WHY SHOULD YOU HAVE A BLOG?

Starting and maintaining a successful blog is one of the first things I would suggest to someone who wants to increase their quilting business. Or any business for that matter!

What about the time commitment?

It does take time to keep up a blog, but you should always be working *on* your business, not just *in* your business!

The best thing about blogging, you can do it from home!

No technical experience required!

If you can set up an email account.....you can set up a blog. Hosting sites make it very user-friendly and even offer help if you get confused!

REACH MORE CUSTOMERS

HAVING A BLOG WILL LET YOU EXPAND PAST YOUR LOCAL AREA AND REACH CUSTOMERS ON A BIGGER SCALE.

ENCOURAGE REFERRALS

A BLOG MAKES IT EASIER FOR YOUR CURRENT CUSTOMERS TO REFER YOU TO THEIR FRIENDS AND FELLOW QUILTERS

UP-TO-DATE PORTFOLIO

BLOGGING ENCOURAGES YOU TO KEEP EXAMPLES OF YOUR WORK UP-TO-DATE.

Starting a Blog

Notes:

STARTING A BLOG IS ALMOST AS EASY AS OPENING AN EMAIL ACCOUNT

Consider including the following information on your blog:

A photo of you

A Frequently Asked Questions page

Information about your services

A way to contact you, outside of the blog. For example, an email address or business phone number.

STEP BY STEP

1. Decide on a host Site

2. Pick a name!

3.Customize your blog with with photographs, pages and information about your business (templates)

Ready....Set.....Blog!

Now that you have your blog set up, it's time to start blogging.!

HOW TO WRITE EFFECTIVE BLOG POSTS

Don't stress!

My #1 piece of advice.....don't stress out yourself out by thinking that you need to write elaborate posts daily. Relax and let your love of quilting shine through on your blog!

Notes:

USE PICTURES

PEOPLE ARE VISUAL. PICTURES WILL HELP HOLD YOUR READERS INTEREST AS WELL AS HELP ILLUSTRATE YOUR POINT.

USE CLEAR, IN FOCUS PICTURES THAT ARE A GREAT REPRESENTATION OF YOUR WORK

KEEP IT CONCISE

LONG RAMBLING BLOG POSTS ARE ALMOST ALWAYS DISMISSED BY BLOG READERS. TO KEEP YOU READERS ATTENTION, KEEP YOUR BLOG POSTS ON THE SHORT SIDE.

BREAK UP BIGGER TOPICS INTO SEVERAL SMALLER POSTS!

MAKE IT READABLE

A BLOG IS NOT THE PLACE TO IMPRESS PEOPLE WITH YOUR EXTENSIVE VOCABULARY. KEEP THE TONE CONVERSATIONAL AND USE THE "SMALLEST" WORD POSSIBLE

Topics:

NOW YOU KNOW WHAT A GOOD BLOG POST LOOKS LIKE, NOW.....WHAT TO BLOG ABOUT?

Things you may want to avoid blogging about:

~anything personal~

A little bit about your family or personal things is ok, but don't over do it!

~Anything negative ~

You want your blog to be a representation of your personality. Upbeat, positive blogs attract more readers

~Anything Controversial~

Do not get drawn into any arguments or controversial issues. All you will do is alienate potential customers!

~Anything that you wouldn't put on a billboard~

Remember, everyone can see what you put out on internet...don't say anything that you wouldn't tell a complete stranger!

CUSTOMERS QUILTS

SHOWING PICTURES OF QUILTS YOU HAVE QUILTED FOR CUSTOMERS (OR ANYONE ELSE FOR THAT MATTER) IS A GREAT WAY TO MAKE SURE THAT YOUR PORTFOLIO IS UP TO DATE!

INTERESTING STORIES

IF YOU COME ACROSS AN INTERESTING STORY IN THE QUILT INDUSTRY, CONSIDER BLOGGING ABOUT YOUR THOUGHTS ON THE SUBJECT.....DO NOT (UNDER ANY CIRCUMSTANCE) WEIGH IN ON CONTROVERSIAL TOPICS.

NEW TOOLS OR TECHNIQUES

HAVE YOU RECENTLY PURCHASED A NEW TOOL OR LEARNED A NEW TECHNIQUE? WRITE ABOUT IT! HOW ABOUT A RELIABLE TOOL THAT YOU COULDN'T LIVE WITHOUT?? SHARE THE INFO WITH YOUR READERS!

Other topic ideas:

-Giveaways

-Sneak Peeks

-Inspirations

-Your Studio or other “behind the scenes” stuff

-Tutorials and free patterns

-Advice

-Goals

-Interviews

Tips for a Successful Blog

Use these tips to help build up your blog traffic. Remember, the more people visiting your blog, the higher the chances of developing new customers.

Giveaways

Encourage a conversation

Good- short blog post titles

Don't make it just about you

Encourage your readers to follow your blog or become and email subscriber

BLOG ETIQUETTE

Always link to other blogs or websites when you mention them.

Be professional. You can be personable and friendly, but above all, be professional

Ask before you borrow pictures and always give credit where credit is due. Err on the side of caution.

BLOG OFTEN

-Aim for at least once a week.

NOTES:

Promoting Your Blog

NOTES:

SOCIAL MEDIA

USE DIFFERENT SOCIAL MEDIA SITES TO PROMOTE YOUR BLOG. DOESN'T HAVE TO TAKE MUCH LONGER.

INCLUDES: FACEBOOK, TWITTER, PINTEREST, INSTAGRAM, GOOGLE + AND EVEN MORE!

S.E.O

SEARCH ENGINE OPTIMIZATION IS BASICALLY JUST GETTING FOUND WHEN PEOPLE SEARCH YOU

ENCOURAGE REFERRALS

LET YOU CUSTOMERS KNOW THAT YOU WOULD APPRECIATE THEM

Resources:

Blogging for Bliss by Tara Frey

Inbound Marketing by Brian Halligan