

★ **BLOG TO BUSINESS** ★

smart content marketing strategies for speakers

Hugh Culver

9 Feb 2017



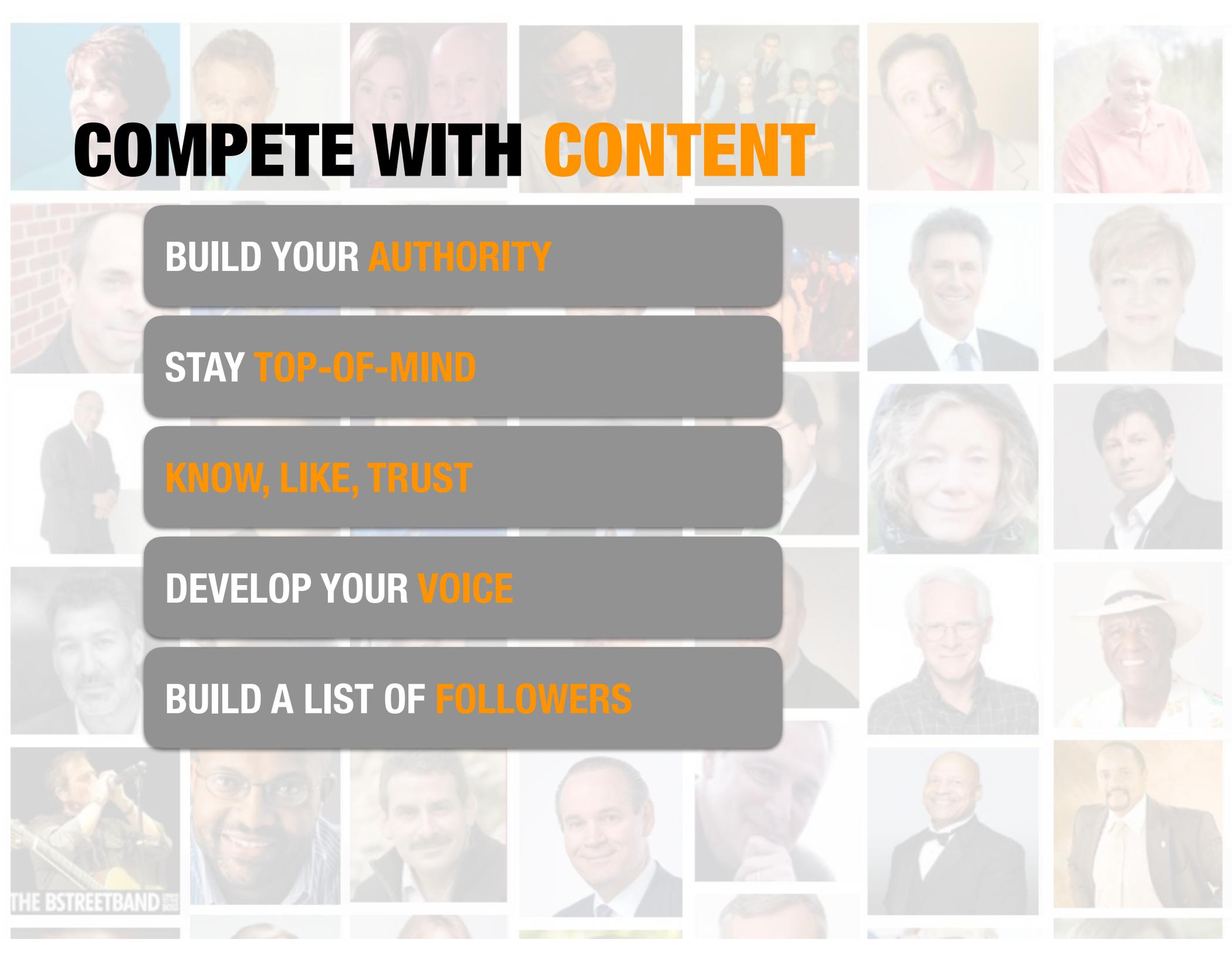


- 24 yrs as speaker
- over 1,100 presentations
- author ***Give Me A Break***
- **TFF** (Time Freedom Formula) COURSE
- **BOSS** (Business Of Speaking School)
- **BOS-Community**
- **SOS** (Stand Out Social) for bloggers.

# TODAY



- blogging to attract new prospects
- using social media to get more traffic
- 5 ways to maximize your ROI
- systems to get consistent success.



# COMPETE WITH CONTENT

BUILD YOUR **AUTHORITY**

STAY **TOP-OF-MIND**

**KNOW, LIKE, TRUST**

DEVELOP YOUR **VOICE**

BUILD A LIST OF **FOLLOWERS**

# PROFIT PYRAMID

**3**

**2**

**1**

**FOLLOWERS**

**Slideshare**

**Blog**

**Contests**

**Meet up**

**Delegates**

**Conferences**

**Youtube**

**Podcast**

**Twitter**

**LinkedIn**

**Guest Blog**

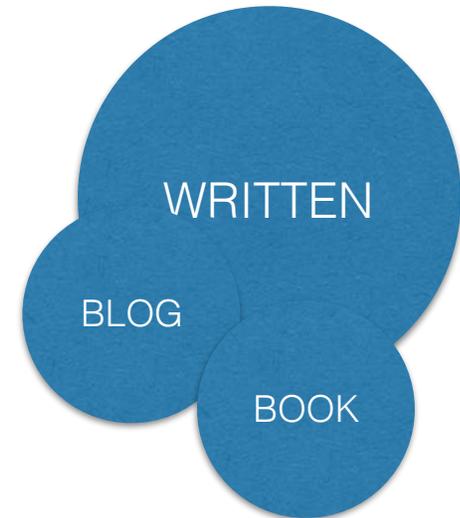
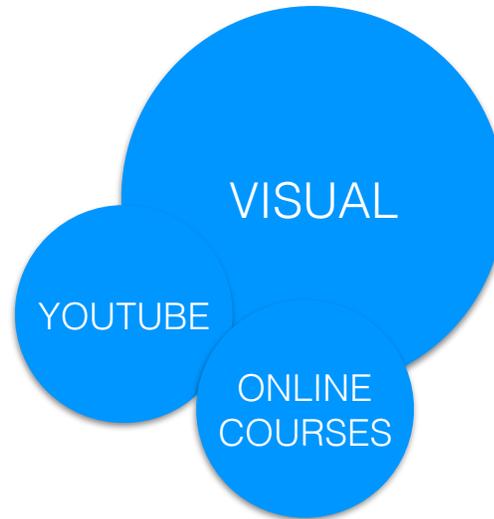
**Interviews**

**Networking**

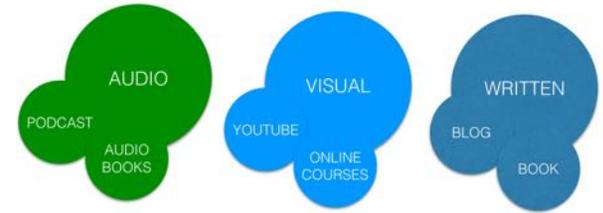
**FB Events**

**LinkedIn Pulse**

# COMPETE WITH **CONTENT**

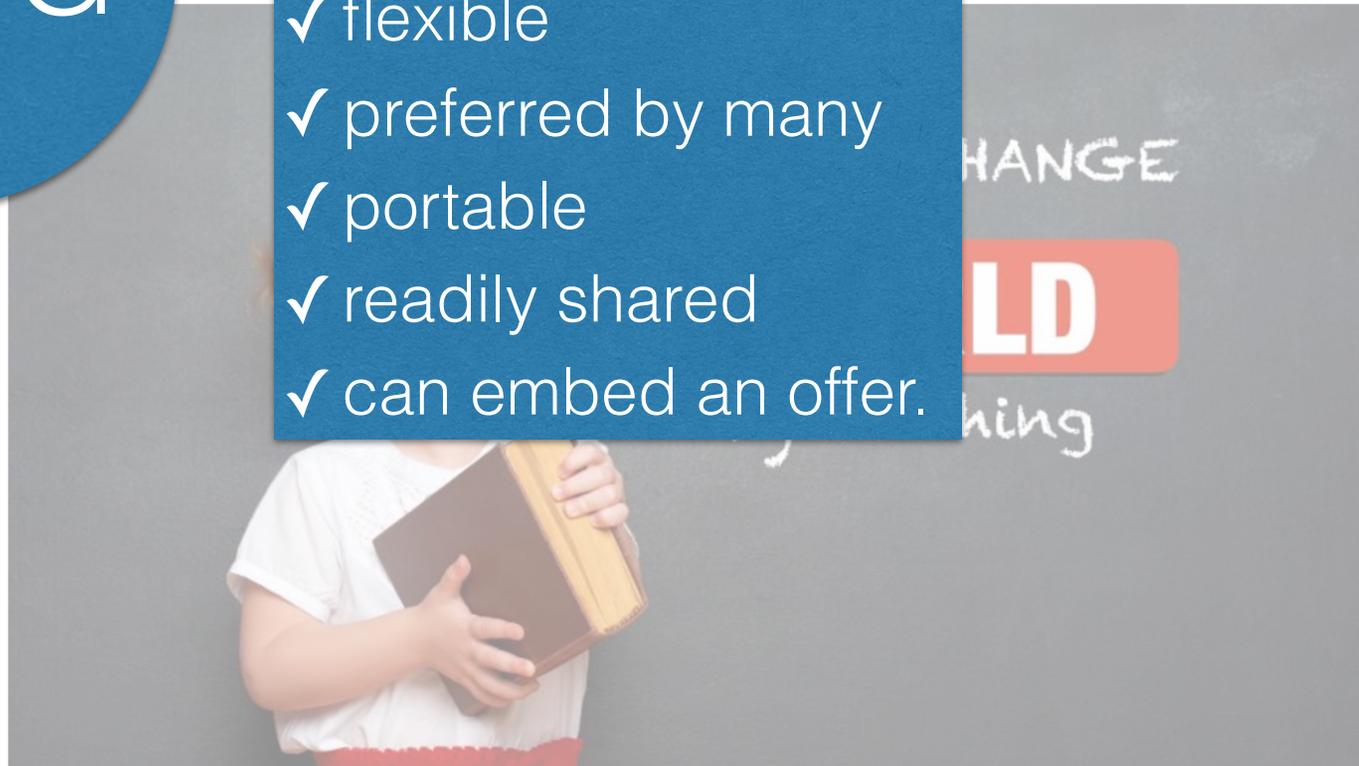


# BLOG



to change the world by teaching

- ✓ flexible
- ✓ preferred by many
- ✓ portable
- ✓ readily shared
- ✓ can embed an offer.



NEVER MISS ANOTHER UPDATE.

Picture this —

I'm asked to put together a 2-day workshop for company owners.

I was in graduate school and had no idea how to create (let alone teach) a 2-day workshop.

# BLOGGING

## 1. Make it a Goal

The image shows a screenshot of a web analytics dashboard for 'http://hughculver.com' with the title 'All Web Site Data'. The dashboard is in the 'REPORTING' section, specifically for 'Audience Overview'. A modal window titled 'Email Report: Audience Overview' is open, allowing configuration of an email report. The modal includes fields for 'From' (sos4members@gmail.com), 'To' (empty), and 'Subject' (Google Analytics: Audience Overview). It also has options for 'Attachments' (CSV), 'Frequency' (Weekly), and 'Day of Week' (Monday). An 'ADVANCED OPTIONS' section is visible but empty. The background dashboard shows a line chart for 'Sessions' from Dec 25, 2016, to Jan 24, 2017, with a legend for 'New Visitor' and 'Returning Visitor'. The chart shows a steady increase in sessions over time, with a notable spike in late January.

http://hughculver.com  
All Web Site Data

HOME REPORTING CUSTOMIZATION

Audience Overview

Search reports & help

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Active Users

Cohort Analysis BETA

User Explorer

All Users 100.00%

Sessions vs. Users

Sessions

1,000

500

Dec 29 Jan 5 Jan 12 Jan 19

Hourly Day Week Month

New Visitor Returning Visitor

Email Report: Audience Overview

From sos4members@gmail.com

To

Subject Google Analytics: Audience Overview

Attachments CSV AUDIENCE OVERVIEW

Frequency Weekly Day of Week: S M T W T F S

ADVANCED OPTIONS

Send Cancel

# **BLOGGING**

- 1. Make it a Goal**
- 2. Write Shareable Content**
- 3. Publish Blog Consistently**
- 4. System to Promote each Post**
- 5. Make Sharing Easy**
- 6. Promote High Traffic Posts**
- 7. Roundup Posts.**

# EDITORIAL CALENDAR

## FASHION MAKE OVER

		Relationships	Confidence	Get started	Save money
<b>HOW TO</b>	<ul style="list-style-type: none"> <li>• c</li> <li>• le</li> <li>• ir</li> </ul>	works? r?	<ul style="list-style-type: none"> <li>• build confidence</li> <li>• start now</li> <li>• learn more</li> <li>• do research</li> </ul>	<ul style="list-style-type: none"> <li>• 3 ways to start</li> <li>• what holds you back</li> <li>• how it works</li> </ul>	<ul style="list-style-type: none"> <li>• 10 ways to</li> <li>• my experience</li> <li>• on-line resrouces</li> </ul>
<b>FACTS</b>	<ul style="list-style-type: none"> <li>• c</li> <li>• r</li> <li>• it</li> <li>• it</li> </ul>	knows	<ul style="list-style-type: none"> <li>• clothes DO make the person</li> <li>• you can outfit yourself for &lt; \$100</li> </ul>	<ul style="list-style-type: none"> <li>• 3 steps to take</li> <li>• what to avoid</li> <li>• biggest mistakes</li> <li>• my experience</li> </ul>	<ul style="list-style-type: none"> <li>• 3 steps to take</li> <li>• what to avoid</li> <li>• biggest mistakes</li> <li>• my experience</li> </ul>
<b>MISTAKES TO AVOID</b>	<ul style="list-style-type: none"> <li>• 7</li> <li>• th</li> <li>• v</li> </ul>	of ups learn ars	<ul style="list-style-type: none"> <li>• 10 ways to</li> <li>• my experience</li> <li>• on-line resrouces</li> </ul>	<ul style="list-style-type: none"> <li>• 3 ways to shop like a pro</li> <li>• how to use sales</li> <li>• why you need to plan ahead</li> </ul>	<ul style="list-style-type: none"> <li>• know what works?</li> <li>• does it matter?</li> <li>• 5 ways to...</li> </ul>
<b>CASE STUDIES</b>	<ul style="list-style-type: none"> <li>• c</li> <li>• le</li> <li>• ir</li> </ul>	knows	<ul style="list-style-type: none"> <li>• how she did it</li> <li>• why you can as well</li> <li>• do research</li> </ul>	<ul style="list-style-type: none"> <li>• careers and raises</li> <li>• research</li> <li>• it doesn't matter</li> <li>• it's up to you</li> </ul>	<ul style="list-style-type: none"> <li>• how this professional saves \$1000/year</li> </ul>

- ✓ Definitions
- ✓ Lists
- ✓ Resource/links
- ✓ Comparison
- ✓ Stories
- ✓ Controversial
- ✓ "What if"
- ✓ FAQ
- ✓ Interviews
- ✓ Cheat sheets
- ✓ Surveys
- ✓ Quizzes
- ✓ Slideshare

<http://www.probloggger.net/> - 52 Types of Blog Posts that Are Proven to Work

# BLOGGING

1. Make it a Goal
2. Write Shareable Content
3. Publish Blog Consistently
4. System to Promote each Post
5. Make Sharing Easy
6. Promote High Traffic Posts
7. Roundup Posts.

COLLECT TOPICS

BLOCK WRITING TIME

SCHEDULE PUBLISHING

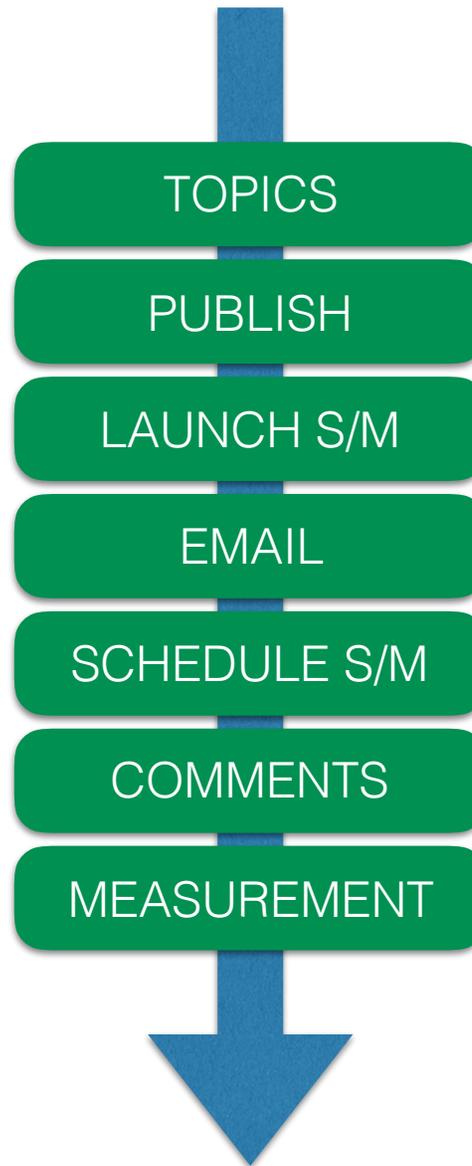
OUTSOURCE PROMOTION

CONSTANTLY IMPROVE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

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458  
Shares



## 9 stupid things speakers do on stage

— 4 COMMENTS



NEVER MISS ANOTHER [UPDATE](#).

We've all been there – cringing in our seats – thinking “Will this ever end?”. Yes, it's the speaker from hell.

Maybe they've got great content – even lessons we haven't heard before. But their delivery is so finger-nails-on-chalkboard bad we're missing it all.

# BLOGGING

## 1. Make it a Goal

Search reports & help			11,499 % of Total: 100.00% (11,499)	9,669 % of Total: 100.00% (9,669)	00:02:55 Avg for View: 00:02:55 (0.00%)	7,748 % of Total: 100.00% (7,748)	78.50% Avg for View: 78.50% (0.00%)	67.38% Avg for View: 67.38% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. <a href="#">/3-daily-rituals-will-make-rich/</a>		1,117 (9.71%)	924 (9.56%)	00:03:41	913 (11.78%)	81.38%	75.02%	\$0.00 (0.00%)
<input type="checkbox"/>	2. <a href="#">/</a>		864 (7.51%)	665 (6.88%)	00:01:21	630 (8.13%)	62.06%	52.31%	\$0.00 (0.00%)
<input type="checkbox"/>	3. <a href="#">/why-100000-a-year-wont-make-you-rich/</a>		757 (6.58%)	683 (7.06%)	00:03:08	630 (8.13%)	93.02%	84.15%	\$0.00 (0.00%)
<input type="checkbox"/>	4. <a href="#">/final-post-2017-wish/</a>		722 (6.28%)	616 (6.37%)	00:04:11	569 (7.34%)	82.17%	76.73%	\$0.00 (0.00%)
<input type="checkbox"/>	5. <a href="#">/organize-your-life-with-multiple-google-c-alendars/</a>		683 (5.94%)	626 (6.47%)	00:04:12	577 (7.45%)	84.43%	83.60%	\$0.00 (0.00%)
<input type="checkbox"/>	6. <a href="#">/10-best-articles-2016/</a>		666 (5.79%)	563 (5.82%)	00:02:31	529 (6.83%)	54.82%	53.15%	\$0.00 (0.00%)
<input type="checkbox"/>	7. <a href="#">/make-year-speak-up/</a>		586 (5.10%)	479 (4.95%)	00:03:41	465 (6.00%)	76.50%	73.55%	\$0.00 (0.00%)
<input type="checkbox"/>	8. <a href="#">/outsource-blind-spots/</a>		369 (3.21%)	292 (3.02%)	00:04:15	280 (3.61%)	65.96%	64.77%	\$0.00 (0.00%)
<input type="checkbox"/>	9. <a href="#">/three-easy-ways-turn-dull-boring-uninspir-ing-speech-gold/</a>		293 (2.55%)	223 (2.31%)	00:01:56	176 (2.27%)	81.82%	61.09%	\$0.00 (0.00%)
<input type="checkbox"/>	10. <a href="#">/how-to-create-your-first-online-course-st ep-by-step-instructions/</a>		276 (2.40%)	220 (2.28%)	00:02:55	213 (2.75%)	84.04%	75.36%	\$0.00 (0.00%)

## Posts

## 7. Roundup Posts.

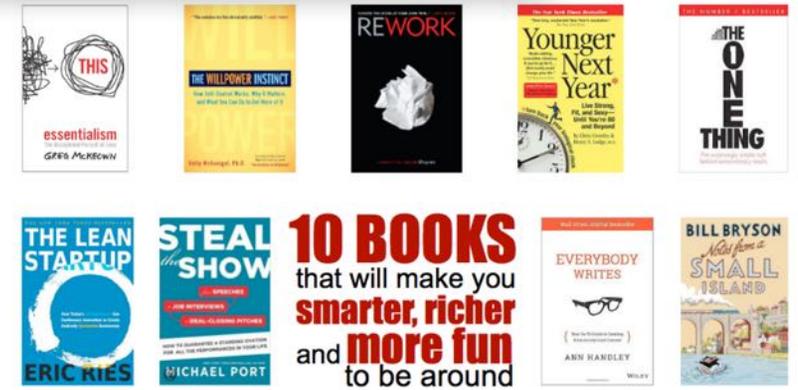
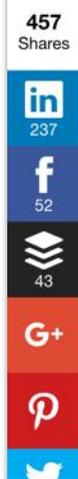
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9 stupid things speakers do on stage

## ROUND UP POSTS

- ✓ interviews
- ✓ opinions
- ✓ book reviews
- ✓ best “tools”
- ✓ best videos
- ✓ resources.



hubspot.com/pine-books-guaranteed-make-next-speech-world-class/

# MAXIMIZE YOUR ROI

**1. BUILD YOUR LIST**

**2. SOCIAL SHARES**

**3. GET ON OPP**

(Other People's Platforms)

**4. DRIVE TO LEADS**

**5. BUILD AUTHORITY**

# SYSTEMS TO STAY SANE

1. PLANNING

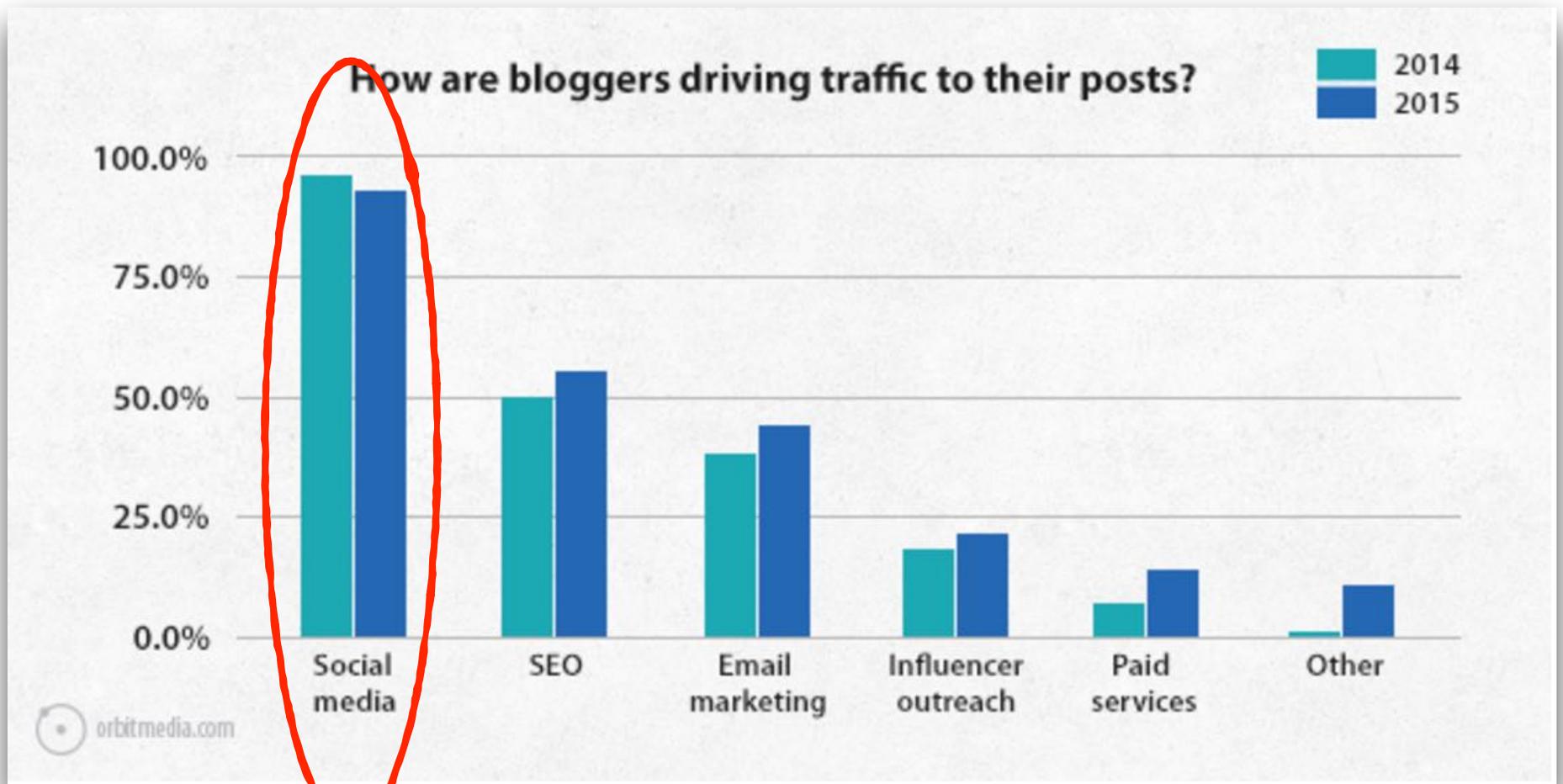
2. WRITING

3. PUBLISHING

4. PROMOTING

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

# 93% of bloggers share their content on social networks.



Linda  
**(EDGECOMBE)** ABOUT SPEAKING LINDA  
GET PIRED UP & READY.  
**CONSULTING**  
TRAINING AND CONSULTING TO

The  
**BOOMER**  
Business Owner  
HOME ABOUT PODCAST

RON KAUFMAN ABOUT BOOKS SPEAKING CLIENTS CONSULTING BLOG CONTACT  
The New York Times  
BESTSELLING AUTHOR  
**I BELIEVE SERVICE**  
is taking action to create

**EXECUTIVE JOY!**  
with R. MICHAEL ANDERSON  
to help themselves in her capacity as an NLP-certified Trainer, Speaker and 1-on-1 Coach, using the same

Get SWITCHED On!  
CHIP EICHELBERGER, CSP  
Home About Meeting Planners Videos Products I Just Saw Chip Blog Contact  
Motivational Keynote  
Chip Eichelberger  
865-300-  
160 Shares  
HERO  
Get my free guide on the power of habits  
Download it  
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lenovo

HughCo  
THINK. PLAN. ACT.  
BLOG HUGH SPEAKS PODCAST FREE RESOURCI  
All about Lindley  
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ve

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Get Marketing Help (Entrepreneurs, Professionals)  
Upcoming Training  
Hire David for Keynotes & Seminars (Conferences, Meetings, Events)  
Get

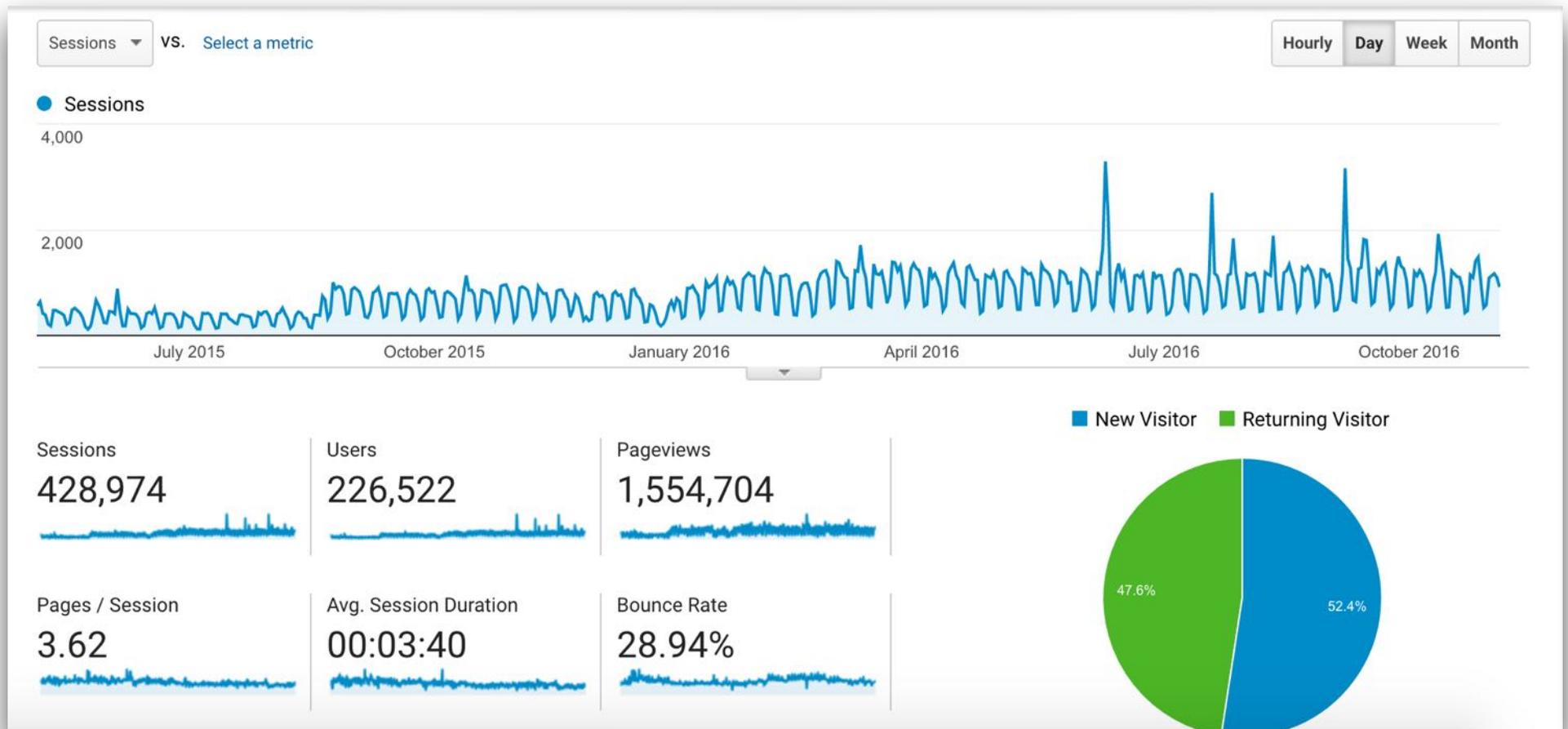
samrichter SR.COM SPEAK REVIEWS WHY SAM STORE CONTACT  
"Sam Richter's program features some of the most eye-opening, mind-blowing information I have ever experienced in a high-content keynote."  
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Whether it's a one-hour keynote or a half-day corporate training, Sam Richter's Know More! programs will have an immediate impact on your team's performance.  
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The best-selling Take the Cold Out of Cold Calling is considered the "bible" for 21st Century sales. Learn how to generate new leads and provide lifetime value.  
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AS FE/

WINGMAN!  
A trusted partner in business and life  
L.T. COL. ROB "WALDO" WALDMAN  
Motivational Keynote Speaker  
Leadership Consultant | Waldo Waldman  
NY Times & Wall Street Journal bestselling author  
866-925-3616  
Speaking About Book Waldo Video Press WingBlog WingStore Debrief  
Courage Commitment Accountability  
Learn More

THE  
BUSINESS  
by DAY  
Home About Blog Podcast Coaching Accelerate 120  
Connect with Rick:

# 15.2% increase in traffic per month!



# How to change the world by teaching

— LEAVE A COMMENT



NEVER MISS ANOTHER UPDATE

Picture this  
I'm asking  
I was in



Collage of various articles and social media posts:

- Inc.**: Cyberheist
- Forbes**: The Hot Software Niche in Search of
- Entrepreneur**: Why Putting on a Brave Face is Killing Your Productivity
- 3 Daily Rituals**: Make this your year to speak up
- How to outsource your blind spots**
- My Summer Reading**: 6 books that will educate, thrill and inspire



**Hugh Culver** @HughCulver · 18h  
Work-life balance has become the unicorn of time management: sounds good – doesn't exist. [bit.ly/2di9xNn](http://bit.ly/2di9xNn) #success #worklifebalance

**Hugh Culver** @HughCulver · 19h  
My summer reading list [bit.ly/2di9xNn](http://bit.ly/2di9xNn) @Waterkasson @jaysant

**Hugh Culver** @HughCulver · 30 Nov 2016  
I don't make you but I make up how I see you! @waterofcharm [bit.ly/2g6tAZ](http://bit.ly/2g6tAZ)

**Hugh Culver** @HughCulver · 5 May 2016  
"Titles are granted, but it's your behavior that earns you respect." @Alan\_Krauss #KIND

**Hugh Culver** @HughCulver · 10 Nov 2016  
"You can either practice being right or practice being kind." @AnnaLarotti

**Hugh Culver** @HughCulver · 5 May 2016  
"Titles are granted, but it's your behavior that earns you respect." @Alan\_Krauss #KIND

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**Hugh Culver** @HughCulver · 19h  
My summer reading list [bit.ly/2di9xNn](http://bit.ly/2di9xNn) @Waterkasson @jaysant @MarketingProfs

**Hugh Culver** @HughCulver · 24 Jul 2016  
My summer reading list - 6 books that will educate, thrill and inspire - Never miss another update. We're having strange weather this summer in Alabama - lots of wind, surprise rain storms and unseasonably cool. Part...

**Hugh Culver** @HughCulver · 24 Jul 2016  
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**Hugh Culver** @HughCulver · 24 Jul 2016  
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**Hugh Culver** Published by MeetEdge (1) · February 9 at 7:01am · 4h  
"If you tell the truth, you don't have to remember anything." - Mark Twain [quoteoftheday.org/publicspeaking](http://quoteoftheday.org/publicspeaking)

**Hugh Culver** · Boosted  
431 people reached

**Hugh Culver** Published by MeetEdge (1) · February 2 at 7:01am · 4h  
"To succeed in life, you need three things: a wishbone, a backbone and a funny bone." - Reba McEntire @Reba\_McEntire

**Hugh Culver** · Boosted  
297 people reached

**Hugh Culver** Published by MeetEdge (1) · January 25 at 7:00pm · 4h  
"It's not about being funny, it's about being effective." @RonTie #keynote #publicspeaker

**Hugh Culver** Published by MeetEdge (1) · January 25 at 7:00pm · 4h  
"It's not about being funny, it's about being effective." @RonTie #keynote #publicspeaker

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**Hugh Culver** · Public  
All great communicators are teachers. Teaching is how we help people understand the need to change and how to make change happen. Here's how to change the world by teaching. <http://bit.ly/2d3C3G5> #teaching #changetheworld

**Hugh Culver** · Public  
How to change the world by teaching - Hugh Culver - Hugh...

**Hugh Culver** · Public  
When it comes to distractions, you can cover your eyes, stuff Kleenex in your ears and pretend they're not there, or you can try one of these 13 new tools invented just for this purpose. #productivity

**Hugh Culver** · Public  
13 easy tools to eliminate distractions and end...

**Hugh Culver** · Public  
10 Productivity Tips For The Overwhelmed Entrepreneur

**Hugh Culver** · Public  
The goal in any conversation is understanding and agreement. The more understanding of the other person's needs and the closer to agreement the better the outcome. Easier said than done. The problem is THIS. #consultant

**Hugh Culver** · Public  
How to defuse difficult conversations

**Hugh Culver** · Public  
A THREE LETTER WORD DIFFICULT CONVERSATIONS

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**Hugh Culver** · Public  
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A THREE LETTER WORD DIFFICULT CONVERSATIONS

**Hugh Culver** · Public  
A THREE LETTER WORD DIFFICULT CONVERSATIONS

# We promote your so you don't have

Personalized social media posting for only \$6

GET STARTED WITH SOS



### LET'S GET STARTED

*NOTE: Please complete this form only if you have at least 10 published blogs and are blogging a minimum of twice a month.*

Our team at SOS uses your blog to create, schedule and post to your social media channels.

Please tell us more about yourself, so we can review your site, your SM channels and see if SOS is a fit.

We will be in touch shortly.

How often do you publish your blog? \*:

- Once a week or more
- Twice a month
- Once a month
- Irregularly

LET'S GET STARTED »

We promise to keep your email address safe.

**“CAPS”**

# Welcome to the Business of Speaking

A SPECIAL Q&A SESSION WITH THREE TOP INDUSTRY EXPERTS:



**GRANT BALDWIN**

Savvy Speaker and  
Founder of the  
Speaker Lab  
Podcast



**HUGH CULVER**

Founder of Business  
Of Speaking School  
(BOSS17)



**AHN NGUYEN**

CEO of Spark Event  
Management (Ahn's  
team hires over 200  
speakers a year for  
their client's events!)

**Feb 14. 10:15 PST / 1:15 EST**

**SPECIAL Q&A SESSION**

[www.businessofspeakingsschool.com/Feb14](http://www.businessofspeakingsschool.com/Feb14)



Tuesday, February  
14th



Only 250 Spots Available  
- Reserve yours now AND  
submit your question!

10:15 AM PST / 1:15 PM  
EST

5

days

3

hours

30

minutes

5

seconds

# SUMMARY

[www.getSOS.net](http://www.getSOS.net)