Want to be an Effective Leader? Create a Blog that has Influence

Thanks so much for responding to my invitation to come along. I actually haven’t run something like this publicly for a long time and I just, spur for the moment, the other day I thought I would do it as a part of this project I’ve launched called Influence Faculty which I’ll tell you a bit about. So again how to build an influential blog that is profitable.

What this is, is a part of Influence Faculty online events and these are actually gonna feature part of the blog that I’ve actually just launched. So what you’re gonna see is an insight into our, I’m actually doing with the new blog I’ve launched and get to see behind the scenes on that and I think you’ll find that really valuable.

Now the mind map that I base this on I was gonna take you through the mind map but instead of turning it to a power point presentation that things we’re gonna cover why you might need or want to start a blog. Some people I know on the call do not have a blog and I looking at starting on for the first time.

Others of you have a blog or an excused for one I have lots for those and it might be sitting there languishing and you really haven’t done anything with it and don’t really know what to do it. Someone told you, you should have one and you don’t really know how to use it. So hopefully I will completely sort that out for you tonight.

The key thing though that you wanna have is an influential blog. You just don’t wanna have something sitting there. You want your blog to have an impact on other people and we’ll go through how to do that at a basic level. And then of course you want to make the blog profitable. Now even if that literally means that you get to earn some revenue that keeps the lights on keeps the hosting going and brings a bit of money just to keep you interested.

Then if that’s the level you’re aiming at then great we will be able to cover that off. Or perhaps you want to do something far more extreme and that is generate significant income from your blog and there’s various ways to do that which we'll cover of tonight as well. At the end I’m gonna reveal some stats from this new project.

So I want you to stay all the way through so you get to see an insight into it. And I’ve also discovered a really really good resource for you just in the last week that I’m really excited to share with you. So again I will share that with you at the end of this presentation.

So one of the things I’ve posted up on facebook today was a screen shot from the analytics of my new blog here - Influence Faculty. This is a screen shot of the top ten landing pages on that blog. What that means is a landing page is the first page that a new visitor lands on when they go to the blog.

And what I want you to notice here is what we call the bounce rate. Now a bounce rate is when someone goes to your webpage or your blog and doesn’t find it relevant and bounces straight back off or hit the back button on their browser. And when were working with businesses often a bounce rate is around 40 to 50%. Sometimes it’s as high as 70 to 80% which literally means 70 to 80% of people hit the page and immediately bounce off because the page isn’t relevant for them.

What you can see here in this image is evidence that the bounce rate for these top 10 pages is less than in many cases 1% and it doesn’t rise higher than 3%. Which means at least 7% of the people coming are engaged with the content and at the end of the presentation I’ll give you an idea of what are those pages actually were and how I manage to get such interest in what I am doing.
A bit of a background about me, just really a top level view I dropped out of high school in 1987 to go on and be a musician and after 6 years of trying to do that passionately I then decided to go back to Uni. So I had to go back to school in order to get back in to University and I was the first person in my family to go to Uni.

As time progressed, 1997 I started the scientific journal which was very audacious to someone like me at that time at that’s going to be a great success. And a lot of the skills and knowledge that I have now that I applied to what I’m doing online came from you know the hard jobs there about learning how to do publishing and learning how to write and learning how to edit.

And that’s one of the key things I want you all to realize is that you have this great background and I know a lot of you are professionals. And a lot of what you’ve already done you will find very useful when you go and start a blog. Because you can draw on that experience you’ve already had and realize that it can apply to what you would now set out to do with the blog.

I became a lecturer as part of all this insane passion I had for dealing with pain and musculoskeletal problems because the area where I was in. I joined a lot of discussion forums and I like the early version of social media. It’s because a lot of people from all over the world getting on and passionately discussing what their interests are.

And so again my introduction to online things really came in the form of those discussion forums. I started seriously with online business in 2008 and blogs were a very big part of that. And the end of 2009 I was actually left my university work and also sold my private practices and it’s now 2013 and I’m still surviving and pretty happy with it.

So that’s the kind of basic background. What you're looking at now is the most important people in my life. The reason I’m doing all this online stuff is my family and they really are the basis of what I do. In fact we’ve had some health issues in the family and having an online business and having revenue from a blog and other online revenue enabled me to be able to be there when I needed to be there for my family whereas before I wouldn’t be able to do that. So again I just what to let you know they are really important to me and part of this whole process.

Now being transparent I was never the popular kid at school or work and you’ll see why this has relevance to blog in a minute. In fact I tended to have a few close friends that’s how it works for me all the way through school and through work.

So my success hasn’t come from volume. And a lot of what we hear on the internet and about blogs is how much volume you’re getting, how much traffic you’re getting. And I still look at those things as well as for myself but my success hasn’t come from that and I want you to take heart with this because depending on how you use your blog you might not get lots of visitors.

You might not get 20,000 hits a month on your blog and that type of thing. But that doesn’t mean you can’t have an influential blog or one that is profitable. Because my successes have come from a few quality relationships and that seems to be the way it’s been throughout my whole life. And so basically it was a very similar journey online.

So I say it upfront so that you don’t feel like you have to have this massive volume of traffic in order to have a successful blog. I could also say I’ve wasted lots of time trying different things but very much now as I see it looking what I’m trying to achieve in the next year or two. I realize that it’s actually that I’ve invested lots of time trying different things.

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So it’s not a question of necessarily starting and immediately being successful even if you have all the right ingredients sometimes the cake makes still goes flat and that’s definitely happened to me. So this isn’t I’m not trying to pull all over your eyes on a webinar like this is has all just roses.

Sometimes there’s difficulties sometimes you write something you think is gonna be interesting and no one is interested. But you just have to have fun while getting and having a shot basically. The other thing is I’ve never been the smartest guy in the room ever. But I’ve definitely been one of the most persistent and there’s the big lesson with this two.

You’ve come along tonight and invested some time tonight to find about what I’m doing and how to have a blog and the key thing I can say is it won’t be successful if you’re not persistent with it. So before we even embark on a journey to go on and start a blog you really need to understand why you would do it, what you think the benefits are gonna be, and realize about something that you’ve commit to over a period of time because when you do that you then can get quite a lot of value out of doing it and it’s definitely worthwhile.

Over the last couple of years I have travelled a lot in order to learn what I now do so a lot of trips and a lot of them where to the US. Qantas was my preference of choice and then I have to fly around on this little tiny jet so you can see right now which you kindda wonder whether you should even get on them to fly around to small places in the US.

The information I’m sharing with each night has really come over the last few years from a lot of time at travelling a lot of time learning from other people and a lot of trial and error but it’s still been really successful and fulfilling. Now just really quickly finishing up here I do have a heritage I wanna acknowledge before I even go forward.

And as I talk through this again I want you to reflect on your life and the heritage you have and how you’d be ever to draw on that when you start your blog or you grow your blog to have success. I started the journal the publishing that I did with my friend and colleague Rob Moran. And we started that journal in 1997 and it’s still going now that’s 16 years.

And a lot of who I am and the success I’ve had has been a result of the partnership I’ve had with Rob so I wanna acknowledge him. And then also this professor over here Professor Nic Bogduk I did the masters degree with him and a PhD and he was on my case all the time about writing and then clear with what I wrote.

So even when I’m preparing a blog post now or I’m preparing a video script now I can hear him in the background and his advice around making that what I’m saying is clear and it still might not be but it’s clearer that would have been if I have been had his input.

When it comes to the internet three other people to acknowledge and then we’ll get into it.

One is James Schramko. He helped me a lot when I started learning how to form a business around what I do. James is a good friend of mine and he’s now doing over a million dollars a year online through various online businesses he has and blogging is a very big part of what he does. That was in Orlando I think or Atlanta at that time.

Another really good friend of mine who I started out with four years ago is Steve Ovens. And he’s an IT guy so a lot of the technical things I’ve learned have come through Steve to acknowledge him. And then this guy here Frank Kern he’s a marketer from the US learn a lot about how to market and turn a blog into something profitable from working and learning Frank.

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Which has lead me to this point here which is Influence Faculty and the new blog that I’ve just launched about 2 months ago and which I’m gonna use throughout this presentation as an example. So you can see what I’ve done and how you might be out to replicate the same thing for your blog whichever kind of blog it is going to be that you have.

Now for me influence is the most useful skill I think that you will ever require. This is where I've come to from all my time in health care and research and then everything. And the reason I think so important is that you will develop a power to change yourself and those around you. And for me I'd like to encourage you that days the reason that you have a blog because one you will be changed by the experience.

And two you can really use it to change those around you. And the three things that we focused on at Influence Faculty Me, We, and Space. Where 'Me' is my own motivation and the skills that I have, 'We’ refers to the social structure around us that enables us to do the things we do and sometimes prevents us actually from doing things we wanna do.

And 'Space’ refers to our environment and all of those 3 things need to be on alignment to really enable us to have success. And you'll see as we go through this if you wanna have a blog that’s successful then your own motivation needs to be in alignment with that. You need to develop skills.

It’s great to be part of a social support structure that helps support your ambitions with your blog. And it’s really important to have the right things in place around you that facilitate your blog. That would include things like the right software, the right environment, if your gonna do writing or if you’ve going to use a video as part of your blog.

But you have the right things around you to facilitate that. If all you do after tonight is get revved up and motivated about having a blog and that’s all you’ve got is your own motivation then you’re up against a pretty hard road. Because that motivation will fluctuate and unless you develop skills and have a social support structure around you to help you develop that blog then you’ll find it pretty hard and it will be one of those things that’s gonna fade away.

So just again being really open and honest about that but I got a resource that can help you with that anyway at the end so that’s what I tell you about. Ok this is an actual image from Influence Faculty - the actual blog itself just the way I got that laid out each of those representing the different post that I have on the blog.

You can see this in video there and some images all to make it look attractive. If you wanna check it out its influencefaculty.com/blog. Let's get right back into why you would go ahead and have a blog. This is the key question that we need to answer before you even go ahead and just start one.

It's really having a good understanding of why. So for some people it is purely the creative outlet. That's why they do it. They’re passionate about something and they want to use a blog as a way to explore that. And I’ve seen some statistics around about 20,000 new blogs starting per day. I think that could be a dubious statistic.

But nonetheless, a lot of people are starting blogs on a regular basis. And if that's what you would like to do and it’s a creative outlet for you then it's a great idea. Another reason you might start a blog is that you wanna have increased reach and that's another way of saying increased influence.

So this is a map from analytics showing the people who visited one of the blogs I’ve had and it just goes to show you've got these people from all over the world you don’t know how they find you but they do. And you
begin to realize what a very small world we live in when you have a blog and when you realize that people from all over the world read your content or access your videos or whatever it is.

So this might be another reason that you have come along tonight to find out about blog. You may just really really wanna help people. And a blog is a great way to do that and again that might be why you’re here tonight. Maybe you are really looking for increaseD recognition of your expertise and to grow your reputation.

Now that can happen at the very local level. Let’s just say that you’re a professional. You work in a local environment and you would like to use a blog to get increase recognition in your community so that you can grow your business and you can attract more clients to your business that really important reason why people want to set a blog and I have definitely use them for that purpose.

Again it could be all about attracting traffic to your business. Now traffic is the de-humanized way of referring to people. But using a blog to send people right through your other business is a great plan. Some of you might actually like to earn money directly from the blog itself. And there’s various ways to do that. We call it monetizing a blog.

And were gonna go through some of those ways tonight. And another great way of reason to use a blog is for networking. I’ve definitely use it that way because a blog provides ways for you to getting contact with other people in the world who open up an incredible world of opportunity to you. And it’s just amazing how easy it is to meet them and communicate them through this whole blogosphere through this blogging community.

So networking is another great reason to start a blog. And another thing you can use a blog for is to actually write a book. I’m not the first person to come with this idea at all. Lots of authors have actually turned their blog posts into a book. And they might even write one blog post per day. And if you think about that, at the end of the year you would have 365 blog posts.

And if you have some strategy around it at the end of the year you can package all those posts up. And published that as a book or at least get it edited and turn into. And that’s one of the projects I’m actually working on. It’s really exciting at Influence Faculty publishing is using that strategy to actually get lots of books written and one in particular.

But that’s gonna take about a year long project and its part of what I’m looking to do. So hopefully just even those examples appeal to you in one way maybe there’s one or more examples appealed to you there about why you would start a blog. And you may have other why’s for you about why you might stop one as well.

Now just some examples of blogs to give you an idea a website called mercola.com and it’s one of the most highly trafficked natural healthcare websites in the world. Reassure he’s an osteopathic positioned in the United States. And even though he doesn’t have the word blog anywhere on here you can see that the homepage of this website is structured with current health news which is virtually the same saying a blog.

Essentially what he does is put updated information on the front of his website which is exactly how a blog functions. And people come and read it. Now what he then does is he sells products on this website. And this is a 7 figure blog. So it’s doing over a million dollars a year through the blogs. So he’s been going on for a long time as well so very well established.

But that’s an example of someone who is using a blog. Go ahead and check it out. Go to mercola.com check it out and have a look and just see what he’s doing and how he uses education and information to help people.

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And then at the same time he provides them with the opportunity to buy products that also help them and that’s how he monetizes the website.

Another one called mashable is a blog and it is really all about IT technology, media, social media, and it’s whole model is to get a lot of volume to this blog so that it can then sell advertising which is a very common and traditional model doing this. So this falls into that high volume category of blog where they have to produce a lot of fresh content.

They got a lot of writers writing for them, and because they got so many eyeballs coming in to this blog they can then attract advertisers to come and pay for banner ads and things like that. If we actually go to something that is the opposite end of the scale, this is one guy he’s an emergency physician based over in Western Australia if I’m correct.

And he writes about emergency medicine but he writes about it for everyone. So again you can go and check this out lifeinthefastlane.com. And he’s someone who’s just really been in that passionate about emergency medicine. He blogs about it, he’s won medical blogger or words and things like that.

And he has now developed a range of ways to monetize this blog through various merchandise that he sells and other things the he links off to from the blog. So this isn’t a massive one it’s a very specific niche if you like it’s in the emergency medicine niche.

Another blog you might have heard of Tim Ferriss with that book The 4-Hour Workweek maybe you own a copy. There’s also The 4-Hour Body and now The 4-Hour Chef. But again all based around a blog putting out fresh content all the time and attracting readership of people. Now this is another blog called uncluttered white spaces and this is someone I’ve done some work with, in the past based in Australia,

And here’s a really interesting way they using the blog. They put a number of writers; they write about the topics that they’re passionate about and they don’t monetize this website at all. Meaning this website doesn’t generate revenue. But what it does it’s that it positions them as having expertise and it helps them get really high end consulting clients.

So again you can see what they’ve decided is not to monetize it at all. It’s just all about providing information to people and talking about topics that they are interested in. And as a result of the people they have been meet through this blog that then keeps over into their other business so again completely different way of using a blog to be influential and profitable for them.

Now for something completely different. This is a research paper that I published as part of my PhD and what would typically happened with the research paper like this is it gets published in an Academic journal. It sits on a shelf maybe some people download the pdf and could easily just disappear into oblivion with all the other 30 to 40 thousand research papers that get published every 5 minutes or something in the world these days.

So I could have just left it at that. But what I decided to do was turn a single research paper into a blog, a full website. And so I went ahead this was very inexpensive to setup and it’s fairly basic site. And it’s at qarel.org that’s the website is at. And what it enables people to do is to find my research because that’s why I did the research.

I wanted people to be out to find it and use it and I felt like I had to do far more than just let it sit in an academic journal and needed to promote it. And so there’s the front page of the blog or the website. The actual blog dealt

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is here. And if you go there and look I’ve actually only put 2 or 3 blog post on this particular blog because I’ve achieved the aim.

I want you to notice something in the right hand column there is an ability for me to capture people's names and emails and that’s the key thing - is that people can come to this blog they can access that tool that I developed as part of my PhD. And to access it they have to give me their name and email.

On that way I can actually form a communication with them have a dialogue with them about their interest in my tool that I developed which of course is what I wanna do. Now I want you to notice this because now I’ve gone to Google and if I type in the phrase reliability quality appraisal tool don’t worry about technical term but that’s what people in that area type in.

You can see that down there in the red box that is where my website sits. And if you look at the top you can see that out of 30,200,000 pages that Google has decided that my particular blog is worthwhile showing on the front page for that search term. Now if you look above that as well you can see that my actual research paper is indexed in Google.

But if you click on those links you can actually get the paper. You can just get the, a small like a teaser about it. Where is just they go to my website they can actually get the tool and they can give me their name and email and I can have contact with them. So there’s another way entirely again as an example of using a blog to actually turn a research paper into something far more valuable for people.

In fact if I show the full page I set up another blog for this as well and both of my blogs are on the first page for that search term. So they're just examples again of blogs to whet your appetite about what’s possible. Now if we then start digging now what you would do for your blog, the first question I like to ask people is this and that is what is your functional rhythm?

And what I mean by that is when are you functioning at your best, when are you, your best version of yourself? What is that you’re actually doing? And what I find having work now with thousands of people a lot of entrepreneurs who are looking to start online businesses or people who are looking into expand their careers is a lot of people struggle to know exactly what it is that their passion is what they should be doing.

And so it’s really worthwhile spending some time thinking about that. Because if you can get clear on what that is you will have much more enjoyment with the blog and it will enable you to persist when things get a bit tough or you get whatever. You won’t get as bored with it because it’s completely aligned of what I called the functional rhythm.

Now I’ve actually got a report you can download for free. If you go to influencefaculty.com it’s not actually advertised on there. But if you put your name and email in you’re actually get the report. And what it does is it takes you through a very comprehensive 3 step process to help you do an inventory of everything you’ve done so you are very clear on what your skill set is and the range of experiences you have.

It helps to identify for you areas of your life where you might need to get some balance. And it also helps you to frame what your ideal life and what your ideal day would be like. So those free things are drawn from positive psychology and positive coaching. And you’ll find that really useful to go through as a way that prepare yourself to figure out how you gonna move forward with your blog to give yourself the best chances of success with it.
Which is what I really want for you, I want as many of you has gone setup a blog or pickup an old blog that flying around that you haven’t done anything with. I really want you to have success with it. And I can’t emphasize enough how important it is to have this stuff sorted out before you do that.

And once you’ve gone through all that you’ll be left with a much clearer picture of who you are what you should really be focusing on. But that doesn’t equal a brand. And if you gonna do a blog that’s influential and profitable then it needs to be in the context of a brand. Now I didn’t used to realize the importance of this until I started doing some work with a gentleman by the name of Glenn Campbell who is a branding expert 25 years experience working on some of the biggest brands in the world.

And he’s helped me understand the importance of a brand and it’s so important that I felt it was important to take you through that before you went ahead and just start a blog. Because again doing this process will really help you get clarity over what you doing. By the way that’s his website if you wanna go and check it out brandheart.com.au.

He’s got a couple of great free reports that you can download and get an insight into this man’s head. He’s really a phenomenal character and I just love recognizing here for that. But let me just take you through what he’s helped me understand about a brand. Now a brand should have a vision and when I say brand I want you to hear the word blog as well.

Ok because if you’re gonna do a blog you should have a vision for what you wanna achieve with the blog. And the vision should be grandiose. It should be something maybe that is even unattainable. Something you’re really reaching for. And so for Influence Faculty for example my vision is that I wanna help people live their dynamic potential.

That is my overall vision. And so everything I do needs to go toward that ultimate aim that ultimate vision. You then need to have a purpose what is the reason for your blog or your brand. And again to give you an insight the purpose of Influence Faculty is maximize people’s ability to influence that’s the purpose, ok?

The next thing after having a purpose is what are the benefits? So when you’re thinking of a blog you need to think about how is this going to benefit other people. And so again as just as a way of example Influence Faculty the benefits are: the people will have a powerful positive impact that brings reward and legacy.

So I want you to now see the way these 3 things fit together and it goes like this. The purpose of my blog, Influence Faculty is to maximize people’s ability to influence so that they can have a powerful positive impact that brings reward and legacy and by doing that they will then be living their dynamic potential.

So you can see those 3 things fitting together vision, purpose and benefits. So if I was to sit down with you or you would have contacted me on facebook or by skype or by email and you would have say we become not sure what the blog is or I’m thinking of doing a blog on this that or the other.

I should be able to say to you, well look what’s the vision, what’s the purpose and what are the benefits and it will be great if you could come back and answer that. Because if you’re clear on that then it will just save you a lot of time if you can get clear on that now before you start. Now we will quickly go over it through these things cause your blog means to have its own personality just like a brand does.

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You’ll have a certain values that you’re really that will have that will come out through what you write and through who you are as a person. And all of that then leads to a name of your brand or our case a name of your blog. It might be your name it can actually go with it if you are the brand or you may come up with a different name that is gonna be the brand of your blog.

Like the one for example from the emergency physicians life in the fast lane. Once you’ve done all that you’ll then get some kind of logo that represents your blog because that’s what you’ll need to have when you get the blog designed as you move forward. You’ll then have some kind of tagline to go on with the logo,

And the tagline is often gonna come from the vision or the purpose or the benefits. So again just as an example so you can see how this works. You can see the logo on this slide here is Influence Faculty. I could have a tagline that is Influence Faculty, live your dynamic potential. Or I could have Influence Faculty maximize your ability to influence.

Or I could have Influence Faculty have a powerful positive impact. You can see how having that vision, purpose, and benefits really gives you some great words me thing that you can use to create a tagline that sounds powerful and that is interesting to other people. Once you’ve done all that your blog needs to have a value proposition.

So really you need to think about what problem do you actually solve for people or what desire do you fuel. Now if you’re using a blog just as a creative outlet then the focus in that case is kind of really all about you and your creative outlet. If you want to be more influential and you actually want to have a profitable blog then it can’t be really about you.

It’s got to be about the people who you going to help. And so that’s why you really need to understand what the value proposition is. What problem do you solve for people? Or what desire do you fuel for them? You need to be really clear on that because that’s the only way you’re going to have a profitable blog is if you have the answer to those 2 questions.

Now again this kind of ties into whether you want the blog just to be influential or whether you want the blog to be influential and profitable. Now if it’s gonna be profitable then you really have to engage in some form of commerce right? So ecommerce. So the ways that you can do it through a blog are you can have product sales and those products can be physical products or digital products like software or books or courses.

You may actually sell other peoples products. You might now even have your own products to sell but you may sell other peoples products in which case you then get a commission for having sold the product or recommended the product. Maybe you’re using a blog to get new clients to your business or get consulting clients.

Maybe you use the blog to promote an event and that’s actually how you then make money through running an event. Maybe you got a coaching business and you use the blog to get new coaching clients. Or maybe you go for the really high volume thing and you’re actually gonna have other people advertising on your blog and so therefore you’re doing advertising revenue.

But these are the main ways that you can earn money through your blog and I’m gonna give you some examples of how I’ve done that as we go through. Now one of the things that I’ve missed and I’ve seen lots of
other people miss failing to understand who the target reader is the target person is: Who you’re actually writing for?

Again if you’re doing it for the creative thing you’re writing for yourself but if you’re actually wanting to help someone you need to know who your target reader is. And so therefore you need to know what’s the age group that you’re aiming for. Are you aiming for male and female or is there a particular gender that you’re aiming for.

What type of income level do they have? What type of profession do they have? What location are they? What problem do they have? What desire do they have? And what needs do they have? These are the kinds of things that you need to just they don’t need to spend a lot of time on it but at least spend some time being very clear who it is that you are targeting with the blog.

What interests do they have? What hobbies do they have? You know if someone for instance has an interest in yoga then what other types of interest or hobbies do they have besides yoga? Because that might give you an idea about the other types of content or things you can include on your blog.

So it’s really just we call it creating an avatar of people. Now once you’ve got all that clear and you gonna move forward with it, it’s really worthwhile saying who is my competition? Now what happens in traditional business we really do see the competition as competition. But online and as officially when it comes to blogs very often that competition can turn into a collaboration and can then actually turn into a partnership of some type which has definitely happened for me.

So imagine that instead of that being of a competition you’re in partnership with someone. You might even work on a project together as a result of starting out these competitors. Which is actually really exciting something I found exciting anyway. So how do you find your competition? Well pretty much you go to Google and you type in your keyword that might represent the topic you are interested in.

And then you just type the word blog. So your keyword and the word blog and what Google will return for you are the best blogs that are related to that keyword. And so that’s the way you can go and find out the best blog or the best competition in your particular market. So I don’t know I’ll just take yoga for the example.

You would type in the word yoga blog and then you would see what Google came back and showed you. Once you’ve identified these blogs, you’ve then identified the people who already have your readers. And this is really important and you can see the bracket there I’ve got OPT which stands for other peoples traffic.

If you will starting out from scratch and you’ve got no traffic then one of the best ways to get traffic is to go somewhere where those people already are and they are with your competition which is why you then want them to become collaborators. Because if you can get your information in front of those people in a collaborative way it’s a great way to become more influential and to grow the popularity of your blog.

So other people’s traffic is one of the key concepts I really wanna get across to you if you wanna grow something quickly is getting access to people who’ve already got your readers and other bloggers are a great example of that. So basically find the most influential blogs in your niche and subscribe to them.

Hit the little RSS button and get their blogs on a regular basis or put your name and email in to make sure you sign up for the updates so you get regular updates. And then get to know these people literally. Don’t be embarrassed and hide behind the computer actually get to know them and one of the best ways to do that is to comment on their content.

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So if they’ve left a blog post at the bottom of a blog post is a very open a place for you where you can leave a comment and response to it. And of course all bloggers read the comments that people leave for them. And so if you leave a comment that is useful and contributes to their post and you do it a few times you’ll get noticed by these people and very often you could strike up a relationship with them which is really fun.

Now it doesn’t have to stop just with blogs because you could go to itunes or any other number of podcast directories and you could say is there anyone who’s doing a podcast on the thing I’m interested in. Because that can be number one, a great source of information for you in an area you’re interested in.

And secondly you could also be another great source of other peoples traffic to send your blog if you could make relationships with this. So search for podcast in your particular niche or area. Go to YouTube and search for YouTube channels that are in your particular topic. You might find someone who’s really prolific in putting a lot of videos in your area.

They might have you know couple of hundred thousand views on their YouTube channel. So they’d be someone worthwhile getting to know if you want to promote your blog. Go along to facebook and do a search for pages in your particular area. And find out is there a page on your topic again we just stick with the yoga example for instance.

Is there a page where you can see there’s a lot of people liking it, there’s a lot of interactivity on the page? It could be worthwhile place for you to begin to network and meet other people and promote your blog as well as the same time. If you wanna get really technical with it which is what we do you can do a competitive analysis when it comes to Google and search engine optimization.

But I won’t really go in too much depth on that at all cause it does get kind of really technical. But it’s a way of you understanding how you can get your blog featuring on a first page of Google for important keywords, is all I say about it.

Ok so you’ve got your functional rhythm, you’ve narrowed your brand down into something that you really feel you can move forward with. You’ve identified who your target readers are and you’ve also looked at the competition and potentially who the collaborators are in terms of your blog. So now you need to figure out how your blog is going to be different from other people’s blog. Now it doesn’t have to be drastically different but it would be good if it was somewhat different.

You don’t wanna go out and just copy what everyone else is doing because then you just be the same as them. You need to have some point of difference. And the point of difference could come in many different ways. So you might decide to have a slightly different focus on your blog even though it’s about the same topic than someone else.

So again if we stick with yoga you might choose to have a very specific focus about yoga that other people aren’t focusing on. And therefore you’ll be contributing something unique and different to that particular area. The type of blog that you have the format of it can also be a point of difference.

You might decide that you’re going to have really long blog post. You might write blog post up to the 2000 words or 3000 words each blog post. You might actually just write very short blog post on a very frequent basis. Things like 2 or 3 hundred words each and that’s it. Maybe you focus on all your post being all about how to do something.

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So you’re really providing education and solving problems for people. You might take a particular style that’s a commentary on other people’s content which is kind of like being an editor. There might be a lot of other blogs that are doing great content and you actually might to find the top 3 or 4 bloggers and you might provide commentary on their content and synthesize what they have said for other people.

And that’s actually really attractive because now I don’t have to read 3 or 4 other people’s blogs. I can just read yours because you’ve done a commentary on it. It might be more like news where you’re giving updates. It might be that you get quiet detailed and you might do summaries of research papers. So a lot of academics or professionals this is a great option for them.

How is your blog going to be different? You might write long post. You might write short post. How to, commentaries, news, research. You may choose to do a blog that is purely based on video only. Now that’s for those of you who want to get in front of the camera.

But notice that this is video when it’s working and my head is in on screen. So even though I’ve done a lot of head to camera video you don’t have to do head to camera video to use video on your blog post. So you might say you know what sitting around trying to write a blog post is gonna be too hard for me but I can easily do put 5 slides together and do a presentation and I will use that as my blog post.

You may do podcasts. You might to exposes. You might choose to write blog post to the very positive or you might choose once that are very negative. I mean I’m familiar with the particular blog that is incredibly negative and uses expletives every second word and they get so much traffic and makes so much money it’s not funny.

You may choose to do interviews with people. Just one of the things I’m doing on Influence Faculty. You may actually choose to have a blog that is purely photographs. So you might photograph the day or something and have a little comment about the photograph that the whole draw card to the blog is the photograph and not the text.

You might choose to be the expert or you might choose to be want we call is the reporter where you’re not setting it up as the expert. You might just have a real passion about something, and you might go an interview all the other experts in the field and that might be how you go ahead and get your content.

So there’s just so many ways for you to create content and create a point of difference in your area that I’d be surprised if you could find a way that would suit you and suit your lifestyle. Ok how else might you make it different? It might be to do with the frequency. I know someone who put a lot of effort into writing very detailed blogs and they only post one or two every month or so.

But they’re very detailed and they have a loyal readership because they developed you know it’s a very technical thing that they published. You may have something were you put a news update out every day. You might change or target market slowly that’s how yours will be different.

The personality that comes through in your blog, you know I’ve done formal. I’ve been there and done academia and I’ve done trying to be scientific and speaking with professors. And in the end I got sick of it because I’m just not that type of person. I’m a bit irreverent. I’m unconventional. I like a bit of shock factor. And I like to be having fun with everything I’m doing.

So even though I’ve got a quite a corporate looking website and what I’m doing I believe is incredibly high value and drawn on science. The whole personality I wanna come through is fun and unconventional. And so that’s the personality that comes through in what I do.

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And that’s what I encourage you to do otherwise you won’t have fun doing it. And so you might choose to be the contrarian. Always disagreeing with everything or finding the other point of view. You might have a very sarcastic point of view coming through what you do. It might be just really truthful or you might have a blog where you really come through with the very loving caring and empathetic approach to the post that you do.

And that might attract a certain group of people that you really bond with. So really feel free to choose what personality and characteristics do I want to display through the blog. So having done all that right you know you pretty much set at that point to go write. Now I’m gonna start my blog. I’m pretty much know what I wanna do and I want to just start and get going.

And so the next really important thing is the platform that you choose to have your blog on. Now we gonna spend like a very very small amount of time on this like usually 10 or 15 seconds. The platform you should use you can see it on the picture there is wordpress. And you can self host that yourself you can go to wordpress.com and get a blog there.

But what you should really do is setup wordpress on your own domain name. So again my blog is at influencefaculty.com so I’ve bought that domain and I’ve then setup wordpress on that. Look, of the top hundred thousand websites in the world 20% of them now or in more use wordpress as the basic platform.

It is a phenomenal platform really useful and that’s basically what you should use as my recommendation. So if you don’t know how to do it yourself there’s videos you can learn how to do it if that kind of person you can watch on YouTube video how to setup and install a wordpress blog.

There are a lot of really quite cheap things around that you can use to create your blog. Where I am at home with I wanna cheap because I’m so sure about what I’m doing and I am mature now with my blog. I paid a bucket load of money to get it designed to look exactly like I want it to be. So in the end you do kind to get what you paid for.

But the beauty with wordpress is you can start out very inexpensively and then you can move in to the more fancy stuff as you begin to get money and then you begin to get clearer on exactly what you’re doing. So you would buy a domain name that would be linked to your brand. So obviously you come up with the name for your brand or your blog that’s what you then need to buy the domain name or something close to it.

You might find that they’re already taken in which case you need to kind a get creative with what you might call it but that’s what you need to do. As I said you use wordress it’s self hosted that means you have it on your own server. One of the really good things about wordpress is it they’ve got an iphone app which is free and therefore you can use your iphone or your iPad to actually update your blog from wherever you are which is really really convenient.

Because one of the things that you know you need to do if you moving forward with the blog is make sure that you can actually do it, that it fits into your life. And if it doesn’t fit into your life then you won’t do it, or you’ll only do it for a month. So if you do any travel at all sitting on a bus or a train you don’t need an immediate laptop.

You can just use your iPad or your iPhone. I’m pretty sure wordress would have apps for androids and other phones as well. I completely apologize for not knowing anything about anything other than apple because that is my absolute brand of choice I’m in love with them.

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Facebook is another platform the we would probably use to extend your blog content out there in a 600 million or so people whatever it is on Facebook, I’m probably out of date with it too it’s probably a billion right now. But Facebook another great platform to extend your blog and then of course all this other ones as well like twitter and like Google plus and like LinkedIn and Pinterest specially if you got a lot of images in your blog.

iTunes is the other place because you would use that for podcast and YouTube for videos. So you can see that while your blog is like the central hub of what you do think of all this other sites as outreach. This is where you go and take your content to this other places so it can be discovered there but the whole point is that people find it and make their way back to your blog.

Ok so there are the platforms you would need to get your head around. You know start with your blog and then begin to get those other ones incorporated as you get more sophisticated. Now in terms of the basic content you’ll need on the blog there is a difference between pages and posts. Posts are the things that you update on a regular basis with new content.

A page is something that you essentially create and then it really doesn’t change over time. So examples of this would be sometimes the homepage. Unless the homepage is where you feature all your blog posts then that would be changing. Your about page is really important, people still going to check out what you are all about.

And on that page is where you really need to shine. Don’t just have some boring stuff on there that you whack up. Share your vision that really grandiose things so people get could kind of get capture by your passion for the topic. Be really clear about what you stand for and what you stand against.

Polarize people so that you say well you know these are my target audience and this is who I am targeting and so this is where I stand for so their very clear about it. And point out why you’re different. So if you actually have a look at this screen shot of Influence Faculty's about page you could see that I hook people in by giving a definition of what influence and what faculty is so people immediately kind of getting triggered by that.

And then the very first thing that I’ve got on there is how we will help you. I don’t say about us this is who we are even though it’s an about us page, I’m talking about how I will help the person who’s reading the about page. So I can get them engage because that’s what I wanna do.

I wanna maximize their ability to influence so need to engage them. So again if you want to find out how I’ve done it go ahead to Influence Faculty and go to the about page and read it. Down the bottom you will see that I’ve got the statement here what we believe and stand for. And this is very much like a platform of my values and what I believe and why I go about living my life which of course is consistent with the brand Influence Faculty.

So again go ahead and have a read through that so that when you’ll setting a page up for your blog you can use that as some kind of guide to modeled it of I’m more than happy for you to do that. Of course it needs to be your values but again have a look at it so you can see what I’ve done.

You know on that about page you know when the reader comes there how you are going to benefit their lives. Be really clear about that. You know establish you credibility and if you’ve got qualifications by all means have them on there so that people can feel comfortable with the site that is trustworthy.

You know tell them why they gonna benefit if they keep on coming back. Use social proof or testimonials in some way if you can to encourage people back. Now I know that some people on this call are health

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professionals and in some countries there’s regulations around being out to use testimonials. But again you wanna use some form of social proof around your blog.

Even those people saying they like your blog is oppose to you as professional. Just help people know that you’re worthy, you’re credible that this is something worth their wow. Of course you’ll need privacy and terms of service pages. A lot of people miss these but if you’re getting people to your site and specially if you’re capturing their name and their email address you need to have this stuff published on your blog.

So again you can find those on my website there and have a look at what I’ve set on there and use that to model with your privacy and terms of service documents. And of course you can have blog post on there that’s the whole point. Now you can put your blog post into categories and that can be quiet useful for Google to help understand what categories you talk about.

And it’s also useful for readers so they can search your website for the various categories that you might blog about. They can be categories that are quite closely related so let’s just say that you are in fitness you might have category on there about strength training and you might have a different there about cardio vascular and you might have a different category on there about diet but it’s all related to fitness.

You know alternatively you might have completely different categories on there as well I mean it’s your blog you’re allowed to do what you want. Maybe you have a category on there about photography and about maybe you’re a lawyer and you have a category on there about updates to text or something like that. You can do whatever you want it’s your blog.

Now you don’t have to be entertaining but it’s a good idea if you are entertaining at least sometimes because people wanna be entertained. And definitely on social media and on blogs the entertaining once tends to get the biggest attraction. But you don’t have to be entertaining you definitely want to be valuable.

And you wanna help people; people need to have learnt something from their experience from you. So you know valuable and educational content is obviously what you wanna do. Above all you really needed to be emotionally engaging. There is a great book called Emotionomics and again the whole point is that if you wanna have a successful blog engage with people.

So that means sharing your emotions. Sharing stories that have happened to you whether they’re sad stories maybe they’re happy stories. I mean you set the boundaries around what you wanna share but please please make it emotionally engaging. Now this one is something I do want you take note of.

Because this is very prescriptive here in terms of what I want you to do. So the formula for writing your content doesn’t always have to follow this but would be good if it did. So the first thing you wanna do when you develop your blog post content is what I call the deviation. That is deviate people from what they are expecting.

That can be by the headline that you use on your blog post. It could be the photograph or the image that you use. It could be how you start the video off. If you don’t capture their attention straight away then you will miss a lot of readers and you’ll fail to influence them. And so you look done all this work to create a great blog post and simply because you failed to capture their attention in the first place. They then don’t go and consume your content.

So always be thinking what I’m gonna do to grab their attention. I call it a deviation. Now the next thing you do once you’ve captured their attention is tell them what you’ve got for them and be really clear about it. So if you
think about the way I started this webinar tonight because I have a big screen that said On Air. You know so again it was red.

Red is something were gonna capture. It's only a very subtle thing but it got your attention the webinar is about to start. And then very quickly I got into this is what I'm gonna cover in the webinar. I don't think I had my slideshow for some reason so even though you might have not seen that that was just a bit.

Then you go on to tell them how this is really important how what you got for them is going to help them. And this is a classic era that professionals make. Because I noticed a lot of professionals on the call tonight if you're technically advance and you got a lot of expertise in your area it's very easy for you to focus on the features of what you do.

He’s what you’ve got for them. What you need to do is then say and it’s gonna help you in this way. So whenever you’re thinking about writing your content one of the most useful things always ever taught by a copy writer was saying if I say a certain sentence for example like let’s do a camera.

If I say the camera has a 2496 GIT processor to you that might mean something but it might not mean anything to anyone else. And so what you could then say is which means it takes really good photographs. And so the test that I use is can you say which means at the end of the sentences or the paragraphs that you write.

Because if you could say which means and still say something else it means that you haven’t broken it down into the benefits for people who are reading it. So it’s really really important that you spell out for people what the benefits are for them because that’s what they’re there for right to get benefit from it.

And then the other really important things like I said all are this are important. Is that the end? You want people to do something with what you’ve just taught them. So never finish off a blog post without asking someone to do something so that could be asking them to go and actually use what you’ve taught them.

And give you some feedback about how it worked for them. Or it might be that you ask them to like the post or leave a comment beneath. Or it might be that you ask them to share it on twitter or facebook. Or it might be that you ask them to put their name and email in to get your free report or whatever it is that you might create for them.

Or it might be that you ask them to consider buying a product which is a way you then make your blog profitable. And so that’s why you need to get into the hang of always asking the person to do something at the end of what you’ve just created for them so they go ahead and do it. Don’t expect them to just figure it out for themselves. You really need to spell it out.

So here’s the formula. Deviate them. Tell them what you’ve got for them. Tell them how it’s gonna help them then you might actually give them the content and then at the end always finish with here’s what I want you to do now. If you follow that formula you’ll have far more influence and that’s the key to having a profitable blog.

Content type we have a look at this. Here again is a screenshot from the Influence Faculty blog. And what you can see here is that I’ve got text, I’ve got video and I’ve got an image on there. So I’m using a lot of multimedia. And so if we just look at text for a minute you could just have a text and that would be an example of a blog post.
But you can also turn that into a PDF document and you could also as I’ve mentioned before turn that text eventually into a book that you can publish. You can use images obviously in your blogs and I really highly recommend you do that. I mean if you have a look at the image I’ve got there of the muscular hand with a baby’s hand, I should have actually use the image where I put some text on it.

And it basically said with increase influence comes increase responsibility. And a whole lot of people resonated with that and that was great content that I put out even though it’s just one image with some text on it. And you could over there to the right there is the mind map of this particular presentation which I am gonna email you all at tonight afterward so that you got a copy of that, again great content that you could put on a blog its imagery and people like it.

So again photos, graphics, infographics, which are a graphic that just conveys a lot more information in them, you can use presentations slides like tonight I’ve created this slides. You could use those as images on your blog and also mind maps. Now you can go and buy mind mapping software and you can get free mind mapping software as well.

I think you be just going to Google and type free mind map software, you’ll find it. So Google is a great resource obviously to find a lot sort of stuff, because you can create great content quickly using that. Now another thing that you can do if you wanna get a bit more advanced is turn your blog posts into podcasts.

And the way you do that is either with an audio or you do a video and you stripped the audio out and you turn into an mp3 and then you can upload that as a podcast to various sites. I used iTunes for that purpose right. So I’m kind of putting my content everywhere so that it can be found everywhere.

Here is the actual what looks like at apple in the iTunes preview there so you can see its Influence Faculty podcast. I’ve got 2 episodes up there and over the year that’s gonna increase. And the people I’m getting on are really phenomenal so again just as by way of self promotion here please subscribe to it or make sure you’re on the list because each of these interviews come out are really incredible people.

And you’ll get a lot of value out it as you listened to it as you progresses. It’s great branding too to be there with the podcast right there with the apple brand around you so because I love apple so much makes it full nice warm and fuzzy. So here’s another here’s a particular blog post you can see on there and you can see that there’s a video playing.

Alright so it was taking a screenshot. So video is a great thing it’s really engaging and people like it and they watch it and you can of course include text on the blog post as well or some people just have videos that’s all they have so that’s the type of content you can use.

What I do of course is upload all my videos to my YouTube channel and there’s a picture of it there. So again you can see how I’m using my blog as the hub but I’m spreading this content out to other avenues from marketing and promotion. Ok so we’ve gone through a lot so far and now we’re at the point where you thinking right how am I gonna find what to actually write about.

Ok Nic it’s great you’ve told me I can make videos good on you, you told me I can do graphics that’s great I just don’t know what to write about. Well Google is a great place for you to find content. So you go along to Google and you type in the particular you’re in. I’ve already give you example before of doing yoga searching for blogs.
You'll find there incredible amount of content about yoga on these blogs and you can actually comment on that. You can use that as inspiration to write your own stuff. So use Google as a great way to get ideas for content. Now that involves you having to go to Google and look for stuff.

But once you've done that you can subscribe to people especially if it's blogs you can subscribe to peoples' RSS feeds so that their content then comes to you instead of you having to go and find it which is a big big time saver. I wouldn't go into a lot of detail about RSS if you wanna look it up there's YouTube videos that do great explanations far better that I can give.

All I point out here is a little app that I found for the iPad and the iPhone and there will be similar ones for other devices. This one's called reader and it's a really beautiful little app that displays your RSS reads for you. So again for those of you not familiar just quickly instead of you having to go to someone's blog to see if they've put a new content out you subscribed to their blog and every time they updated you get notified through this little app called reader if they put new content up.

So you can imagine how a time efficient this becomes right? You might schedule a Monday morning to look at the content that you gonna do for your blog. You just open up this little app and any content that's been published by the blogs that you subscribed to will all be there and you can have a read through it and use that as inspiration for what you gonna blog about.

Ok just another little tool here many of you will be familiar with evernote it's a fantastic tool. It goes across all this different platforms and I use it as the place to keep notes on what I'm going to blog about. So any ideas I get I store them on evernote if I see any news articles or any websites I visit and I wanna remember them I use evernote to do that.

So again if you don't know about evernote or you haven't really explored it, it is a fantastic free tool go check it out you'll find it really helps organize you and saves your time for blogging. Of course you gonna need a resource to actually write your content. So obviously a computer or a tablet I use my laptop and my iPad to do the content.

I don't do the content on the iPhone it's just too small but both of those things are just fine for creating the content. For creating audio there's gazillion apps that you can use, I use one called HT recorder on the iPhone. I think it's about $5 and it is just a brilliant little app because it's really good at audio.

But what it also does is allows you to send that audio file to another folder elsewhere so really useful to be out to record interview. So you could sit with someone somewhere turn this on put on the table have a discussion with them turn that discussion into an interview you could edit it and there's your content for the blog post.

So it's a really good app to use but anyone will do right. This is the one I use. When you've got your audio you then need to figure out how to edit out the uhms and the ah's and if I'm completely honest with you every now and then I have to edit out I'm rather extreme expletive because sometimes you keep getting it wrong you let a few words fly which you don't want your readers to listen as to hear so you have to go and edit them out.

Audacity is a great program, it's free and it's where you can do all that type of editing if that's kind of thing you wanna get into. Of course you can go on Mac you can just import it directly into garage band and use that as a way to edit your interviews. Another great way to get audio content is through skype we use this all the time because skype is free so you can have conversations with people.

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And as long as you record those conversations they then become audio content that you could use for your blog. I’m on a Mac so I use a little plugin for skype called ‘Call Recorder’ and any of this resources I mentioned by the way I’ll include them on the blog post I put up so you’ll have access to them.

So co-recorder means that if I’m in a call with someone I can just hit the little red button and it records it for me and then I got the recording of it which is really useful. And if you’re on a PC one of the most popular ones is a little app called Pamela which again plugs into skype and turns into a audio recording tool for you.

The max now cam also prebuilt with the thing called podcast publisher which pretty much enables you to go in there and record podcast, audio or video and pretty seamlessly integrates with iTunes. So you can get your podcast up pretty quickly from just using that little inbuilt app.

It’s just become so incredibly easy compared to what it was even before 5 years ago when I first started so it’s a great time for you to get started really. Now if you wanna beef it up a bit, but it allows you to have up to a thousand people on a webinar which we’ve done in the past again you can record it and you can have video.

But there are other tools out there as well you can use like Google hangouts now I mean they’re free. So you could use something like that to record content if you wanted to. Alright so what about getting images, do you have to buy stock images? Now I’ve got a lot of stock images in this presentation but sometimes having authentic images is actually even more attractive.

So of course just use your camera that images that you can take on that are absolutely adequate and there’s a whole lot of really cool apps that you can get for the different devices that really give you incredible photo quality and various effects that you can use and it’s worth putting the effort into developing at least one really good image for each blog post.

Because it’s what catches people’s eyes they can share it on pinterest which is all about images, shares on facebook really well and I’ve put the time into developing an image for every blog post. Sometimes you actually wanna capture the actual screen that you’re looking at on your computer.

I’ve shown you screenshots of my website tonight and that’s because I used screen capture tools. There’s one that’s a paid one for PC called Snagit. There’s a free one called Skitch. There’s a lot of them around. The shortcuts on your computer I think you can take screenshots anyway.

I like to take screen shots and edit them to be out to put arrows or text on them to enhance them so that’s why you get this other tools. And once you’ve got your image then you need to edit them often and you can go for the big guns something like Photoshop but there’s a lot of other fee tools around you can use to edit your photo.

In fact I just discovered this on Google plus so here’s my Google plus stream one of them. You can see there’s a photo there where I’m giving a presentation at a business event and if I double click on that photo you can see what happens here it opens up and you can see at the top there there’s a thing it says edit photo.

And so when I go ahead and click on that edit function look at all the things you can do just within Google plus to edit your photos. I’ve selected the text options so you can look at all these different fonts you can add text to the actual image but there’s a whole lot of basic editing functions as well where you can enhance the photo make it black and white put a text on it.

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You can draw on it and a whole range of things just there within Google plus and then you can publish the photo in Google plus. Of course then you can just grab a copy of it from Google plus and you can use that on your blog post. So there’s so much you can do and it’s all free that really this great tools for you to use just freely available on the net.

Ok content tools video right I’m one of this people who keeps buying new cameras so my drawer is full of cameras. And you know the last 4 or 5 videos I’ve shot I’ve done it all on my iPhone 5 and I’ve actually edited them on my iPhone 5 and published them from my iPhone 5 without even needing to use a computer.

And so what you’re looking at here is a picture of iMovie as it appears on the iPhone and you know it takes a bit of getting used to it but really what you can do now is so phenomenal that, yes it takes time you need to get the skills to learn how to do it. But imagine getting those skills you could then have these incredible tools at your disposal to create great content for your blog.

Of course a webcam is a typical way for you to capture video most computers come within built in these days. And you also wanna be able to edit the video even take video footage of your screens, so that’s called screen casting. And there’s 2 great applications for that one’s called screenflow which is for the Mac and one is called Camtasia for PC. And there’s other I think this one is a free one screenr.com so you can go and check that out.

So what they do is they capture the video audio screen as you’re using it so that way you can do tutorials and you can show people what you’re doing on the internet or on your computer screen and that becomes great content. Once you’ve created your video content you have only to edit it.

And this is where having something like screenflow which I already showed you is phenomenal. Because you can do all this incredible editing just within screenflow and you’re done. In fact with screenflow once you’ve finished editing you can export the video directly to YouTube or vimeo and there it is straightaway.

So it’s a great tool camtasia 8 and above similar if you actually using video software Sony Vegas is one for the PC or if you got a Mac and iMovie is brilliant for editing anyway and that just comes freely with your Mac. One of the little app that I would recommend for you for it might be that 30 bucks it’s called iSkySoft Video editing.

And what it helps you do is convert video file. So if you are on a Mac there you often you need to convert your video from a dot movie file or dot mov to an mp4 and that app can do it. If you’re not interested in any of that then don’t worry about it but if you are a bit of a tech of and you like it then iSkySoft is good for you.

And another one it’s called Handbrake which can help you compress movie files beyond something manageable. So for instance I might do a movie and just 1 Gigabyte. I put it through Handbrake and it comes at 300 megabytes which is means it’s gonna be quicker to load up to the internet and just quicker for people to download and that’s all getting a bit techie.

Ok, so content topics is a thing might seem obvious but a good checklist. Must be relevant and the key thing about it is it must have what they called killer headlines. Because here’s the thing I said it before if you create great content but you fail to have a great headline then you miss out annoys people reading it because they won’t be hooked to read it.

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So it’s worth putting the timing to think of a great headline. I don’t always think of great headlines at all but I try to in the time I’ve got it’s one of the things I tried to focus on something is gonna get your attention. When you’re writing your headlines a great idea is to try starting each word with a capital letter as it says there.

And always directly address your reader’s pain or their desire in the headline. Just so they know what it’s about. Don’t try to be cute or arty or intelligent with it. Just be very very straightforward with it to capture their attention. Don’t talk about yourself or your logo. What I want you to notice about Influence Faculty website is how small I’ve made the logo.

Because it’s not about me it’s really about how I can help you the people coming to the website. So the focus has to be on them not on yourself. And don’t use trickery or false advertising to just get people to click on it. Because even though they might click on a subject line or read a blog post because of what you put in heading if it turns out that I was just to get them in then they won’t comeback.

So I’m sure about where I need to tell you that. Here are some headlines starters. These are have been tried and true and tested. In fact you’ve probably seen a lot of them around because they’re overused. But again if you don’t know how to start a headline these are just some tips for you to get going.

So headlines that start with discover how or 7 secrets of or how to make your, whatever it is. The biggest problem facing yoga instructors trying to build a new class or whatever it might be that you wanna talk about. Are you making these mistakes with your, whatever. Free book 5 insiders secrets show you how.

The funny thing is these are very direct mail type of headlines but the fact is that they work when you test them they get more people to open them than if you don’t use these type of headline. But look there are only small sample it just to get you started. Content topics must be share worthy.

If people share it then that’s what helps you get greater influence and greater recognition. You wanna try and focus on quality over quantity - it can. And if you’re stuck the content topics here’s a great idea go to amazon to the amazon best sellers lists in your topic of interest. Look at the bestselling books in that topic. Look at the chapter topics that they have in those books.

And right there you’ve got the types of topics that you know people are interested in and so that can be a great source of inspiration for you when you’re trying to figure out what on earth you’re gonna write about in the area that you are looking to write about. So the way to find that is if you just went to Google and type amazon best sellers yoga book for example.

It’s gonna take you right to the page and you’ll be able to look at it so very easy to find this information out. Another great idea for topics is to do interviews with experts that’s definitely something I’m doing on Influence Faculty and it’s fantastic. How to topics I’ve said before is a great one.

And another one you can do is best of type topics. So you might do best of even if it’s yoga, best of the yoga types of yoga but there are to do. You might do best of yoga instructors or best of fitness instructors or best of failure diet breakfast or whatever it might be. But any kind of best of am other kind of things that attract people as an idea of what to do your content on.

Content schedule it would be great if I had a content schedule. I do now but it’s one of the first times I have although I’ve always entice people to do it. If you can sit down and actually plan what you gonna do over 12

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months it gives you a sense of you doing and it helps you draw forward through the plans. So it helps with your persistence levels.

If you don’t have a plan then you can go out all gung-ho and after 2 months because you don’t have a plan it kind of fails while the ways are. Whereas if you got a plan and you know what to do you more likely to do it. So I would sit down and actually write down you know what are we in (we’re in February).

So I’d go March, April, May, June, July, August, September, October, November, December, January, February on a sheet of paper and actually write down what content you would talk about in each of those months. It’s a great way to plan. Another thing you can do is what we call industry event jacking.

So what that means is you are in your industry so you know what kind of events happen throughout the year in your industry. And what you wanna do is plan to hijack the attention that’s happening at that particular time - hijack that as a way to get eyeballs to your blog. So let’s just say you’re in an industry and want you know there’s an industry event like a ball.

Or there’s an awards night for your industry. Well if you know that’s what’s gonna happen then you would blog about it and you would comment on it and you would send it all around and so people are gonna come and read it because it’s in their awareness ok. So another thing you could do is and this comes to making your blog profitable is actually planning which products you are gonna promote throughout the 12 month period.

If you know what you gonna promote then you don’t have to come up with it each month. If you’ve got your own products already then you might have product promotion schedule. If you don’t have your own products then you can promote other people’s products that are in alignment with your values and I wouldn’t need to say this to you.

But it goes without saying that anything you promote you should stand behind and should be very valuable to the people who you’re promoting it to. If you do that then people will really trust you and they will take your recommendation and buy products you recommend. But it pays to have a product promotion schedule.

Another thing you can do is just what we call news jacking. So whatever it is currently in the news you know if you’re following that you can definitely put a blog post out about it and therefore because it’s in people’s awareness they’ll come along and then read your blog and then they discover all your other content.

So this is just the ideas of how you can attract people to your blog. Now you’ve done all this work, you’ve planned your schedule, you know what your brand is, you know what your content is, you’ve figured out how to use your phone whatever it is. If you don’t promote your content it won’t go anywhere even if it’s really really good content.

You have to promote it. You have to know how to promote it and accept that this is what you need to do. I’m gonna start with guest blogging and one of the quickest ways to promote your content. So guest blogging involves when you are the guest on someone else’s blog or when you host the guest on your blog.

Now the reason this is good links back to what I said before about other people’s traffic. If you search for another blog in your particular niche it’s already an established blog, they’ve already a lot of readers and you would to offer to write really good quality piece of content for them. Then very likely they’ll accept it and they’ll
publish it because they’re always looking for content to put on their blog because they want people to come back.

So if you do that then very likely what they’ll say at the bottom they’ll say this blog post was written by your name to check out more about this person and then they’ll have a link back through to your blog. So you can see how this is a great way to get their traffic to come to your blog and the way you do it is first of all by serving them. So that’s the way you do it.

The other version of course is to invite someone to contribute a blog one of their content pieces to your blog because when they do that they’re very likely to promote it anyway because they want people to see the content that they’ve written. So you be the guest or you get a guest on is a great way to think about how you might go about promoting your blog especially when you’re starting out.

I guess what I’ve done with mine contributing to another guys blog post of half written the blog post and there’s a professor of behavior therapy from Europe who is actually writing a guest blog post for me. So you know it works. That people respond they love it. So it’s a good suggestion for you to do that.

The other way of course to promote your content is to comment on other people’s blogs we talk about that before but again I’m just framing it now as a real idea for you in terms of promoting your blog. It’s how important it is to comment and interact with other bloggers ok so being part of that social structure.

And then of course you can then promote it to all these other places like Facebook, YouTube, iTunes, Twitter, Linkedin, Google plus, Pinterest, Instagram and forums. Now if you’re not already on all these places don’t get overwhelmed just choose one of them and go and do it and begin to build it up.

But you do need to understand that you do need to promote otherwise your content won’t be found. Another great way to promote it is through press releases you can do paid press releases like I do or there are a lot of free press releases sites that you can use as well. Just be aware that you get what you paid for if you go to a free press release site your content will then become surrounded by all the really spamy crappy stuff there is on the internet.

Because that’s where they send all their stuff as well to the free PR sites, so if you wanna have your content associated with better quality content then go to a paid service like Prweb. Another way you can promote your blog is through a webinar. So what’s actually happened is the other day I thought spur the moment thing I really wanna let people know about how to start a blog.

And at the same time I’ve use my blog as an example and so therefore I’ve been out to promote my blog to you guys this in tonight for doing a webinar. And so you know I had to spend hours preparing this webinar for you. I’m now here doing this and I do it because I’m passionate about it and I love it.

But I also get the second to your effect that having promoting my blogs so you are actually seeing this in process right now you’re witnessing how this works. If you wanted to get your blog promoted to more traditional media here’s two sources for you. Now one’s would source bottle what that is, is it’s a website you can go and register for.

And journalists and people who are writers from magazines when they’re looking for experts they actually put it out on this website that they’re looking for an expert in a certain area, so again let’s just say you are a professional in practice. You’re a health professional. And you register for this you might see an email come through that says hey we’re looking for someone who knows about neck pain. Do you wanna contribute?

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In which case you can respond and you might get to write an article for article or a newspaper and then of course that would be in the link back to your blog and it’s a way for you to do promotion. So source bottle is one of those. And another one is called help a reporter out so HARO is another one that you can use and it’s pretty sure that’s more US based.

That’s kind of general promotion, now let me give you a structured way to do a campaign around launching a blog. And whether you’re starting a new blog or you’ve got one and you wanna revitalize it the same process applies. So let’s go through it. Build early awareness about the fact that you gonna launch or re-launch your blog. Start to tell people about it.

Let your best clients know about it. Send the email out to people to say I’m gonna be doing this. It’s coming up. You know keep a look out from it. Because when you tell people you use your social structure to kind of pull you forward to do it. I mean if I hadn’t committed to doing this webinar tonight I wouldn’t have produce this content and go on ahead and done it.

So telling other people about and committing to something is a great way to pull you forward. Write 5 to 10 blog posts and publish them on the blog before you launch. So that when people come for the first time you’ve already got some great content on there for them to consume. If you launch with just one blog post and that’s the first one then when they get there they read it there’s nothing else for them to consume.

And at the end of this presentation I’m gonna show you some statistics are really really impressive that will really drive this point home. So hang around for that you will see the importance of what I’m showing you here. When you’re figuring out which are the five to ten posts you should write. Make one of them a welcome post.

So when people come they are welcomed and you introduce what your blog is about and it’s really spell it out for people. You can write a blog post that is a - this is what we stand for post. In order to make work easy for you if you’ve already spend some time crafting a message for your about page which is what you stand for and what you stand against then you can actually just rephrase that in a blog post and publish that as well.

And so therefore you kind of using the content twice in different way. Consider publishing a post that’s a really helpful useful post for people. Teach them something. Put your best content out. So when they get there they’re really benefited by the fact that they’ve visited your blog. Create a blog post that’s giving a comment on your industry to show that you’re a fault later or an opinion later or at least you’ve got an opinion about your industry.

Coz people will read that and they'll be interested by it. Produce another educational post and put an inspirational post in there about your vision as well. That they’re an example of the kinds of post you can write before you launch because they will really grab and they come along. Definitely set a launch date or real launch date and stick to it and tell people that you gonna do it.

And then invite people on that date to come along and check your blog out. Make it bit of an event out of it. Send out a whole bunch of emails to everyone you can think of saying I’ve just launched please come and check out the blog there’s a great article here you can read one on this you can read one on that and direct them to the content on your blog.

Announce it on social media if you’re on Facebook announce it to everyone and beg and plead people who like you to come along and read your blog and give you a bit of support that includes family, friends, colleagues,
and importantly influencers. So the other blogs that you’ve been subscribing to there’s no reason why you couldn’t contact them and say, ‘Hey, look I’ve just launch the blog in a similar niche of yours it’s a bit different because of this way I’ve loved it you come and check it out and gave me your feedback’.

Because if you can get some other people coming to your blog and checking it out you’d be surprised how quickly you could then get traffic and develop a name for yourself just by doing that. So very very powerful to do that last one. You could announce your blog launch with the press release like we talked about.

You could do a guest blog, an interview or webinar you could do all of these things. Plan all of them to happen to create the massive or the maximum amount of buzz of people coming to your blog. Now you’ve got always people coming to your blog the last thing you want is for them to all go away again and you have to spend the same amount of effort just to get them back.

So it’s really important that you provide away for you to capture their contact details so that you can keep in contact with them and let them know when you produce more content. So the 2 main ways to do that is through an RSS feed where people can click on a button and subscribe to your blog through their RSS reader.

Personally I find a lot of people don’t really know how to do that or use that. And so you know that’s no good because if they don’t use it they not gonna use that tool. So the other main ways is through email subscribers that’s what you wanna do. And the two email platforms that I’ve put there other ones I’m most familiar with because I’ve used them extensively.

One’s called mailchimp which is mostly free. And the other one’s called Infusionsoft which is actually a whole ecommerce solution and is paid. But there’s a lot more you don’t to use those two at all you can do your research and find out which email platforms to use. But mailchimp is a great one because it’s free.

And you can see on this particular image you can see that on that blog post which is called To Be Your Best Start Here, which I highly recommend you go and read actually. Because that video that I created there was done on the iPhone with no need for computers at all. It goes for about a minute and a half video.

Got some inspirational words on it just go ahead and check it out. And also notice that I’ve got I’m asking for people’s name and email. I’ve got a free report that people can get by putting their name and email in. And that appears on every single page so every time someone comes to my website I’m providing a way for them to interact with me and get some content from me.

And so that’s what you want you to do on your blog as well. Now why would someone give you their email address ok? Because I’m all getting enough email? What I can assure you is that if you provide value to people and you’re useful and then they will subscribe and they will enjoy getting your emails and that will open them we’ve proven that over and over again.

So even though there’s deluge of emails coming when you provide value for people they’ll open your emails. So you need to give them a reason why they should subscribe. So obviously if you give them something away for free then they’ll subscribe to it if you let them know the kind of content you gonna deliver to them on a regular basis they’ll subscribe because it’s useful to them.

And so part of what you need to do is into building relationship with the people who come to your website. This is especially true if you’re using your blog as a way to grow your professional practice. Because the people who come to your blog could very then likely become your next client or patient and so therefore you wanna

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begin a dialogue with them that’s valuable for them so they get to know like and trust you and therefore more likely to become your clients.

So you can extend the way that you serve them beyond the blog and right through in to your other business. So now you got people coming to the blog they’re consuming it they’re even signing up to your email list you need to monitor what’s actually going on and the way you can do that is with Google analytics which basically track exactly what’s going on in your blog.

Here is some analytics from the Influence Faculty blog for the first month. So I launched it on about the 6th of January. And you can see that 951 people visited the site in the first month and you can see the breakdown here that 1.26% of people came through search. That means a very small percentage went into Google typed something in and found the website that way.

The majority came from direct traffics so that’s me emailing people and saying hey come and check out my blog. And 41% came through referral traffic which mostly just facebook. So you can see the importance of social media there it’s almost half of the traffic to this blog in the first month that’s from facebook.

Now if we go to February you can see there’s been a slight change. The search traffic is gone from 1% to coming up to 10%, 9% there of people have actually finding my blog in Google and coming to my blog that way. So that’s a great result for me in the second me 787 people visited it and the referral and direct traffic was still up there.

So I wanna grow that so that blue bit becomes much bigger. I want 50-60% of people finding my blog through search in about 6 to 8th month that would be great if that will happen. Don’t expect to see it, this just a giving you an example of what Google analytics is can show you this is showing how people navigate my website.

So the top box at the top left that’s the homepage. So a lot of people come into that homepage and then you could see where they go after that. You know it shows you the whole flow of where these people going and consuming content. So this is so important because it gives you feedback over what content people are interested in and what content they’re not interested in so that you can give them more what they want.

Alright so a great way to maximize your influence is by using data to direct what you do. Another great way to monitor what’s going on for you is through Google alerts. Now this is a free services takes all of 30 seconds to setup. You could go to Google and just Google alerts it will take you through your page and you can monitor Google’s search for your brand and your name.

So if you would do a Google alert for your brand name so if I went and then I said I want Google alert for Influence Faculty what Google will do is every time Google finds an instance of Influence Faculty they’ll ah Google email me to let me know. So it’s a great way for you to track if anyone mentions your brand or your name Google will alert you to it soon as they index it.

Twitter does the same thing through a thing called Twilert. You can go and so if anyone mentions you on twitter you get notified so really important to monitor that. Coming through to monetizing the website right actually making profit from it, here is the reality folks. If you do not promote products on your website that help people then you won’t be out to monetize your website.

And so in order to be profitable you have to find things that you can recommend for people and you have to do it with sincerity and really do something that helps them so that it benefits them and they’re happy to buy from

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you. And you found that if you do that you could give value to people they’re more than to take your recommendation and the give it a shot.

So one of the ways I’ve done that is through a book. So I first wrote a book called Anxious but Happy. I self published that book and set it up on a website with the blog and I sold a lot of that book because people will looking for this kind of information and they bought the book because the PDF they downloaded it.

I subsequently then chose to publish the book through amazon and through also the kindle and so I did a whole re-launch of that and again all over thousands of people downloaded the book and then that turns into smarter revenue as well. So that’s just one way ok of using the book and using blog and website to monetize it.

One of the other things on developing for Influence Faculty is a video course. Now it’s gonna be much like what you’ve been watching now. It’s gonna be slides it’s called high velocity influence and it’s all about teaching people how to massively increase their ability to influence others. And so that will be a digital product that will be all videos, that will be available for sale through the website.

Now if you don’t have your own product which is what most people don’t have there’s nothing stopping you selling other people’s product. And I’ve done a lot of that over the last few years and a lot of it is been software. So I was just trying to think of one example I could show you.

There’s a bit of software called Market Samurai which is really it’s a bit of technical software that helps people search for keywords on Google so they know how to optimize their blog and their website and their videos. It’s a fantastic piece of software. So I’d found it so useful I mean it was turning a week’s worth of work and reducing it to a few hours of work.

So it was a very valuable bit of software and I did a video recommending that software I put the video on YouTube which is what I’ve just shown you here and then I put that video onto my blog and every time someone bought the software I got paid a commission. You can see there’s only a 707 views on that blog but that’s turned into a few thousand dollars of commission from me doing one video and one blog post about it.

So this highlights the fact to you that you don’t have to have 20 or 30 thousand hits and a lot sort of stuff to make money and make your blog profitable so long as you find really good products you can recommend to people and you make a few sales each month. One of the other key ways that I’ve used my blog to earn money is to actually promote myself as a speaker and to run events.

And even though I haven’t had massive volumes of traffic definitely I’ve had examples of me speaking and the kind of content that I’ve put on my blog. This is what I had on the niclucas.com blog which are actually closing down. But a lot of the speaking engagements that I got and got paid for all came from people coming to the blog identifying that always the kind of person that would happy that speak and then gave me the opportunity to have a speaking gig.

Now some of those included me being paid to go on speak other’s have those speaking engagements where me going on speaking and then making products available for people to buy at the end of my presentation and both of those ways ended up making quite a lot of money.

So just to give you an insight into that those of you who are interested in public speaking in the first year that I did that and started doing public speaking I think I made just over about 250 thousand dollars from speaking. Most of that coming from people who found me on my blog or recommended to my blog and got to judge for themselves through looking at videos whether I was someone wanting to speak.

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So you know that’s an example of using a blog to you know get speaking or get consulting or coaching and all that sort of stuff. So blogs are so good at doing that as you’ve seen me describe tonight, highly recommend you get into it. Now I said at the beginning I was gonna give you some stats.

I promised today on facebook that I would show you the top 10 landing pages in the first 2 months of Influence Faculty the bounce rates of less than 3% and here they are. The top page there with just the forward slash number one that’s the homepage. And you could see that they did as expected get the most amount of traffic with 430 visits.

But the blog people like a 174 people landed directly on the blog 85 landed directly on a specific blog post. The rest of them are all blog post except for products and about.

And so the key thing I want you to understand here is that people in the past used to see their website as the home pages being the most important page. But what you can see is that a lot of people came through to Influence Faculty without going directly to the homepage. They came towards other pages.

And what I want you to notice is if you look at the columns across look at the pages per visits. So on average the people who came through the homepage then went and visited 13.9 pages on my website. People who came in through the blog visited 15 pages. People who came to using questions to resolve conflict 8.25 pages and you could see the minutes that they are on the website they’re consuming the content there for a long period of time.

And if I hadn’t have prepared these blog posts before I launched I wouldn’t have got that kind of engagement. And so this is just the proof to you that it’s worth putting the time to create a whole series of posts before you launch or before you re-launch so that when all the people come they’ve got that content to consume.

I’ve gone through a lot of content I’m pretty much gonna wrap up now but what I wanted to do is just give you a last of bit of information about what really takes to have an influential blog that’s profitable and also tell you about the resource that I have found for you that I wanna recommend for you.

So if really what you did was come along tonight was to get a whole bunch of technical information and this was a replacement for something on TV then you can feel free to go on. If you’re not interested in starting a blog at all or launching your blog then this next bit really isn’t for you.

But if you are at all interested in learning how to start a blog and you seriously considering doing it then I just encourage you to stay around for about the next five minutes as I go through this bit. The fact is if you want to have an influential blog that is profitable then you actually do need a change in your current behavior.

Because without the change in the behavior you won’t get the result that you want. And as I pointed out at the beginning what you need to do to help you change that behavior is ‘Me’ which is your own motivation and your skills, ‘We’ which is your social structure and who you associate with, and then ‘Space’ which is your environment and what’s in your space.

You need all of those 3 things in alignment to enable your success with this. If you don’t have them in alignment you gonna find it really tough. And so what I would normally like to do is to offer a course or something like that to help you go ahead and do this but I don’t have that in place.

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All of the clients I worked with I worked with at long term and it’s really big projects like their whole business in to developing their digital products for them and a whole range of things. So it’s not really something that I offer at this level. But I didn’t wanna leave you high and dry why went and found this resource for you.

So let me tell you all about Corbett. Now Corbett I actually got to know Corbett through the blog network that I’m a part of. He is a six figure blogger. So someone who started blogging last decade and has a number of blogs now and they’ve done six figures. So he’s definitely someone who knows a lot about how to do all this.

He’s current blogs get about 200 thousand visitors per month across his main blogs. The key thing I like about Corbett is his whole thing. His got a gratitude attitude. He’s got what we called that abundance mentality really sharing really caring and community focused. He’s really keen to help other people with their blogs get started and see them be really successful.

He consults to many bloggers that’s basically how I found out about him through my word of mouth network. Because I was looking for a resource for those of you who want to do something with this and cause I don’t have that resource I wanted to find someone for you. Now the thing is he’s put together a really excellent online course to help you.

And it’s brilliant let me just tell you quickly about it if you wanna find out about it you go to influencefaculty.com/startblog that where you find all about it but let me just tell you. It’s a 13 week email course and it takes you step by step through the process of how to do all this so the fact is if you do this in 90 days you will have launched your blog which is really exciting.

It’s a step by step action plans there’s 8 hours of videos so it’s not overwhelming and really there is a list of all this bullets points like now do this do this dot this do this do this that’s all you need to do for this week and then next week you do the next action plans. And the way it works is at lead you to through the whole process and 90 days you will have a blog.

Now there’s a couple of bonus case study, video, interviews with some other 6 figure bloggers and this is really important part of the whole way thing because you need to immerse yourself and get surrounded by other people who would doing this so that lifts your level of belief around what’s possible and just fuels your passion for it because without that you then you’re kind of your own and you just let it go and it doesn’t work.

Now the beautiful thing about this which is why I’m so happy to recommend it to you is that he actually allows you to evaluate it for 60 days which is almost it’s two thirds of the time and if you don’t like it if you give it away if you’re not into it then basically you get a full money back guarantee with that.

And the whole thing is only $97 bucks which is the other reason why I’m so happy to be out recommend it to you. So basically $97 bucks step by step program if you’re not into it after 60 days you can just get your money back the thing going on there. Now the other really important thing about this is because they’ve got a community of people doing this.

They actually promote your blog during your launch. So they’ve got so much traffic coming to their blogs. They’ve got a great facebook page and so because you’ll be engaging with them back and forward building this blog out when it’s time for you to launch they will write a review about it or they’ll give links to it or they’ll give a shout out on their facebook page to try and get people to your blog which is a really exciting thing.

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And I think one of the most valuable things about this little program here is the fact that it's community oriented like that. It's just great to be in that kind of social structure. So the other thing is if you go ahead and do this I'll actually support you too as a co-blogger. And in full transparency with Corbett course here if I do recommend you off to him and you go ahead and buy it I'm got a bit of the clip of the ticket there.

Of course anyway it’s not big it’s just help me keep the lights on the electricity going basically which is great I’m sure you don’t mind that happening. And the thing is if you go ahead and do it I will support you so who knows what you gonna do. Well I’m not sure of the people of topics here but it could be that you let me know hey Nic I’ve gone ahead I’ve launched my blog why go and check it out I might do a blog post on it.

We might end up doing an interview together. It might be that I just share on facebook who knows depends on the topic of your blog but I really wanna encourage you and support you as I can in this process and if there’s something you wanna do then yeah I’m more than happy to support you with it.

So it kind of fits into the nothing to lose and everything to gain categories as far as I can see so basically that’s so wrapping it up it’s been great I’ve really enjoyed doing it how to build an influential blog that is profitable so this is the first online event that Influence Faculty I hope you enjoyed it. If you wanna go ahead and take advantage of the course you just go to influencefaculty.com/startblog.

I'll actually send it to you in an email as well just so you’ve got it and just think about it. In 90 days I would love to see you having launched your blog and of course if you go ahead and take the opportunity and you don’t like it just ask them they'll give your money back within 60 days. Come ahead and come along and join us in this online adventure.

We're gonna be doing more of this if you’d like this keep a look out as much I'll do them but I definitely will because I love doing it. So thanks for your attention tonight you’d came through facebook and let me know if you liked it and I’ll send you out an email with all the content I said I would give you the mind map and all that sorts of stuff.

So that’s me signing off for tonight thank you very much for your attendance I’ve really enjoyed doing this and I will catch you next time.

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