

Navigating Social Media to Build Your Practice

Module Six: Blogging

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For this module, it will be helpful to have your computer ready.

5 Reasons You Should Blog

Drive traffic to your website

Increase your SEO/SERP

Build Trust

Position yourself as an expert

Build a mailing list



How does blogging drive traffic to your website?

Through the links you post on:

Facebook

Twitter

LinkedIn

Pinterest

or any other social network you use

And by mailings to those on your mailing list.

Can I blog without a website?



BUT...

WordPress.com

SquareSpace.com

Blogger.com

Tumblr.com

TypePad.com

There are limitations to free services. These limitations may be okay for a while, but as your practice grows, you'll likely want to invest a little money in a website so you can host your own blog and do your own thing with little to no limitation.

Define your blog

Map out a plan based on your coaching practice

For instance ...



Finance coach: Blog on all aspects of money



Relationship coach: Blog on all aspects of relationships.

 Relationship coach: Don't stray far away from relationship issues. Blog about money as long as it relates to how couples manage money issues. Always tie the main reason for your blog to the topic of your blog posts.

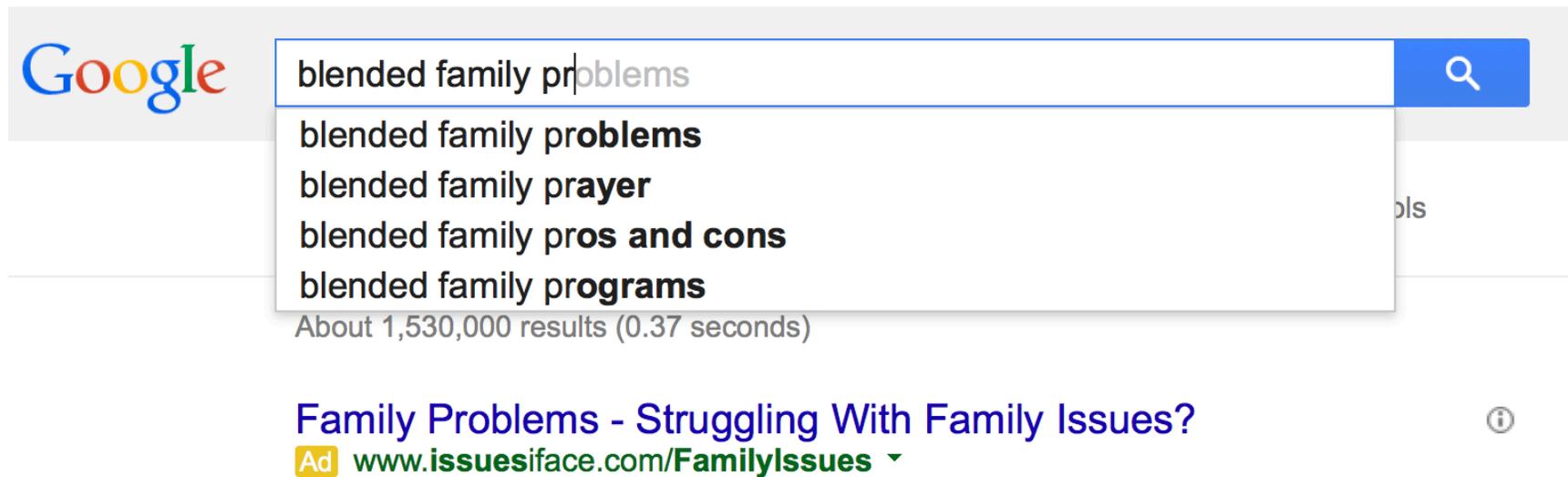
 Finance coach: Don't blog about relationships unless it's a mention about how couples navigate money issues.

It's okay to completely stray once in awhile. It's your blog. Just keep in mind that you write for TWO audiences: people and search engines.

Stay true to your genre on your blog

Generating Blog Article Ideas

Start with a Google search:



The image shows a Google search interface. The search bar contains the text "blended family problems". Below the search bar, a dropdown menu displays four search suggestions: "blended family problems", "blended family prayer", "blended family pros and cons", and "blended family programs". Below the suggestions, it says "About 1,530,000 results (0.37 seconds)". Below the search results, there is an advertisement for "Family Problems - Struggling With Family Issues?" with the URL "www.issuesiface.com/FamilyIssues" and a small "Ad" icon.

Google

blended family problems

blended family **problems**

blended family **prayer**

blended family **pros and cons**

blended family **programs**

About 1,530,000 results (0.37 seconds)

Family Problems - Struggling With Family Issues? ⓘ

Ad www.issuesiface.com/FamilyIssues

Google

blended family A|



“A”

- blended family **articles**
- blended family **advice**
- blended family **and finances**
- blended family **advantages**

Press Enter to search.

Google

blended family B



“B”

- blended family **blog**
- blended family **books**
- blended family **bible study**
- blended family **boundaries**

Press Enter to search.

Google

blended family C|



“C”

- blended family **ceremony**
- blended family **cast**
- blended family **counseling**
- blended family **ceremony ideas**

Press Enter to search.

KeywordTool.io

Search for keyword "blended family" found **274** results

 COPY ALL

Keyword Suggestions

— A B C D E F G H I J K L M N O P Q R S T U V W Y Z 2 3 5 6 7 8

blended family	
blended family	+
blended family movie	+
blended family quotes	+
blended family wedding	+
blended family wedding ceremony ideas	+
blended family problems	+
blended family retreats	+
blended family books	+
blended family statistics	+
blended family cast	+

blended family _	
blended family movie	+
blended family quotes	+
blended family problems	+
blended family statistics	+
blended family cast	+
blended family definition	+
blended family wedding	+
blended family advice	+
blended family blog	+
blended family poems	+

blended family a	
blended family advice	+
blended family articles	+
blended family and finances	+
blended family advantages	+
blended family and divorce	+
blended family adoption	+
blended family autism	+
blended family art	+
blended family advantages and disadvantages	+
blended family adam sandler	+

a blended family	
a blended family	+
a blended family consists of	+
a blended family quotes	+

blended family b	
blended family blog	+
blended family books	+
blended family bible study	+

blended family c	
blended family cast	+
blended family ceremony	+
blended family ceremony ideas	+

Anatomy of a solid blog post

TITLE: Blended Family Birth Order Issues



SUBTITLE: Changes in **birth order in a blended family** can stir conflict

The birth order in a blended family can take on the look and feel of a deck of cards being shuffled.

Consider Ken and Carla who married two years ago. Each brought children into their new **blended family**, Ken with his two children from his previous marriage, and Carla with her three.

Before **the blended family**, Ken's kids, Alicia 12 and Aaron 10, were accustomed to being the oldest and youngest respectively with all the perks, responsibilities and limitations that come with each position. **Pre-blended family**, Carla's oldest and youngest, Jason 16 and Jasmine 11 were the cookie part of their original family Oreo with Jessica sandwiched right in the middle at age 13. As a **blended family**, things changed. **A blended family** brings change. :o(

Upon the marriage of Ken and Carla, the "birth order" changed for some kids in this new **blended family**. Jason, still the oldest, is followed now by Jessica who, while still a middle child, is likely to be saddled with more responsibility now that there are 3 kids 'under' her. Alicia loses the number one spot, and settles into the notoriously invisible middle. Jasmine, instead of having just one annoying, bossy older sibling, now has three. Aaron brings up the rear of the family. Poor Aaron.

As you can see, the **birth order in a blended family** matters. And because each child is a unique individual, the ramifications of the change of birth order will be different from child to child.

Did your **birth order** change when you entered a **blended family**? Tell me about it here!

Let Your Photos Do SEO Work

Save your photos so Google and other search engines will get a keyword jolt!

Search Engines don't read pictures. They read words.



This image is saved like this: [Brady Bunch Blended Family TracyRayCoaching.com.jpg](#)

Other options might be:

[Brady Bunch Blended Family Birth Order Issues.jpg](#)

[Brandy Bunch Blended Family Birth Order.jpg](#)

[Brady Bunch TracyRayCoaching.com.jpg](#)

[Brady Bunch Blended Family Relationship Coaching.jpg](#)

Caution Regarding Photos

ALWAYS check the licensing on images. Some images on the web are free to use. Some are not. Some are free to use only if you apply attribution.

The following sites are free image download sites.
Be sure to read the conditions before you use the photos.

MorgueFile.com (free, no attribution necessary)
FreeDigitalPhotos.net (free, some attribution necessary)
Flickr.com (Read licensing carefully. It's a mixed bag.)

Dealing with Comments

Most blog sites allow for a setting that requires posters have their first post approved before publication. This is a good idea!

Keep control by setting email alerts when there's a new comment.

Always respond to comments you approve.

Get the Word Out

Announce your blog on

Facebook

Twitter

LinkedIn

... and all other social networks

Send email to friends and family

*Don't be afraid to ask people to share your blog link, AND TO
SUBSCRIBE TO YOUR BLOG.*

Q&A

Q: How often should blog entries be posted?

A: As often as possible as long as the quality is high. At the least, once per week. But don't sweat this. Just do what you can do. I advise being consistent. If you post once per week, post on the same day each week. Then spread the link around on your social pages.

Q: How should one plan content ideas or determine what to write about?

A: Hopefully this module gave you practical ideas you can implement immediately. Another option is to ask existing clients and friends what topics they would find useful.

Q: How do you recommend going about writing content?

A: Give yourself permission to write badly so that you have the freedom to start. Pick your topic, cut to the chase. Keep your posts between 300 and 500 words. I recommend creating an editorial calendar as a guide to keep you moving forward.

Q: What are best practices for creating written content?

A: Content must be your original work. Quality, relevant, useful and original. Don't post duplicate content. EVER. If it's been posted before, do not post it again. You can rewrite the same topic over and over, but it must be original and bring something more to the table than the original.

Q: What's your best advice for a brand new blogsite/a website with blog entries?

A: Have a subscribe button and invite everyone you can to subscribe to your blog. Use Facebook and any other social platforms to extend that invitation.

CONTACT ME!

Let me know what you gained from this session. Are you excited about what you learned? Confused? Overwhelmed? Contact me at TJ@PinkPigeonMedia.com Or tjgr62@gmail.com

Need help?

Starting a blog can be intimidating. But YOU CAN DO IT and I can help you!

Consult with me: <http://pinkpigeonmedia.com/consultation/>

Source for Hosting: InMotion affiliate link

I'm an affiliate for InMotion. I love them. I love them more than spicy Cheetos and a bottle of pop! If you choose InMotion, I would much appreciate it if you would purchase hosting by using my affiliate link.

<https://secure1.inmotionhosting.com/cgi-bin/gby/clickthru.cgi?id=TracyRay>

Social Media Tools

I have a number of social media resources available through my affiliate links on my website. These are tools I've used and love.

Resources to get you started using social media: <http://pinkpigeonmedia.com/affiliate-resources/>

Contact Tracy at TJ@PinkPigeonMedia.com
Or by using the contact form found at PinkPigeonMedia.com

Or call 770-722-7585