 'content', 'traffic', 'vestibulum', and 'loremipsum'.
- At the bottom of the section is a blue link: 'Choose from the most popular tags'.

Categories Section:

- The section is titled 'Categories'.
- Below the title are two tabs: 'All Categories' and 'Most Used'.
- Below the tabs is a list of categories, each with a checkbox to its left: 'Drink', 'Eat', 'Think', and 'Uncategorized'.
- The 'Think' category is checked.
- At the bottom of the section is a blue link: '+ Add New Category'.

Avoid the dreaded "Uncategorized" tag! Every blog post should correspond to at least one of your categories – be sure to check the right box(es.)

Weekly Post

PEPPER YOUR POST with one keyword or key phrase.

Review:

Write a helpful post to your specific target reader.

Use strong headlines and subheads.

New:

Pick one main keyword or key phrase, and repeat it as many times as you can, including ***all*** of the following. Count and total up the number of times your key word or phrase appears in each location:

___	Headline	<i>Bonus:</i>	___	Category name
___	Subheads		___	URL
___	Body text			
___	Image titles			
___	Image captions			
___	Image alt tags			
___	Keywords			
___	Tags			
___	TOTAL			

WEEK 4

Now that you have discovered how to write **helpful** posts to a **specific target reader** that are packed with powerful **headlines, keywords** and **tags**, let's take a look at how to attract more traffic to them with a broad network of inbound links.

Habit #6: Give love, get love.

Why is giving and receiving comments so important?

A blog is very different than a “static” (unchanging) website, because a good blog is like a conversation. Someone makes a statement and others comment on that statement, sometimes creating a spirited dialog.

Having a blog that doesn't inspire interactivity is like talking through a megaphone – it's a one-way conversation.

Receiving a comment on your post is a “vote,” whether it is positive or not-so-positive. At least you know that *somebody* is reading your blog, and that you motivated them to take action by responding.



Audio CD: Listen to Track 7, a clip from a Dojo Radio show that features Lee talking about giving and getting comments on blog posts.

Optional: Link to the full radio show at <http://technologydojo.net/secrets-breakfast-blogging-club/>

How does commenting on blogs lead to real traffic?

Here's what [Brian Clark on Copyblogger](#) has to say:

“ ...when you meaningfully participate in the community aspect of a blog, you're creating meaningful relationships with people who can send you significant traffic—bloggers and other active social media users.

Getting links, re-tweets, social media votes and bookmarks... this is the way that content spreads. This is the way you get real traffic that actually matters.

This doesn't entail kissing up to the blog owner (most of us hate strategic-sounding praise). What it means is creating a network that provides the payoff for all the effort you've put into your content.

How to Leave Comments on Other Blogs

Becoming a part of a wider blogging conversation begins with leaving comments.

When you comment on another blog you introduce yourself to that blogger and his or her readers, which may drive traffic to your site. It may also result in comments on your blog. [Gina Trapani](#) makes a great point on the [Life Hacker](#) blog:

“ Leaving a comment on someone's weblog is like walking into their living room and joining in on a conversation. As in real life, online there are some people who are a pleasure to converse with, and some who are not. Good blog commenters add to the discussion and are known as knowledgeable, informative, friendly and engaged. Build your own online social capital and become a great blog commenter by keeping these simple guidelines in mind before you post.



She provides these basic guidelines to follow when leaving comments (our personal favorite is #10):

- “ 1. Stay on topic.
2. Contribute new information to the discussion.
3. Don't comment for the sake of commenting.
4. Know when to comment and when to email.
5. Remember that nobody likes a know-it-all.
6. Make the tone of your message clear.
7. Own your comment.
8. Be succinct.
9. Don't post when you're angry, upset, drunk or emotional.
10. Do not feed or tease the trolls.



READING

Read both of these full blog posts about leaving comments:

<http://www.copyblogger.com/blog-comment-traffic/>

<http://lifehacker.com/software/top/special-lifehackers-guide-to-weblog-comments-126654.php>

Don't forget to include your link!

When you comment on other blogs, *always* fill in the field that asks for a **link to your site or a related post on your site** – doing this creates one more inbound link that's pointed to your site, which in turns improves your rank in searches.

In terms of searchability, if you don't include your link, why bother leaving a comment at all?

ACTIVITY #9

COMMENT on at least three blog posts.

Go into your Reader account, and link through to three blog posts that look interesting.

Leave a comment on all three posts.

Be sure to leave a link to your own web site, as a way to build inbound links.

How to get comments on your blog.

[ProBlogger](#) provides some context for who is going to comment on your blog:

“ The vast majority of readers leave a blog without leaving a comment or contributing to it in any way (and some bloggers like it like this and switch comments off - read more on whether to have comments on or off here and the up and downsides of comments on blogs here).

To some extent this is just the way it is and we probably need to just get used to it - however when it comes to comments there are some ways to encourage more interactivity on your blog.

He goes on to describe ten ways to encourage interactivity on your blog:

- “ 1. Invite comments
2. Ask questions
3. Be open-ended
4. Interact with comments left
5. Set boundaries
6. Be humble
7. Be gracious
8. Be controversial (sometimes)
9. ‘Reward’ comments
10. Make it easy to comment



READING

Read the full **10 Techniques To Get More Comments On Your Blog** post here:

<http://www.problogger.net/archives/2006/10/12/10-techniques-to-get-more-comments-on-your-blog/>

Will opening my blog to comments invite SPAM?

Yes – but you *can* protect yourself.

Unless you install and activate a blocker, your comment box will soon be bombed with countless spam comments that are not only annoying, but could also take down your site. These spammers are like parasites, using your server space for their advertising.

The **Akismet plug-in** was included in your WordPress installation, but you need an API key to activate and use Akismet.

You can get a free API key by registering for a WordPress.com account.



Register for a WordPress.com account here:

<http://en.wordpress.com/signup/>

Register for a user name only. (You do not need to register for a WordPress.com account.)

After you register, your **API key** will be sent to you by mail.

ACTIVITY #10

Turn on your Akismet SPAM BLOCKER.

If you have not already done this, do not wait another minute to turn on Akismet!

Until you do, your blog is a sitting duck. Why spend the time to set up and build your blog if you're going to leave it open to spammers?

Do not skip this step!

We don't want to say we told you so when your site is taken over by Russian porn ads.

Weekly Post**INVITE COMMENTS to your blog post.*****Review:***

Write a helpful post to your specific target reader.

Use strong headlines and subheads.

Pick one keyword or key phrase and pack it into the text, headlines, titles and tags.

New:

In this week's post, include an open-ended conclusion that:

- *makes a provocative point,*
- *asks a question, or*
- *explicitly invites readers to share their opinion or experience.*

If you don't get a comment, send the link to a few friends and ask them to help you out by reading and commenting on your post.

WEEK 5

Now you have discovered everything you need to know to build a relationship with your readers and grow a broad network of inbound links.

You know how to write **helpful** posts to a **specific target reader** that are packed with powerful **headlines, keywords** and **tags**, and how to “give love and get love” through **commenting**.

So what's next?

Armed with the knowledge, you now need to practice these habits enough times to burn these habits into your brain, so that they become effortless.



Habit #7: Be consistent.

Why is consistency important?

To answer this question, it's time to return to Leo Babauta's post on [Branding 101: How to Promote Your Blog Like the Big Guys Do](#):

- “ 4. You need to be **consistent** about your message in everything you do. Once you've carefully crafted your core message, you need to align everything you do with this message. If you do things that conflict with the message, you will be sending confusing signals. Instead, be consistent in everything: keep the same message in all your posts, headlines, comments, blog design, guest posts on other blogs, comments on other blogs, and so forth. The more consistent you are, the better.

5. Finally, you need to repeat your message as much as possible to your target audience. A great brand with a great message is worth nothing if the target audience never hears about it. Consider the great brands in consumer products, such as Pepsi or Coke or Apple or Google ... these guys do constant advertising, on TV, in billboards and the sides of buses, all over the place. The more the better. And even if people have already seen the brand (and heard the message) once or twice, it might not have stuck with them the first couple of times ... but after the fifth or seventh time, maybe it hit home.

Link to the full blog post here: <http://writetodone.com/2008/11/06/branding-101-how-to-promote-your-blog-like-the-big-guys-do/>



Audio CD: Listen to Track 8, where Lee describes the importance of consistency in blogging.

Use the checklist.

When you're starting to develop your good blogging habits, it can be difficult to remember to check all of the boxes, fill in the fields, and use best practices.

In the **Appendix C** is a **Magnetic Blog Post Checklist** that you can use to make sure you're using *all* of the techniques you've learned in this program. This becomes easier with repetition, and eventually you will no longer need to use the checklist.

Read, write and comment on blog posts regularly.

Make it a goal to check your RSS Reader, publish a new blog post and leave a few comments each week.

One reason to do this is that practice makes perfect, and with every week your writing will become more targeted to your readers' questions, your headlines will get stronger, and links to, and comments on, your blog posts will grow.

When this happens, you will also see direct traffic to your site go up, and you will rank higher when someone searches for you.

Support your new habits.

As anyone who has made a resolution to start going to the gym again after a long break knows, breaking old habits and building a new routine takes some effort.

Here are some ways to make regular work on your blog easier:

- **Block out time** - Schedule time for blogging and commenting on your calendar, and don't let it get bumped.
- **Use the buddy system** - Find a friend who is starting a blog, and make a weekly date to meet in a coffee shop with your laptops to work on your blogs.

If you live in the San Francisco Bay Area, you can also drop into our friends Beth and Cheryl's monthly ***Breakfast Blogging Club*** workshops in Oakland and Pleasant Hill (and soon to be San Francisco and San Mateo.)

Link to the Breakfast Blogging Club: <http://www.breakfastblogging.com/>

ACTIVITY #11**Commit TIME TO BLOG.**

Determine how much time you choose to commit to reading blogs in your RSS Reader, commenting on blogs and publishing your own blog posts each week.

Either block out time for this on your calendar, or commit to regular buddy meetings (or check-in telephone calls) with a friend.

Weekly Post**Use what you have learned.***Review:*

Write a helpful post to your specific target reader.

Use strong headlines and subheads.

Pick one keyword or key phrase and pack it into the text, headlines, titles and tags.

Invite readers to comment.

Comment on at least three blog posts to either respond to a post on someone else's site, or respond to a comment left on one of your own posts.)

New:

Use the **checklist** to ensure that you've hit every point.

Lather, rinse, REPEAT.

These habits become easier with repetition.

Again: these habits become easier with repetition.

ACTIVITIES #12-23

Repeat twelve more times.

Make twelve more copies of the blogging checklist, and use it to create a new blog post once a week for the next twelve weeks.

Be consistent, and burn in those habits!

About the Authors

Lee Rodrigues, M.Ed.

Lee Rodrigues has been working with computers since DOS was cool. He ran his own IT consulting business for three years, and joined the Web 2.0 revolution when he began “co-working” at Citizen Space in San Francisco.

Lee combined his technical skills, love of martial arts, and passion for communications to found the Technology Dojo, where as a Technology Coach he helps successful entrepreneurs use computers and the Internet to increase productivity and profits. Lee has a BA in Communications and a MA in Education from San Francisco State, and is a graduate of the San Francisco Comedy College.



Christine Poremski, M.B.A.

Christine has over 18 years of experience in communications and marketing. She first got hooked on online advertising at Saatchi & Saatchi San Francisco when she created one of the first-ever ads for the Prodigy network. Soon afterwards she moved to the Anderson & Lembke agency to manage several online advertising accounts for Microsoft.

After earning her MBA from the Anderson School at UCLA, Christine has held a variety of marketing management positions, including Netscape Communications, a dot-com start-up company, and a family winery in California’s Russian River Valley.



Appendices

Appendix A: Specific Target Reader Worksheet

Appendix B: Keyword Research Worksheet

Appendix C: Magnetic Blog Post Checklist

Appendix D: The Seven Habits of Magnetic Bloggers



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SPECIFIC TARGET READER

Name: _____

Gender: female male Age: _____

Education: _____

Hobbies/Activities: _____

Personal Details: _____

Business/Industry: _____

Biggest Problems: _____

Beliefs: _____

Desires & Needs: _____



BE HELPFUL: TOPIC IDEAS

1. _____

2. _____

3. _____

4. _____

5. _____



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KEYWORD RESEARCH

Worksheet

Keywords and Key Phrases	Wordtracker Search Volume	Google Adwords Keyword Tool Search Volume	Priority Rank
--------------------------	---------------------------	---	---------------

Initial keywords:

1.			
2.			
3.			
4.			
5.			

New keywords:

6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			



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MAGNETIC BLOG POST

Checklist

Specific Target Reader

- Post is written to *one* specific reader, real or fictitious

Be Helpful

- Specific need or desire addressed: _____

Headlines

- Post contains a strong main headline to attract readers
- Subheads help the reader to skim content
- Subheads are in H2 format

All-In-One SEO Pack

- Title
- Description

Keywords

Primary keyword or key phrase: _____

- | | | |
|--|---|---|
| <input type="checkbox"/> Main headline | <input type="checkbox"/> All-In-One SEO
Keywords field | <input type="checkbox"/> Image captions
(optional) |
| <input type="checkbox"/> Subheads | <input type="checkbox"/> Tags field | <input type="checkbox"/> URL (optional) |
| <input type="checkbox"/> Body text | <input type="checkbox"/> Categories
(optional) | |
| <input type="checkbox"/> Image titles | | |
| <input type="checkbox"/> Image alt. text | | |

Total # of times primary keyword appears: _____

Ending

- Provocative, open-ended conclusion that invites comments



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SEVEN HABITS OF MAGNETIC BLOGGERS

1. Write to a specific target reader.
2. Be helpful.
3. Use strong headlines.
4. Pack posts with keywords.
5. Fill in all tags and fields.
6. Give love, get love.
7. Be consistent.