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BLOGGING &  
SOCIAL MEDIA  
BOOTCAMP CHALLENGE

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*Learn to.....*

- ✓ USE SOCIAL MEDIA STRATEGICALLY
- ✓ MAKE YOUR CONTENT WORK FOR YOU  
*long after it's been published*
- ✓ GROW YOUR EXPOSURE & FOLLOWING
- ✓ CREATE A FRESH ONLINE PRESENCE



# Unit #1 Discovering Your Niche

## Even if You've Been Blogging Forever

Whether you've been blogging for a month or a decade, sometimes taking inventory of your blog is necessary. Take a moment and answer the following questions:

1. What do you want to be known for?
2. What kind of person loves your blog?
3. If you had to write a one sentence mission statement for your online presence, what would it be?
4. What kinds of posts do you get most excited about?
5. Who are three of your favorite bloggers. What do you like about their writing?
6. What about blogging drains you the most?

After you've answered those questions, I want you to try another exercise. Go into your blog statistics and write down the six top blog posts of all time (traffic or comment wise).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Next to each post, put a smile or frown face if you enjoyed writing the post or not (we all know you enjoyed the traffic!). Now that you've got some preliminary research done, here's where the real work begins.

**Brainstorm between 6 and 10 words that encapsulate your writing. These words can also be phrases as well.**

**I'll give you an example of mine for FabulousBlogging.com:**

social media, writing, beginner bloggers, blogging psychology, design, wordpress

**Here's my six word brand for JulieDeNeen.com:**

psychology, marriage, sex, children, food, humor

The point of our blogging and social media activity is to be a storyteller right? We want to communicate feelings of surprise, joy, anger, etc. For each of us, we're going to be telling stories around our six-ten word brand. EVERYTHING should circle under those six phrases.

Your words shouldn't be adjectives by the way. They should be subjects or topics. If you want to throw an adjective in front of it, okay - but adjectives are more about our *voice* as bloggers, not about niche.

Now it's time to compare your 6-10 words with the research you did first.

1. Can all your top posts fit into the six-word brand somehow?
2. Can the topics you found the most enjoyment out of fit in as well?
3. Did you pick a brand keyword that's related to something you find tiring? If so, go back to the drawing board until you have keywords you're excited about.

The goal is to pick these big overarching ideas that will fit all your writing. If you are a niche blogger, your six words can all circle around one topic. If you are a lifestyle blogger, it might be more diverse.

We're going to dip deep now, so get out some good ol' fashioned paper and pens. One piece of paper PER WORD.

Just so you know, this may take you more than a day. That's okay. This process is crucial.

- Put each word in the center of a piece of paper and draw a circle around it.
- Then I want you to write down all the topics that you associate with that keyword.

*An example might be *Special Needs*. Using that as the keyword, you may come up with words like parenting a special needs child, schooling and special needs, potty training ideas for special needs, dealing with travel, holidays, etc.*

After you're done with one word, move on to the next word, and so on- until you have 6-10 pieces of paper filled with topics.

Purge the ones that don't interest you or are not going in the direction you'd like. When all is said and done, you can probably find 6-8 words that branch off of each of your main keywords.

All this brainstorming is going to be the start of a giant source of content and storytelling for you.

**Start with one of the sheets of paper (so one keyword). Log onto Pinterest and create as many secret Pinterest boards as you have for those associated words in the web you've created.**

**WHY PINTEREST:** Of all the platforms, I find this visual experience really helps the blogger sort through his/her topics, where they fit, how they work together, and where they may be gaps. It also forces you to take inventory of your images (something we'll discuss in another lesson). Finally, when you've done the rearranging, it'll be all ready to go for your social platform and exposure as well!

**WHY SECRET:** The reason we want them secret is because until they have some content on them, it just looks sloppy. Also, your Pinterest feed won't get cluttered if you're busy moving things around. Once the board is ready to go, you can make it public. I recommend a board not go public until it has between 5-10 pins, but that isn't a hard and fast rule.

If you already have boards that are similar, you may be tempted to just work right on them, but I encourage you not to. It's very easy to move the pins from the board to your secret board (and then delete the old board). If you work on live boards, you may annoy your followers. Plus chances are (if you use Pinterest like most of us), the board is probably full of stuff you haven't fully vetted.

**Here's an example:** Let's say one of your keywords is FRIENDSHIP and the associated words on your paper are: break-ups, your children's friends, making new ones, how to say no, fun stuff to do for a girl's weekend, high school reunions, etc.

You are going to come up with unique, clever, and keyword specific Pinterest board titles for these secret boards. So maybe they could be something like:

- *Making and Keeping Friends*
- *Friendship Advice and Help*

- *Best Friend Weekend Ideas*
- *Reconnecting with High School Friends*
- *Finding friends for my Kid*
- *Neighbors as Friends*

It's great to keep the keyword in the title because people are more likely to find your board when they are searching for topics in your niche.

It's very possible you'll get overwhelmed if you try to create boards for every single sheet of paper you worked on. Just start with one of your main keywords. Keep your papers handy so when you have some free time, you can continue with the other words.

**It's time to fill those boards with yours (and other people's content). What should happen is you'll start to see where you've written a ton, and where you have uncharted territory to explore.**

It's impossible (and self-focused) to fill Pinterest boards with **all** your own stuff. No one person is a content authority on a particular topic, so go off in search of other blogs and web sites that have great content to share as well. In the process, you might get some new ideas. *\*If you have no idea how to curate content effectively, we'll be discussing that at length in upcoming tasks.* For now...

1. Go through your blog archives and find any posts that would fit on the board. It does mean you may have to repurpose/freshen/update some (again, another upcoming lesson).
2. Go through your existing Pinterest boards and move relevant pins to your new board by clicking the edit button on the pin and changing the board category on the pin.

**Repeat this process with each of your six-ten overarching keywords until you have a boatload of secret Pinterest boards just waiting for your new blog posts.**

# Unit #2 The Hashtag Follow

## Bread & Butter for Growing on Social

Without a doubt, the most effective way to increase your following on social is to find and follow people in your [niche](#).

I find that many people have an aversion to following others unless they are SURE that this person is going to be a good match for them. Let me tell you a secret -- you aren't marrying this person by hitting follow. In fact, you aren't even forced to be in the same room with them! Here are two reasons why people are hesitant to follow generously:

1. They don't organize their social streams well and so following everyone means a lot of clutter. This is an easily remedied problem (and will be covered in future units).
2. You are afraid to follow your competition for fear of giving them an edge.

Here is the philosophy I've adopted for social media. When I have to open my mouth, I take care and pride in what I say. I make sure I am authentic. If I don't have to open my mouth, I can afford to use tools of efficiency to get the job done. Following someone doesn't require me to say a word, so I do it quickly. Commenting or saying hello takes time and care.

If you feel like social takes too much time, remember this:

Whenever you have to  
open your mouth...

*Be Authentic*

This means that liking,  
+l's, and following can be  
done generously,  
efficiently, and without  
painstaking thought.

Remember, you aren't marrying the person.

[Hashtags](#) are your friend. Learn to use them because this is how you will find people already discussing the things you're interested in. These people are your future audience!

**Clicking on the link above will take you to my blog post about hashtags.  
Brush up on what they are and then come back to your challenge**

We're going to start with Google +. This platform still eludes many bloggers and businesspeople, but don't be intimidated. If you follow along on the boot camp, you'll be zipping around there in no time.

Before we begin, make sure you have an ACQUAINTANCE circle on Google plus. This is where you're going to put all the people we'll be finding and following today. Not sure? Go to <http://plus.google.com> and sign in. Then on the left hand side where it says HOME, hover and then click on PEOPLE. A new screen will open up. At the top of the screen, click on the option that says YOUR CIRCLES. You should have one at the bottom called ACQUAINTANCES. If you click on it, you can rename it if you'd like.

**Find and follow between 10 and 20 people on Google plus. Here are two different ways to try:**

#### **METHOD #1**

At the top of the homescreen on Google plus, click on the EXPLORE tab. Then you can type in any hashtag you'd like, and it will pull up any post or person talking about that subject.

When you find a post that looks interesting to you, check and see how many +1's and comments it has. If it has a lot, then great! If not, keep moving along (for this exercise anyway).

When you find a post you like (and that is popular), I want you to click on the timestamp on the post. This will open it up into it's own tab.

- First, add the person who wrote the post to your ACQUAINTANCE circle.
- Then hover over the right hand side of the post until a little arrow comes up.
- Choose the option that says "View Post Activity."
- The post will flip over and there, you'll see a list of people who've either +1ed, commented, and/or shared.
- I want you to add all the people that commented and shared. These are people who are active on Google plus, and are engaged in the topic that interests you.
- Once you're done, turn the post back over and add your own comment to the pile. Tag one other person who's commented and respond to them. You do this by typing the plus sign and then their name.

**METHOD #2**

Find a blogger in your niche that is popular. Go to his/her Google plus profile (it's possible that a lot of your favorites may not be active on Google plus yet). If you need some ideas of popular profiles, here are a few names to type into Google's search bar.

- Peg Fitzpatrick
- Mia Voss
- Christine DeGraff
- Marc Ensign
- Mike Alton
- Dustin Stout

Go to their profile and go through their latest posts. +1 the ones that look interesting to you. Repeat the activity I explained above and turn the post over and follow those who've commented AND shared. Add them to your circles.

When you're finished, pick on the posts that you really enjoyed and share it to your stream. You do this by clicking on the ARROW and write your own little introduction and opinion about it. When you do, tag the original poster and thank them. Finally, and most importantly, in the TO field on the post, make sure it says PUBLIC. Then hit share!

**Find and follow 25-40 people on Twitter. Twitter can handle more following and sharing because it is the fastest of all the platforms.**

There are two methods that you can use for finding and following new people on Twitter as well. The first is with the hashtag.

**METHOD #1**

In the search bar, type in a hashtag that's relevant to your niche. When the results come up, click on PEOPLE on the left hand side menu option. Run down the list and find anyone who looks interesting to you.

If this doesn't turn up anything you like, I want you to click on the ADVANCED search option. Remember that uber popular blogger I was talking about on Google? Put their Twitter handle in the field that says MENTIONING THIS ACCOUNT. Make sure you pick a blogger that is in your niche, and one that has thousands of followers.

Run through the results and find people who are talking and tweeting about this person. Chances are, they might like you too! If in your search, you find any really good tweets, retweet them and favorite them along the way. Replying is also a great idea!

**METHOD #2**

Follow lists. Lists are organized groups of people that other bloggers have already curated. A perfect example would be the [BlogHer14](#) Attendees list. If you go to the BlogHer twitter profile, click on LISTS. Then click on the list of the attendees. What do we know about this list?

- They are going to BlogHer so they are probably active on their blog
- They are willing to invest monetarily in their blog
- They are bloggers

When you pull up the list, it'll show you all the tweets. I want you to go on the left hand side and click on the number of subscribers. All the people will pull up in a list. FOLLOW!

You can do this exercise with any popular blogger in your niche (that also uses lists).

## Find and follow 10-15 people on Pinterest using hashtags.

*I'm going to tell you something right now. You are going to have to stop pinning things from your Pinterest newsfeed. I know, I know. But really? Browsing the Pinterest general newsfeed is a huge waste of time. Why am I telling you this? Because I'm going to request that you follow people (even if you don't like all of their boards) and that might mess up your newsfeed from here on in. I get that that isn't fun, but in further lessons, I show you how to use Pinterest strategically, instead of getting lost in the bowels of the newsfeed.*

1. In the search bar, type in your keyword hashtag.
2. When the results come up, choose the option that says PINNERS. First we're going to find those who have that keyword in their actual title. Follow a few.
3. Then redo the search, but instead of choosing PINNERS, choose BOARDS. Find some boards that look interesting to you. When you find one, click on the profile avatar of the person. Follow all their boards. **Why?** Because if you only follow a board, it won't count in their following. You know how much more endearing it is to give them a new follower, rather than just picking a board?
4. If you absolutely can't stand some of their boards, go through and unfollow a few. This way, you still are counting as a follower to them (and it's likely they'll follow back).

If you don't have any luck finding people to follow, go to that popular blogger we've been using. Pick on of their boards that is in your niche. Click on the number of followers. AND...follow!!

***Make sure to write down how many followers you started with, and how many you have after doing this challenge a couple days in a row.***

## Unit #3: Competition

### It isn't What You Think

Raise your hand if you've ever been afraid of your competition. Do you try to avoid their website or blog? Do you avoid sharing their content?

Honestly, it's human nature to want to steer clear of that which is intimidating. And competition is certainly that. But your competition isn't other bloggers in your niche. In fact, I wrote a [whole blog post](#) about this very issue. Your competition is other media outlets, people's busy schedules, and other forms of entertainment.

Big bloggers in your niche have paved a way for you. They have several things you may not have yet....

- A larger audience
- A larger platform
- More credibility
- More authority

Without sounding completely creepy, you need to become a student of your biggest competition. Watch and learn.

Here's what I want you to do:

Find between 3 and 5 bloggers or small business people in your niche. They need to be well known, and have followings that are large (in the thousands on every platform). Make sure to follow them on all three platforms we're using - Google plus, Pinterest, and Twitter. I would also encourage you to plug their RSS feed URL into an RSS reader or subscribe by email.

*If you are doing this bootcamp in order, I gave some ideas in Unit #2 about going to their social profiles and engaging with the people that are already leaving comments there. Chances are if they like your competition, they'll like you too.*

Now, I want you to go to this blogger's website and find a particular blog post that matches a blog post you've written. Before I continue...

“I feel devious even explaining all this, so I want to make one thing very clear. People will smell from a mile away if you are using them. *That’s not what I want you to do.* I want you to become their cheerleader, their supporter, their sharer of information. Of course you hope they share your content in return, but if they don’t - that is okay - because you still have reaped the benefit of their audience all congregating in one spot, as well as having fresh content to share to your social media streams. This blogger has saved you time and work, and that alone is a great dividend.”

### ***Here’s one of the most important lessons of this entire social media & blogging bootcamp.***

The fastest way to gain a large audience that trusts you, is to prove you are the person to go to for information. You must establish credibility in your niche (which is the reason why I had you do the niche study first).

Not everyone has all the answers all the time, and that’s okay. Especially if you are relatively new to blogging, you may not have the sheer volume of content necessary to keep an impatient audience happy. But if you can prove that you are willing to find and share the most relevant content out there--no matter WHOSE it is-- you will go a long way in establishing your authority online.

There are people I love to stalk online. I know, everytime I go to their profile I’m going to find good stuff. Meaty stuff. Stuff that’s share-able. That’s who you need to become.

#### **Back to the task...**

Once you have found a matching post between you and your blogger competition (which I think I’ll start calling your colleague, since that’s a better word), I want you to first check and make sure it’s not all the exact same information. A great example would be my beginning [Hootsuite](#) article on Fabulous Blogging. It’s meant for beginners. But [Mike Alton](#) has pages and pages of articles on Hootsuite. I went to his blog and searched in the category archives and thought I would link up both mine and his posts together. Same topic, slightly different angles.

You need to make sure ***your*** post is good. Really good. As in, good enough that a big-blogger-would-enjoy-being-associated-with-it good. It needs to have pictures, formatted headings, relevant and helpful content, etc. Put your best foot forward.

Edit your post and add a paragraph or two at the bottom called “related” or “more resources” and link up this blogger’s posts. Don’t just make a list. Add something that shows you’ve read and enjoyed their piece as well. This will benefit your readers (because they’ll have more stuff to

chew and read) and it will help your competition, which is good karma....which of course is good for you! Win win.

Once your post is ready to go, I'm going to have you share it on social media on either Twitter, Google plus, or Pinterest. DO NOT REPUBLISH AS A NEW POST. Just simply update it.

You want to pick the best platform for the content, and also consider the audience.

***Let me give you an example:***

***Sharing it to Google +***

[Here's a link to the post I did for Hootsuite](#) on Google plus. I wrote an introduction, then I added a nice vertical photo. I linked up my blog post, as well as a link to Mike's category archives of Hootsuite posts. Then I added a pin for later link, I tagged Mike, and I shared it publicly.

This accomplishes several things: It shows you aren't afraid to share other people's content. It shows you are willing to learn from someone who's further along than you are. If your blog post is really good, the big blogger may just share it too! In my case, Mike shared my post with his 100,000 + followers on Google plus. Does it mean people might go to him for more detailed Hootsuite info? Sure! And that's okay. Because a few of them will also remember that I was the one who introduced him to them, and that counts for something.

***Sharing it to Twitter***

Perhaps your blog post is better suited to Twitter. Create a great headline and make sure to make it relevant or complementary to your blogger colleague. Add a photo to your Tweet (if you know how to - Twitter likes horizontal photos). If not, that's fine. That is an upcoming bootcamp challenge.

***Sharing it to Pinterest***

For Pinterest, you have to be a bit more creative. Make sure you have a beautiful image to use. Buy one if you can't make one (another upcoming challenge!). When you pin the image that links to your post, I want you to tag the blogger who you've mentioned and make sure to include a quick intro in the description of the pin along with their website URL.

## Unit #4: People Want to Be Heard

Imagine you are going to a coffee shop to meet with an old friend. You sit down, order your cup 'o joe, and begin yakking for the next 90 minutes. Like a bad Shakespearean monologue, you only pause long enough for a few swigs of caffeine.

That's the problem with social media. People forget it is SOCIAL. You aren't alone, even though it's hard to remember someone is behind that little 25 x 25 avatar. But here's the trick: You will lose credibility if you recklessly share your friends' stuff when it sucks. You need to put the social back in your social media game, without sacrificing your authority and quality of your streams.

Another analogy: Let's say there are two toy stores in your town. One toy store carries every toy that local townspeople come by and offer to sell. You have to wade through a lot of junk to find the few good pieces. Nuh-uh right?

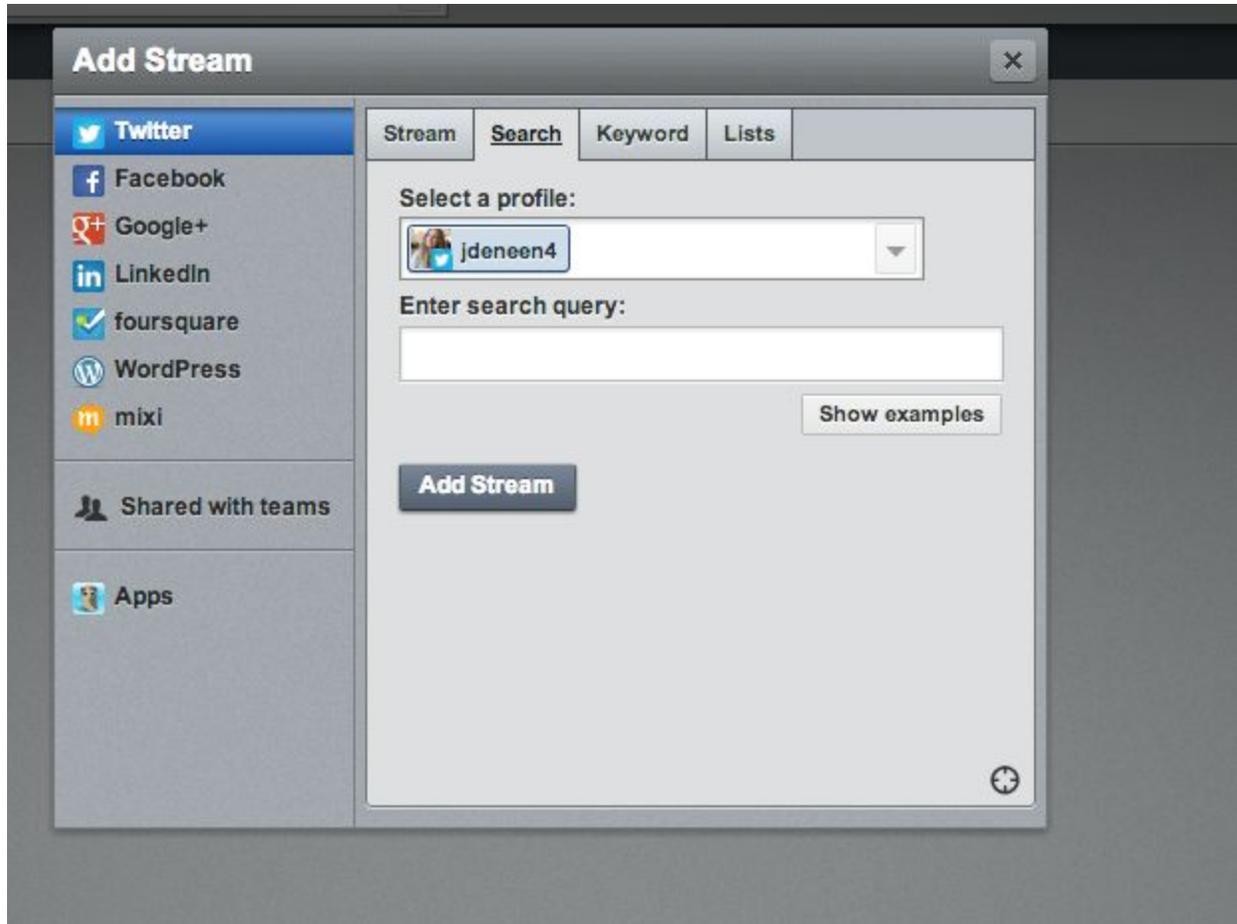
The other toystore only takes the best stuff. Which one are you going to go to?

*LESSON of the DAY -- Make people feel heard and important without sacrificing the quality of your platforms. In other words, engage more, but share only the best.*

Your task today is to use Hootsuite to [find and thank those who mention you on Twitter](#). Hootsuite is a great scheduling tool, but it's also a great listening tool as well.

1. Go to [Hootsuite.com](http://Hootsuite.com).
2. Sign up for an account.
3. Link your Twitter to it (since that's the easiest).
4. You'll get to a very intimidating screen. Don't be intimidated!
5. Rename the tab at the top (Social Mentions).
6. Then click the button that says ADD STREAM.
7. Choose your twitter profile on the left.
8. Click on the tab that says KEYWORD.
9. Select your twitter profile and type in your blog name (i.e. no http!! Just write in yourblogname.com).

10. It will pull up all the people that have linked to your URL in their tweets, even if they've forgotten your handle!
11. Hover over the tweets and FAVORITE it or reply (or both).
12. When you've done that, click add stream again and this time, choose your Twitter profile and then select MENTIONS. This is the same as the CONNECT tab on the Twitter homepage.



Now you have two columns that show you ANYONE who has mentioned you on Twitter, whether through your handle or your blog.

If you want to learn more about Hootsuite, [I wrote a beginner's tutorial.](#)

**BONUS!** - Remember the hashtag follow from Unit #2? You can create another tab in Hootsuite and click

add stream, then add any and all keywords you want to follow on Twitter regularly. Consider making a stream for your top six words!

*To your left is a screenshot of a new tab I've created called "Twitter Streams I Track". This helps me find people tweeting content in my niche.*

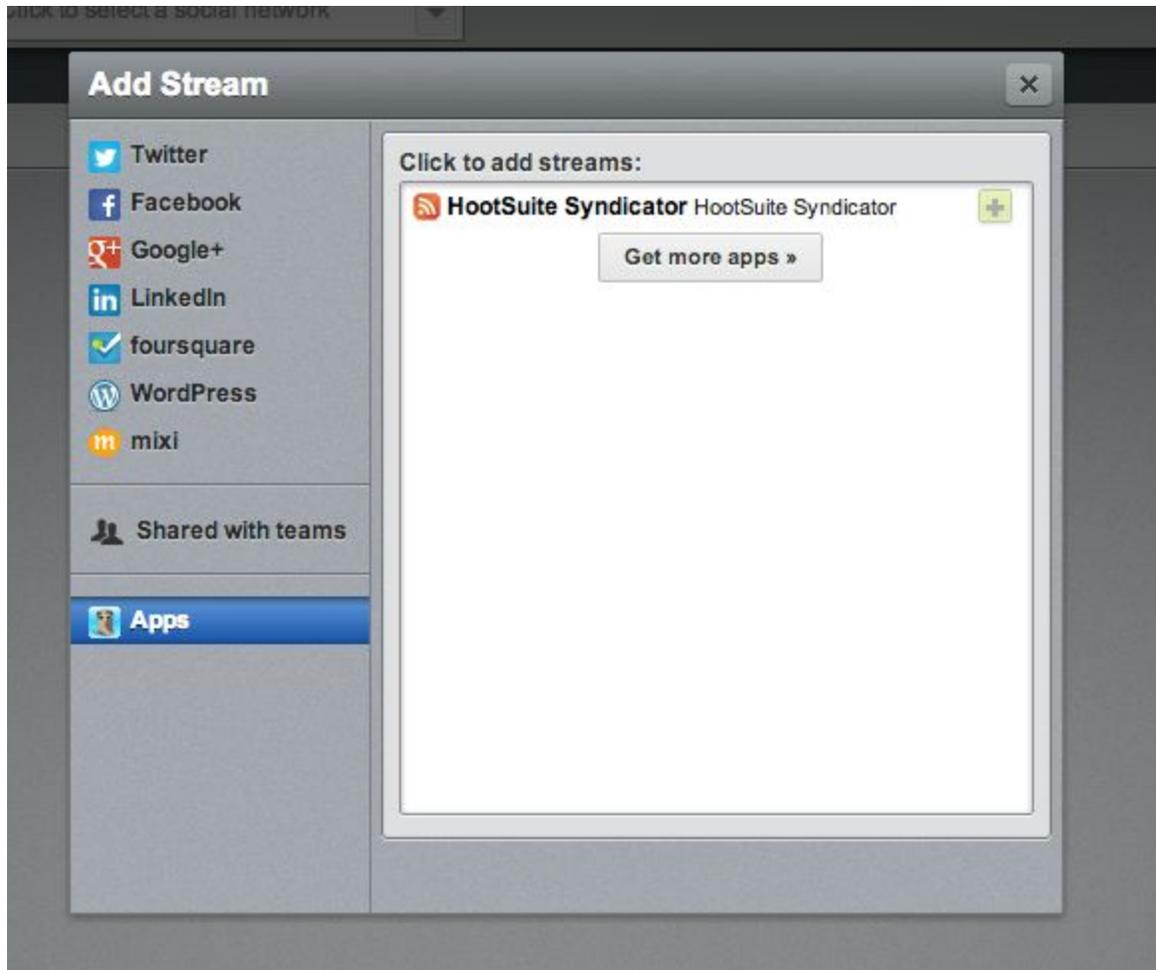
### **Common Question: What's the difference between a stream and a tab?**

It's really just organizational. You have unlimited tabs you can set up (though the free version of Hootsuite only allows you to link up three or four social accounts at once). I have my Hootsuite set up so that one tab is all the mentions of my blogs, one tab has all the keywords I'm tracking, and one tab I use for all my scheduling.

**Task #2: Start using Google Chrome as your Browser and download the extension that goes with Hootsuite.**

Why? Because it will allow you to grab any page you find on the Internet and schedule it as a tweet with one click of a button. <https://hootsuite.com/features/extensions>. This will be important as the challenges go on.

While you're downloading extensions, I would also recommend getting the Hootsuite RSS Syndicator right in Hootsuite.



1. You'll need to add a new tab in Hootsuite.
2. Click on the tab to create a new stream.
3. Click on APPS and get the Hootsuite Syndicator.
4. Now you add an RSS feed of any blog you want. This way, you will be first to know when the QUALITY new content comes out that needs to be shared.
5. To add a feed, go to the website and look for the RSS button. Right click on it and click the option that says COPY LINK ADDRESS. Paste that into your subscription set up on Hootsuite. (See Screenshot). If they don't have an RSS button, most blogs are the blogname.com/feed.
6. Then hit "DISPLAY FEED IN STREAM" by clicking on the actions button.

When you check your RSS feed, there will be a button that you can push, which will automatically schedule the post to your Twitter stream. When you are working hard to deliver

content, you must become adept at curating efficiently. Remember, as long as you are delivering quality content, people will follow you. It doesn't have to be your content. When you do finally publish a piece, you'll have an audience (and the credibility).

### **Task #3: Schedule your first tweet referencing someone else's content!**

Using any of the methods we've studied to this point, find someone's blog post you'd like to share. In the compose box, write out the tweet and add the URL into the link field. Then shorten the link. Click on the calendar button and choose a time at least five minutes into the future. Then schedule!

Are you a visual learner? I did a YouTube tutorial on Hootsuite that you can access [here](#). I go through all the above tasks so you can follow along.

## Unit #5: Rock Your Profiles Like a Pro

Social media and blogging are all about your audience, but when the time comes for them to check YOU out - your profiles need to be rockin' awesome!

The first most important thing you need to master is...the art of the avatar. Whether we want to admit it or not, we make split second decisions and judgments based on someone's avatar. Here are some thoughts to keep in mind:

Unless you are a major brand (with a very obvious logo), a headshot is better than a graphic. And even if you have nothing to hide, a cartoon version of yourself sends that message.

[Web](#)
[Images](#)
[Videos](#)
[Shopping](#)
[News](#)
[More ▾](#)
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About 9,960,000 results (0.24 seconds)

**Fabulous Blogging — Decoding the Blog Scene for the Tec...**


[www.fabulousblogging.com/ ▾](http://www.fabulousblogging.com/)  
 by Julie DeNeen - in 2,707 Google+ circles  
 3 days ago - This is one of the golden rules of **blogging**. Create compelling, practical, entertaining, and formatted **blog** posts that your readers will enjoy ...

<p><b>Blog</b></p> <p>Create compelling, practical, entertaining, and formatted ...</p>	<p><b>Website Design</b></p> <p>The first way to stand out in a crowd is to have a brilliant and ...</p>
<p><b>About Julie</b></p> <p>About Julie. julie laughing small You want to know why you ...</p>	<p><b>Training</b></p> <p>Training. There are a lot of blog designers out there that create ...</p>
<p><b>References</b></p> <p>References. "Julie has been a lifesaver throughout my ...</p>	<p><b>Contact</b></p> <p>I'd love to hear from you! Expect a response within a few hours ...</p>

[More results from fabulousblogging.com »](#)

Here's how my avatar shows up in search results. This is called Google Authorship and we're going to make sure you are set up with this. BUT, for the moment, we're concentrating on the avatar itself.

I have three that I use, though all my avatars on social media are the same across every platform. That's important. Whichever one you choose, make it the same.



- Make sure it's a close up of your face.
- Smile!
- Try to pick one that humanizes you a bit (quirky smile, laughing, etc.)
- If it's over-staged, it looks cheesy.
- Make it fit nicely in your square.
- Don't include other people in it.
- Don't do a full body shot.

You want a perfect combination of professional and real.

If you don't have a nice photo of yourself, take one. Go outside and get in the sunlight right before dusk. Have someone with a camera or good iPhone take a bunch of close ups. Don't be afraid of yourself, that is communicated when you put up an avatar that isn't you.

What if you have a memorable brand or logo? You could do an avatar like the one I've done below, but I still stand by my premise- faces are better than graphics.



Creating a compelling bio on Pinterest, Google plus, and Pinterest. Since you are NOT going to use social media as simply a megaphone to your blog, your profile is the one place you should not be afraid to shine!

### **PINTEREST**

1. Upload your avatar.
2. Verify your website with Pinterest. This adds another level of authenticity. Here are instructions on how to do this.
  - Download the verification file.
  - Log into your host account (ie. Bluehost, Hostmonster, etc.)
  - Go to your file manager.
  - Get to the public\_html folder.
  - Upload the file.
  - Go back to Pinterest and hit VERIFY.
3. Add a clever description about who you are and your brand.
4. Add your location (it looks professional).

### **TWITTER**

Your twitter bio is so important. When people are scrolling through lists, your tagline is all you get to use to convince them you are worth following. Some things to consider...

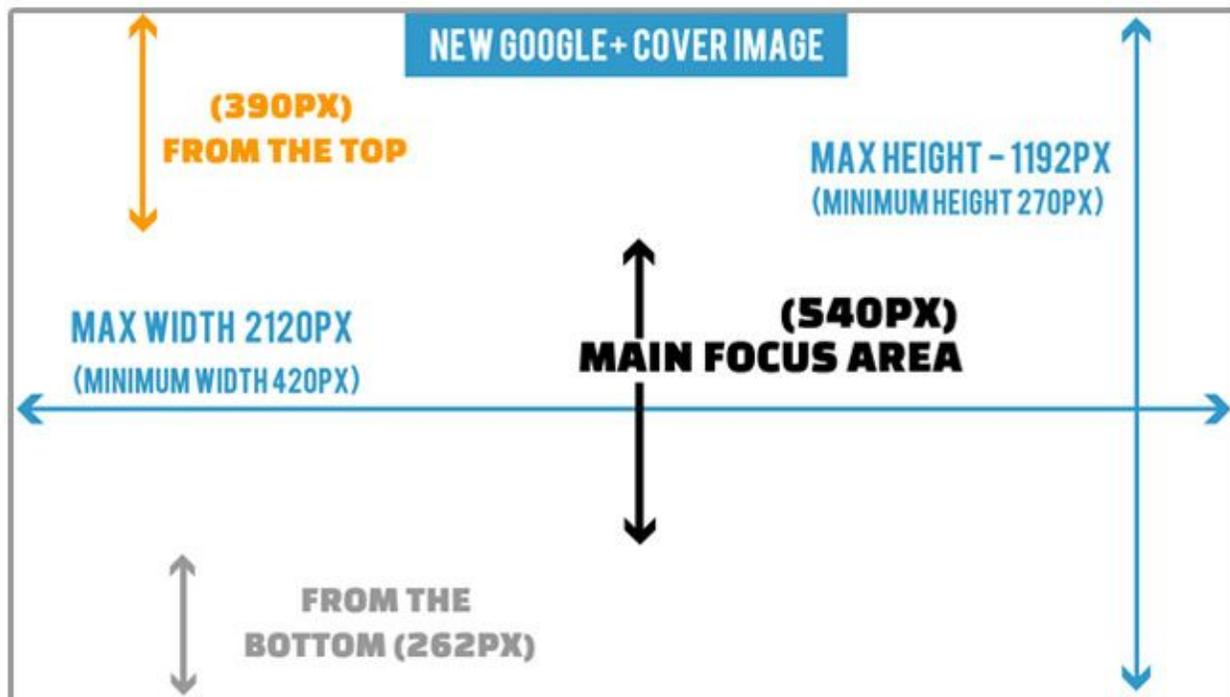
- You can use two links in your bio. One goes in the website field and then you can add one (make it a shortlink on hootsuite first) right in the description.
- Should you use a hashtag in your bio? It depends. I like to have the hashtag #Wordpress in mine because if people are looking for that, it will come up.
- You need to explain to people exactly what they'll be getting from you as a Tweeter.
- Be clever!

Your Twitter avatar needs to be 400x400 at least. The profile header photo should be at least 1500 pixels across.

### **GOOGLE +**

This is the bio that will take you the most time simply because you have a ton of opportunity to provide links, pictures, and descriptions of who you are and what you do.

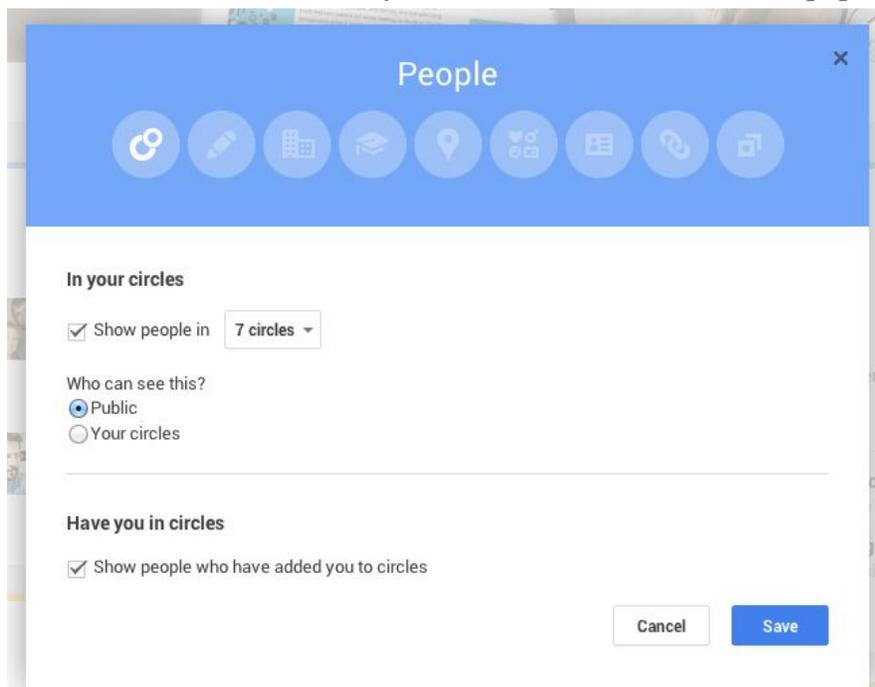
Log into G+ and go to your PROFILE tab. The cover photo has the following dimensions.



What if you have a header image that doesn't fit quite right? Upload it into [PicMonkey](#) and create a solid border around it. Or, consider buying a picture from [Dreamstime](#) that you love.

Once you have a cover photo, click on the About tab.

Click on the edit button on any of the boxes and a window will pop up that looks like this:



**Each one of those circles is a separate area you need to fill out.**

- Do you want to show certain people in certain circles? I have decided to show the people in my DON'T WANT TO MISS A THING category. We'll be talking about circles more in depth in a future challenge.
- You can also choose to show who has you in your circles and who doesn't.
- Next up is your **tagline**. This is what shows up when someone hovers over your name so it's very important- like the bio on Twitter.
- Your introduction on the other hand, can be as long as you'd like. And guess what? It can have links too! So write it like you would your about page on your blog, linking to your favorite blog posts and other relevant pages you'd like your audience to check out.
- Make sure everything is set to public.
- Next, you can fill out your **education** and **employment**. Put your blog as your present employment so it shows on the About page publicly.
- Then comes **education** and **location**. Fill them out and set them to public or circles (whichever you wish).
- Then fill out the **basics** (like your birthday) and **contact** information.
- The next circle is **LINKS**. This one is super important. Make sure you have a link to every social profile, plus a link to your blog (and any other contributing sites you write for).
- If you have any best-viewed posts you want to feature, add those too.
- The last circle is **APPS** and probably isn't applicable unless you use Google plus to sign in with other sites and software.

**Should I Get a Google plus Brand Page?**

Well, this is a good question. It operates much the same way a profile does (with a few exceptions). Hootsuite allows you to schedule posts for Gplus Brand pages, not profiles. There are also advertising options with brand pages. The problem is that most bloggers don't have a brand that is different enough from their person to warrant a brand page. If you have a local business or product though, you may want to consider it.

**I get so many emails from Google plus. How do I turn that off?**

This is found in the Account Settings area. Click on your avatar in the top right and then click on settings (NOT profile). You'll see you can adjust your notifications by email right in there.

If you've already done a lot of this spring cleaning on your About pages prior to this challenge, please go to the Hashtag follow and spend some time finding new people to follow. Aim for 25 people a day on each platform (you can alter those numbers towards one platform if for example, you aren't as active on one).

Also, consider those secret Pinterest boards and keywords from Unit #1. Work on them if you have time!

## Unit #6: Focusing In On Two Targets

There are two types of people you want and need to follow. Those who are in your niche (and can be colleagues and fellow share-ers, not to mention a resource for you) and the people who are going to consume your product.

Here's an example of what I mean. If you are a high-end portrait photographer, you'll want to follow other photographers online. You'll also want to follow budding actors who might need your services for headshots. Maybe you'll want to follow young moms looking for a family photographer. The point is that you need both.

Write down who the industry experts would be in your niche or field. These are the people you started to look for in the competition challenge.

Then, take a minute and write down a "bio" of your ideal reader/consumer. Ask yourself their age, their social/economic status, are they in a career or at home, do they like coffee or tea? Make a bio very specific (even if it doesn't encompass your whole audience). When you are writing FOR SOMEONE, you write better.

For more information, [ByRegina](#) has a great blog post about this task.

### **Managing your Twitter following**

When you first start on Twitter, it's impossible to keep your ratio of followers to following balanced. For a while, you'll be following more people than are following you back. As you move along though, you'll need to watch and make sure that gap isn't too wide.

The easiest way to deal with this is to unfollow people who don't engage with you, don't follow back, or are considering inactive followers.

As a general rule, you want to use the Hashtag follow from the second unit and follow anywhere from 25-100 people...a day. With that kind of schedule, your ratio will get way off balance quickly (since for every 100 people you follow, approximately 30-40 will follow back).

- Go to [Crowdfire.com](#).
- Sign in with your Twitter account.
- The free version allows you to unfollow 200 people a day and that should be sufficient (unless you have thousands of followers. Then you might want the subscription plan at \$10.00 a month).

- Unfollow 100 inactive or non-following users. You can use the menu bars on the left to view filtered lists of people.



What is the point of Crowdfire? It allows you to unfollow people who aren't following back, or people who aren't active on Twitter. It gives you a filtered list starting with the oldest first, so it's a snap to do. Yes, you could go on Twitter and do this manually, but it would be time consuming.

***But wait? Unfollowing because they aren't following back? Isn't that mean?***

NO! Instead of thinking about it in the negative, think about it this way. Unfollowing the people who aren't interested in you gives you more wiggle room to follow people that might want to

engage! It also helps you weed out people who haven't tweeted in a month or more (which is a LONG time).

There is another tool for unfollowing/following called [SocialBro](#). It's a premium service, but offers a ton of data and information, including how many people you follow who are high influencers or low influencers, how many celebrities (or popular) accounts are following you, plus it helps you create automatic lists based on activity (lists will be in an upcoming challenge). If you are very comfortable with Twitter, you may want to forgo JustUnfollow and use SocialBro instead. You can try it for two weeks and see if it works for you.

We're not going to discuss the ratio on Pinterest and Google plus because it's not as vital (at least yet).

### **Other ways to deal with an out-of-balance Twitter Ratio**

Instead of following big brands and/or celebrities you like (that won't follow back), unfollow them but keep them in a list instead. This way, you can track their stream, without wasting a follow on someone who won't follow back.

#### **To create a Twitter list**

1. Go to Twitter
2. Go to your Profile
3. Click on Lists
4. Click Create a New List (if you make it Public, anyone can see it)
5. You can add anyone to your list by clicking on the little avatar button and choosing add to list. You don't need to be following someone in order to add them to a list.
6. Once the list is created, log into Hootsuite.
7. Click Add stream and choose your Twitter handle.
8. Then click the LIST tab and choose the list you'd like to watch.
9. You can also create lists for followers that are your colleagues vs. your consumers.

### **Finding active users on Google +**

The hashtag follow instructions give you several ideas for following active users, but you can also use CircleCount to analyze quickly how active someone is on Google plus.

CircleCount is another Chrome Extension you'll want to [install](#). This is what the Google plus hovercard looks like once it's installed.



## Neil Ferree



Social SEO Consultant to Small Business C...

Ferree Money

Rancho Palos Verdes, CA

Acquaintances

circlecount.com

Update / Insert

Last public post: 1 Day, 12 Minutes ago

Followers: 31,762

CircleRank: 8,996

CountryRank: 1,225

Average numbers for his latest posts:

2 comments	6 +1's
1 reshares	816 chars

From: United States

More on CircleCount.com

## Finding Active Pinterest Users to Follow

1. I want you to type into your browser bar  
<http://pinterest.com/source/yourblogname.com>.
2. You will see anyone who has pinned something from your site.
3. Pick out a bunch of pins to like and then follow the pinners. (About 10-20 people)

Next, we're going to find boards that we would like to use as resources for our own sharing, as well as a board that's very popular (to find new people). Once we find these particular boards, we're going to bookmark them so we can check in regularly for new stuff!

Takeaway: You also want to be the kind of pinner that people stalk. If you are creating boards full of only the best stuff, you will be a better curator than

someone who just uses Pinterest as a dumping ground for everything he/she finds. If Pinterest is your museum, what are you going to put in it?

The easiest way to find an amazing board is to click on the button on the top left of the Pinterest search bar. Choose the option that says POPULAR. Find a pin that you love and click on it.

On the right hand side of the pin, you'll see the board it came from. Click on the board name. You can also look below the pin to see if the pin is on other boards. When you find a board that you think is a great hot bed of information and resources, this is a board to bookmark!

**Creating your own Pinterest Board for Boards! This will be a great source of information as well as people to find and follow.**

1. Create a new board on your profile called Boards Not to Be Missed.
2. Add a description and get it set up.
3. Now go to this awesome board you've found. Pin something from it (doesn't matter which one, but try to find a pretty picture that represents the board well).
4. When you pin it, stick it on your **Boards Not to Be Missed** board.
5. Now, you have to edit the pin because when clicked on, it'll only take you to the source of the pin, not the board itself.
6. While on the board, click on the URL at the top of the browser. It'll look something like this: <http://pinterest.com/pinteresthandle/board-name>.
7. Copy that address and go to the pin you just pinned.
8. Click on the pencil button and edit the pin. Paste the URL into the field and hit save.
9. Now, when someone (you or otherwise) clicks on the pin, it'll take you right to that board.

Remember, if you are doing this for boards in your niche, you'll find it's like walking into a room full of people that are already interested in the topics you love! It helps both you and your followers.

### **Follow the same people popular people follow**

When you find someone you love (remember in our competition challenge, I had you track a few down?). People who are well known online typically have thousands following them, but they in turn are following a smaller crowd.

Finding these people will help you curate great content. Remember though, you need a good mix of popular people and newbies (since newbies are more likely to be consumers and popular bloggers will not be).

Go to this post on [Time](#) and click through the slides to find the top pinners of 2013. Find one that is in your niche. You don't necessarily want to follow this person (but you can of course).

What we're going to do is find out who THEY are following. The principle here is that you want to find out where they go to find great content.

So I chose Random House Publishing House (which has over 1,000,000 followers), but they are only following 327 people. What are the odds that those 327 are cool people to connect with on Pinterest if I'm in the book/writing world niche? Oh yes!

Look through the list of people your popular blogger is following. You want to find people who match these requirements:

- Who have at least 500 followers themselves
- Who are either colleagues in your niche, or your potential consumer (remember these are the audiences we have to find)
- Look for people rather than brands (since they don't follow back as easily)
- Don't go stalking the individual boards because it's a waste of your time and will leave you extremely distracted. Make a quick decision based on avatar and followers.

## Review & Practice Units# 1-6

So you've completed the first six challenges of the **#FabBloggingBootCamp**? Congratulations! There was a lot of information, so this guide should hopefully help keep you on track once you've learned the skills.

This guide is a quick overview of what was covered in:

- Discovering Your Niche Even if You've Been Blogging Forever
- The Hashtag Follow
- Competition | It Isn't What You Think
- People Want to be Heard
- Rock Your Profiles Like a Pro
- Focusing in On Two Targets

### Exercises to continue on a regular basis...

1. Use your collection of secret Pinterest boards to brainstorm current and future blog posts in your niche. Once a board has between 5-10 pins, you can make it public.
2. If you ever get writer's block and aren't sure what to write about, either look on your Pinterest boards, or take one of your niche words and draw a web. Put it in the middle of the paper and write words and phrases that you associate with that word.
3. Check Fabulous Blogging's pinterest boards for how to drum up new [blog post ideas](#).
4. Every day, do the hashtag follow. Unfortunately, following a little each day is more laborious than doing it in big batches once a week, but organic slow growth is better for social. The key is to get into a routine. A great number to hit daily is 50 people. You can spread it out over three platforms, or focus on one platform a day (spreading it out is preferable).
5. Make sure all your favorite bloggers (*the helpful and awesome ones that are in your niche*) are bookmarked, added to your RSS readers, and on your favorite Twitter lists. Follow them and listen and watch closely. Follow the audiences that are already congregating around their content.
6. Try to find where your blog posts match well with another blogger in your niche. Then write up a mini post on social featuring both (and tagging the other blogger).

7. Every once in awhile, take a look at your *about profiles* and make sure they are up to date. If you can add links (like on Google plus), change out your content every now and again to feature your latest and best work.
8. Your cover photos can rotate with the seasons if you'd like, but your avatar should remain consistent across all platforms. It's better to put a thick border around a photo to make it fit, then to stretch and pixelate it. Consider dreamstime and invest in some nice photography.
9. Use JustUnfollow once every couple of days and purge accounts that are either inactive or not following back.
10. Check out who's pinning you by typing in the Pinterest source URL <http://pinterest.com/source/yourblog.com> and thank them and follow.
11. Focus on finding two different types of followers - colleagues/other bloggers in your niche, and then your potential consumers.
12. Use Hootsuite to follow your favorite conversations (using hashtags) and to pre-schedule tweets (this will be covered more fully in future lessons).

### **Things you should have done before continuing...**

- You should have an account with Hootsuite and JustUnfollow.
- You should be using Chrome as your browser and have the Hootsuite and CircleCount extensions installed.
- You should have an RSS feeder set up (with the Hootsuite app or a reader of your choice).

## Unit #7: Telling Your Story...

### Bringing Your Personality to Social

This unit is all about finding life experiences and photos to communicate and enhance our storytelling. After all, you have to live a life in order to blog effectively!



No matter what topics you cover as a blogger, there are ways to personalize your social interaction, specifically with photos that capture your everyday life. People crave human interaction. This is a vital part of your strategy.

I write about social media. It might not be appropriate to write a post about a social ad I saw sitting on a table at a restaurant, but I could easily take a photo and write up a quick commentary for G+. It's in my niche, and I'm letting my audience in on the fact that I went to such-a-such a restaurant and wanted to say something about their cute Facebook labeled napkins.

I also write about psychology. Maybe I saw an old guy at the grocery store getting talked down to by the cashier. That can be my launching point for a twitter conversation or G+ mini-blog.



*Here are some other examples:*



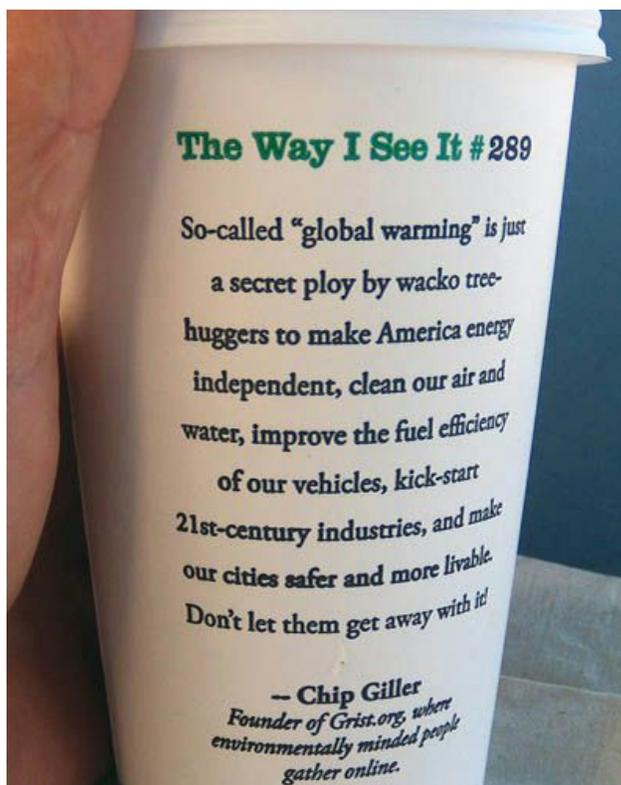
Do you write about food?

Take a photo of a food truck you stopped to try during your lunch break.



Parenting blogger.

Did your kid find a cool tree to climb in during a family hike?



Do you have something to say about the Starbucks quote you read during Sunday breakfast?

No matter what niche or topics you write about, there are real life moments that can be captured with photos. I know in the past, I've saved an image and then used it for a 300-400 word blog post, but it's not using my time (or my platforms) well. This is part of changing the way we think about social media.

Whereas before I'd be constantly thinking about how to drive traffic to my blog, now I'm thinking, ***"What medium will best present this information so I can interact and engage with other people?"*** In many cases, it might be some place other than your blog, and that's okay. If you are getting peoples' attention, making connections, and building your platform, people will inevitably start following you everywhere-- including your blog!

I want my blog to be full of good stuff...all the time. **No more 300 word posts, unless I have a damn good reason to write something short.** It's better to concentrate on a piece that is evergreen, can stand on its own over time, and is likely to be indexed by Google because it's got meat and content and share-ability. People will wait with baited breath for your next

post, rather than feeling like, "Oh gee...her again?" These shorter bursts of inspiration are better for social media.

Twitter and Google plus especially are great opportunities for daily interaction, anecdotes, debates, discussions, and general exposure to who you are and what you are offering to the world. It's an easy way to connect with your audience, share a photo, and mini-blog (or sometimes it's called micro-blogging).

- It's connecting people to who you are as a person, not just a brand.
- It invites comments and responses (IF YOU ADD AN OPINION :)
- People love photos

**Task #1: Today I want you to take at least 10 photos, no matter where you are and what you're doing. They can be of people, nature, food, animals, etc.**

As you go about your day, try to look at what you're doing with a fresh set of eyes. Think about how you might be able to share a photo and share a funny opinion about it (that helps us get to know you better). You'll be using these photos over the rest of the challenges (maybe not using all of them, but it's the creative process that keeps the juices flowing).

- Are you drinking a new brand of coffee?
- Did you do some spring cleaning and find an old love letter from your kids?
- Did you vacuum cleaner break in the middle of a frenzied cleaning spree?
- Did you notice something about a small business that you want to talk about?

If you want to share one online, do so...but make sure to add something in the way of a commentary. And don't just say, "Isn't it pretty?" Form an opinion that people will want to respond to. The photo is only 50% of the message. The caption/commentary can be the difference between 10 and 1000 shares.

**Task #2: You have one of three choices: Either find a book at a bookstore, a library, or one on your bookshelf (I suppose you could do it with a magazine too).**

This book should be in your niche.

Sit down with it for a few minutes and see if you can find some memorable bite-sized quotes in it. I'd like you to write down five sentences that hit you between the eyes. They may become launch points for tweets and/or mini-blogs. I have little books of quotes at my desk, along with one of those inspirational daily calendars. They are great too!

**Task #3: Free write in a journal or on a piece a paper about how you've felt this past week.**

Some ideas to get you started: How have you (and your writing) grown from your first blog post? Did looking through them to spark any new ideas for posts? What was the most surprising and fun thing you learned on social media this week? Why did it grab you? What post of yours has the most comments? Why do you think that is? It's important you do this on actual paper and with a pen. No typing allowed.

**Tips and Strategies to keep your quotes and image collecting efficient!**

All this curating for social can be time consuming as it is, but when you are trying to keep track of it all, you can't afford to be sloppy. If you're serious about your social media game, you are going to need a smartphone. Here's how I use mine to help me:

### **Auto Upload Photos**

I have Google auto upload of my photos installed. This means, every single time I take a photo, it gets uploaded into my private Google drive (which is conveniently linked to Google plus I might add). They are not shared. They simply live there.

When I click on Photos option in the Gplus menu, I see all the pictures I've taken that day. I can click on one and use the free simple Google editing tools to enhance my image. Since it's on my drive, it's super simple to share right on Google, or attach to any blog post or tweet.

Google offers inexpensive plans for extra storage and I recommend using it because you can use the drive for documents, spreadsheets, photos, and email.

**Evernote**

If you haven't gotten into Evernote, it's time you do. Download the app on your smartphone and it will quickly and easily sync to your web account, as well as the desktop version (if you have it installed).

When you open up the app on your phone, you can easily add a photo, scan a document (or a page in a book you like), access the microphone to text-speak the note, create lists, etc.

# Unit #8: Telling Your Story on Twitter

This unit will focus on Twitter - how to engage, schedule, and tell your story on this micro-blogging platform.

## **Task #1: Plan Your Week on Twitter**

I want you to go to Hootsuite and schedule AT LEAST fifteen tweets for the weekday. Yes, fifteen. One for morning, noon, and night each day this week. Here's how I want you to break it down.

- One quote or saying or joke-- something that *doesn't* have a link.
- One archived post (or new post) of your own. Obviously if you don't have new posts scheduled yet, then stick to archives.
- One post that is from someone else (that's damn good - and in your niche).

I would say it's safe to schedule up to 6 a day if you want -- 2 of your own, 2 of others, 2 that are not links at all. That way, you still can jump on during dead times in your day (like when you're waiting at the bus stop, on your lunch break, in line at the bank, etc.) and do the chatty stuff.

Remember those pictures I had you take in the telling your story challenge? You can also schedule those as tweets by hitting the paper-clip button in Hootsuite. Tweets with photos are more likely to be retweeted! \*Note\* - Only Hootsuite PRO users will get the Photo preview to show up in scheduled tweets. Otherwise, it's better to live tweet the photo to ensure it shows up (rather than simply as a link). If you have a pro, [this post](#) explains how to get your photo preview to show up in a pre-scheduled tweet.

Hopefully you'll have some quotes and bite-sized nuggets from that challenge as well so you'll have a few things to go on. If you've started following other good bloggers, it shouldn't be too hard to find good posts to tweet out. Try to find their twitter handle and add it to your link (so they see you are sharing their content). The best way to do it is to go to their website, find their twitter button, and right click and hit COPY LINK ADDRESS. You'll automatically grab their URL (which has their handle). [Here's a quick tutorial of what I mean](#). Always, always, always grab the handle of the person you are mentioning. It's more likely they will retweet you or thank you or something!

Once you've done that, it doesn't mean you can forget about twitter. You'll need to respond to anyone who tags you, as well as organically have conversation or retweet stuff you find relevant and helpful.

### **What if you want to schedule your posts that aren't published yet?**

No problem! Go into your WP dashboard and create a draft post for each post that you plan to have go out. Write the title and hit save draft. Make sure the permalink is set as you like, and then hit GET SHORTLINK (or you can grab the whole link). That's the URL of the post. You can use that to schedule your tweets (just make sure you have it published before the tweet goes out!).

Another tip: Always add a period before the @ sign IF IF IF that is the first part of a tweet. You see, if you start a tweet with the @ sign, it'll only be seen by mutual followers between you and that person. People add a period so it can be viewed publicly. Or, if you don't like how the period looks, then rephrase the tweet so the @ sign isn't the first character. That is another way to solve the problem.

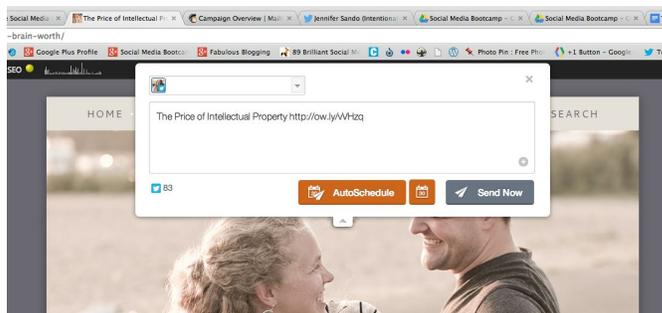
### **Task #2: Keep on Following**

Find and follow 25-50 new people whenever you have a few minutes. Yep, that's right. Use the hashtag follow. You can even go on Pinterest and find cool blog content and then click to their website and find their twitter button. Find lists of popular bloggers already curated and run down the list to follow. Purge your account with JustUnfollow when the ratio starts to get off (these tasks were all explained in previous challenges).

A few other tricks, tips, and notes about Twitter.

### Use your Hootsuite Bookmarklet You Installed on Chrome

Any and every time you land on a page you love (and is in your niche), click on the little owl. A box will pop up and you can schedule it for any time you wish!



### The Hootsuite Owl Appears on the Twitter Interface too



The little hootsuite owl allows you to schedule the tweet rather than doing a bunch of retweets in quick succession (not a very good idea).

### The Hootsuite App on Your Smartphone

Get it! Now, you can also install the Hootsuite bookmarklet on your Safari browser. This way, if you are reading on your phone, you can easily (and automatically) schedule tweets.

1. Go into the App.
2. Click on Settings.
3. Click Add to Safari.

4. Click Install Bookmarklet.
5. Follow the Instructions Carefully.
6. Once you're done, you'll be able to schedule tweets when you're browsing the Internet on your phone.

### **Key Takeaways**

- Even though Twitter is fast, you don't want to be known as the person who tweets everything. People will get tired of your tweets and stop reading. Make everything you tweet good (helpful, entertaining, etc.). Try tweeting without links as well. Little quotes, snippets of info, challenges, - they all go a long way in engaging with people.
- By doing a big scheduling task with Hootsuite, your Twitter account will be working for you all week, and you can pop in and out without too much worry. Twitter is the easiest of the platforms to schedule, so get in the habit of doing this on Monday mornings (or Sunday nights as I like to do).
- Hashtags help your tweets get found by people who aren't yet following you.
- Tag someone when you are referencing them.
- Retweet and favorite generously (but try not to do 20 tweets in 2 minutes. Better to schedule your retweets).
- This [post](#) on Fabulous Blogging is about how Kate Hall grew her following into the thousands with her humor.

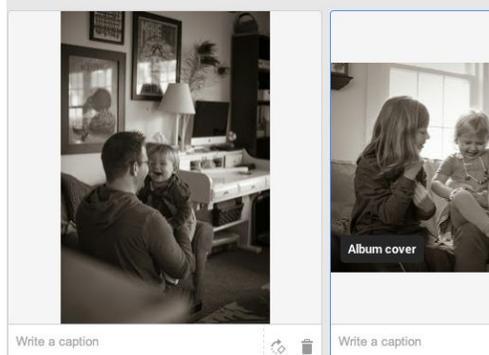
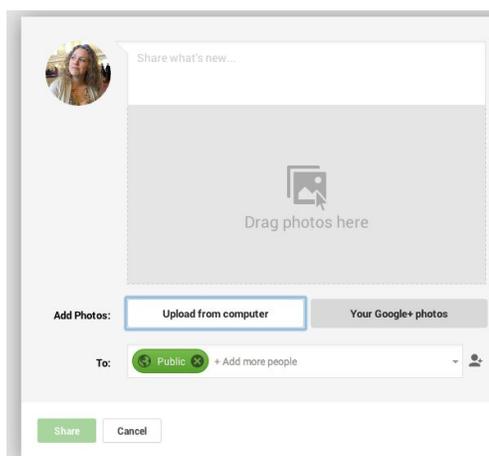
## Unit #9: Telling Your Story on Google Plus

This unit will be all about how to tell your stories - blog posts, photos, and thoughts on Google plus in a way that gets people talking.

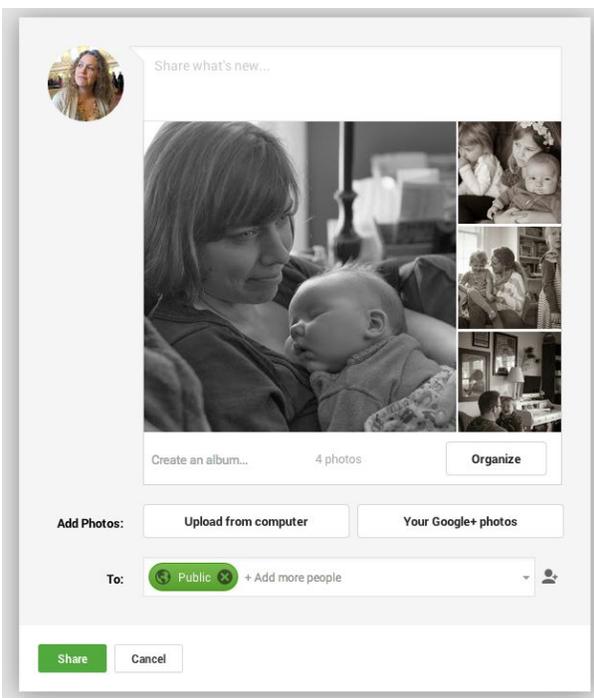
More than any other platform, Google plussers love discussion and debate. It's perfectly acceptable to write 300-500 words right into the status bar. Some bloggers have even turned their G+ profile into their main blogging arena. In order to compete with that, you'll have to be pretty darn compelling. Link dropping is absolutely going to result in being ignored.

If you've just finished the previous unit (about images and quote collecting in real life), you should have some material to work with. First, we're going to tell a personal story using a photo you've taken.

1. I've gone to the homescreen and put my cursor in the status bar.
2. I clicked on PHOTO and you'll see you can upload photos from your computer or choose from your Google plus photos (the joys of auto-upload!).
3. You can choose one (or more) photos to grab. Then click Add.
4. If you hover over each photo, you'll see you can choose which one to be the album cover. Click and drag to move them around, and add captions if you'd like (and you should!).
5. Once the photos are loaded, add some text into your status bar. Make it personal, clever, and/or funny.
6. Then add up to three relevant hashtags (these are simply keywords to make it findable).



7. If your photos are related to a blog post, you can also add the link in the status.
8. Finally, (and most importantly) - choose PUBLIC as your audience. Always public.



***What kind of photos do best on Google plus?*** Vertically oriented ones. Big ones. Pretty one. Avoid horizontal photos (those are better for Facebook and Twitter).

Next, we're going to practice posting something on Google plus that directly references our blog.

Go to your homescreen on Google plus and begin writing your introduction for a new post, an archived post, or someone else's content that you love. Some ideas for your introduction...

- You can write the [first 200-300 words of the post right](#) into the status.
- You can also [summarize the article](#).
- You can write a [cliff notes version](#) of the article.
- You can write a [personal anecdote about the article](#) topic that isn't included in the blog.

*Clicking on the links will take you to a G+ example of that type of introduction.*

1. Then I'd like you to add a photo. This should be a vertical image (if possible). Once you have your introduction and your photo, decide if there is anyone you'd like to tag personally. Use judiciously, and only if it's relevant. This is good to do if you are sharing someone else's post.
2. Add some hashtags to your post, along with a link to the blog post.
3. It's nice if you can shorten the link first. Use the link shortener in Hootsuite!
4. You'll see some posts on Google plus have a pin for later option. This is super helpful for mobile users who may want to bookmark your blog post for later reading.

### **How to Create a Pin for Later Link on your G+ Post**

1. Go to Pinterest and pin your blog post.
2. Once you've done so, click on the pin so it takes up the whole screen.
3. Grab the URL of that pin.
4. Go to Hootsuite and shorten the link (if you want to - this is technically optional).
5. Then paste the URL in your G+ post.

### **When should I use the Link Sharing Option on Google Plus?**



If the post has a great vertical (and large) featured image, you can use the link tool instead of the photo. The problem is you can't choose what photo it pulls, so it has to be pretty!

This post I scheduled on Hootsuite (something you can only do with a page, not a profile) and it turned out pretty ugly. This is the link feature. But links with big featured images can turn out nice (see photo below).

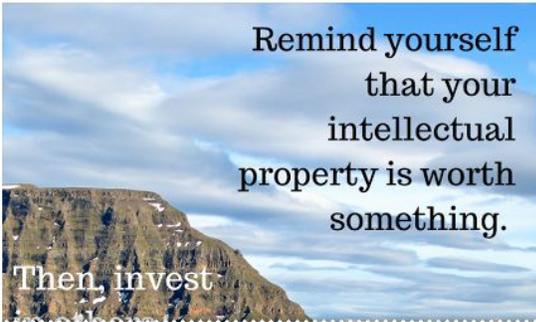
When in doubt, upload a photo and add the link in the status. That way, you have full control over how the post appears.

 **Julie DeNen**  
Shared publicly · Apr 15, 2014 #IntellectualProperty

**Are you an Overseller or an Underseller?**

I have to give a h/t to **+Peg Fitzpatrick** who makes a cameo appearance in my blog post tonight, and is the one who showed me the awesome Forbes article that really helped shift my focus as a business person and blogger.

Pin for Later: <http://ow.ly/vPp8m>  
**#blog #psychology #intellectualproperty**  
Show less



How Much is Your Brain Worth?  
juliedeneen.com

I feel like I owe the world an apology. Hi, my name is Julie and though I have this great blog full of free information, I am now going to charge you hundreds of dollars to talk to me. I am at this very awkward transition in

+18  7    

*See how the image has that jagged edge along the bottom? That's an indicator that you've used the link feature rather than the photo. This one looks nice because it had a great feature image.*

Some YouTube tutorials that may help with Google plus:

- [Help me Get Google +](#)
- [Posting on Google +](#)
- [Google + Tips & Tricks](#)

## Unit #10: Telling Your Story on Pinterest

This unit will focus on Pinterest - how to engage, schedule, and tell your story on this visual platform.

Pinterest has AMAZING potential to drive traffic to your website, if you do it well. For the remainder of bootcamp (however long you decide to stick with it), Pinterest is not Pinterest anymore. It is a museum. Your museum. Or, you can think of it as your classroom. The goal of Pinterest for you as a blogger is to get people to come to your boards looking for the information they seek laid out in a visual manner. There are several ways to get people on your boards:

- Through a sidebar widget on your blog
- By sharing your boards (or featuring one or more) in a blog post or email newsletter
- Through group boards
- Through pins that go “viral”

When they arrive, they shouldn't have to sift through an enormous amount of information to get what they need.

### **Task #1: Clean up your boards**

Did you do unit one about your niche? I gave you some tips about how to organize your boards. You want your most impressive boards at the top. Any board that isn't ready to be seen by the world should be secret. If you use Pinterest to bookmark things for later reading, fine -- but keep it secret. You don't want anything on your public boards that haven't been fully vetted first. I would also recommend you keep your group boards (unless they are good) underneath your featured boards.

- Delete pins that taken a person nowhere.
- Move pins around if they don't fit the topic (use the pencil edit button, don't repin).
- Delete ugly pins.
- Boards should be organized by topical keywords - don't have a board called “My Blog Posts” - Your blog posts should be sprinkled out on all your boards if they are arranged properly!

**Task #2: Make your boards specific**

On the Fabulous Blogging Pinterest boards, I have things laid out by topic. For example, I don't have a social media board -- that would be too broad. I have Pinterest, Twitter, Facebook, Instagram, and Google + boards. You need to do this with your stuff as well. Better to have 50 boards with 20 pins each, than 10 with boards with 100 pins each.

I also have a blog post about [Pinterest](#) and one about [categories](#). All of these resources should get you thinking about how to arrange your boards.

**A few lessons to remember about Pinterest****Lesson: Every post on your blog should have a pinnable graphic.**

This is a big task - and one I don't expect you to do before moving on in my boot camp, but this is the goal. Every single piece of content you write on your blog will need two graphics. One for Pinterest and Google plus (meaning vertical approx 600x900) and one horizontal (for Facebook and Twitter).

If you are overwhelmed at this thought, here's my suggestion. In upcoming units, we're going to tackle the concept of repurposing content. When I do consults for clients, most of them have enough content in their archives that they could not post a blog post for a month and still have oodles to share online!

Most of us give our attention to our blog posts for a quick minute, and then we move on. During my beta test with this boot camp, I had a lot of bloggers stop blogging as frequently as before. I had them go into their archives and update, repurpose, and design graphics for older posts and give them a push on social.

**Another takeaway?** Blog content should be the best of the best. 1000 words. Useful. Meaty. Helpful. This might mean you post less, but that's okay. The posts you write will work for you long after their moment in the sun.

**Lesson: Descriptions matter**

The Pinterest search bar is the most important tool on Pinterest - for you and your readers. I don't browse my newsfeed anymore. Whenever I go on Pinterest, I do one of two things:

1. I go to the boards I've got [bookmarked](#) to see what's new
2. I use the search bar and type in something specific

With number two, how do you think Pinterest pulls up results? From the descriptions. Two tasks in this lesson:

1. When you pin something, write a description that includes keywords
2. Tag the person who wrote the article (use the @ sign just like on Facebook) or even yourself. If a pin goes 'round the world, having your handle (or URL) there will be handy.

**Lesson: Understand what happens when YOUR images get pinned**

The most common way a blog post gets pinned (from your blog) is through a pin it button on the bottom of the post. This means the title of the post gets automatically inserted into the description. Another reason to think about your blog post titles!

However, if you have a Pin-it button that appears over every image on mouse over, it'll be the title of that image that's pulled. Make the title more like a description so it's already done for the pinner!

**A thought for those of you who are BIG PINNERS (photographers, DIY, food bloggers, etc.)**

Automated tools are necessary for bloggers who want to treat their social media activity like a marketing strategy. Tailwind is a scheduled pinning tool that allows you to set your pins to

get posted at varying intervals. This is very helpful if you do a lot of pinning at once (and would rather not clog your followers newsfeeds).

- Tailwind has a free version that works really well!
- When I'm curating content (something I do in big batches rather than here and there), I schedule the pins to go out during the week.
- I also have two Pinterest accounts so I can toggle back and forth between the two (easily).
- If there is a post that has great graphics, sometimes I like to pin both graphics (spread apart). Or, I prefer to post the same pin, but on two different boards (since it applies to both). In this case, viral tag will do it an hour apart so it doesn't look like I'm duplicating pins.
- And guess what? There is a chrome extension for Tailwind, just like Hootsuite!

## Unit #11: Telling Your Story with Graphics

This unit is going to focus on Canva - a new graphic design tool that's free and easy to use!

In the prior unit, I explained that every blog post you put out should have a pinnable graphic. Now I'm going to take that a step further. Anything you put on Pinterest (even if it's not your post) should have a pinnable graphic. After all, Pinterest is your museum right?

If you find a helpful article with no images, make one. In this way, you are ensuring your Pinterest boards are beautiful and helpful.

Canva takes a little bit of getting used to, but there are lots of helpful tutorials that I have on my [Canva Pinterest board](#).

First, you need to find an old blog post that you'd like to revive. Go in and spruce it up. Add some more text, links, images, etc. Format the text so it's not in big long paragraphs. Then, it's time to create a graphic for it.

1. Go to Canva.com
2. Choose the Pinterest (or Blog Layout) graphic.
3. You'll see on the left there are pre-made templates.
4. Pick one (don't worry if the picture doesn't fit, we'll be changing it anyhow).
5. Click on the text and change it so it says your blog post title.
6. Adjust the size, alignment and color with the little bar that appears when you've highlighted your text.
7. Now, click off of that and click on the image behind it.
8. In the search bar at the top, type in a keyword that matches your post.
9. Pick an image!
10. You can adjust the size by clicking and dragging the corners.
11. You can also apply a filter by clicking on the menu bar that appears when the photo is highlighted.
12. If you don't want to use their images (which cost a \$1.00), click on the uploads button on the left.

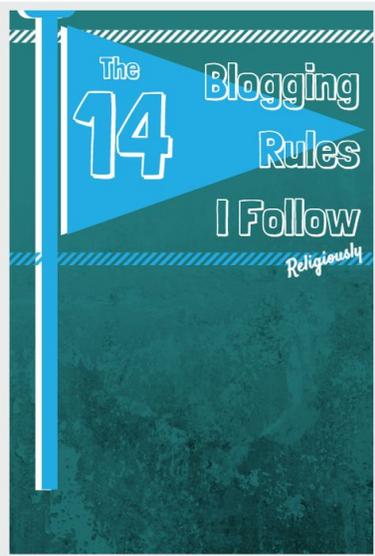
13. You can either upload a photo from your computer, or link up your Facebook account and find an image from there.
14. Once you have it as you like it, upload your blog logo and place it like a sticker or watermark (don't have one yet? That's okay - just use your blog URL in text format for now).
15. When you're done, click the Link & Publish button!

Before you close Canva, I'd like you to do a time saving technique. Blog posts really need two graphics, one that's vertical and one that's horizontal. You've just completed the vertical one-- now let's rearrange it quickly to make it horizontal.

Here's an example of a vertical image I created.



When I was done, I rearranged everything (and shrunk it a little) - like this:

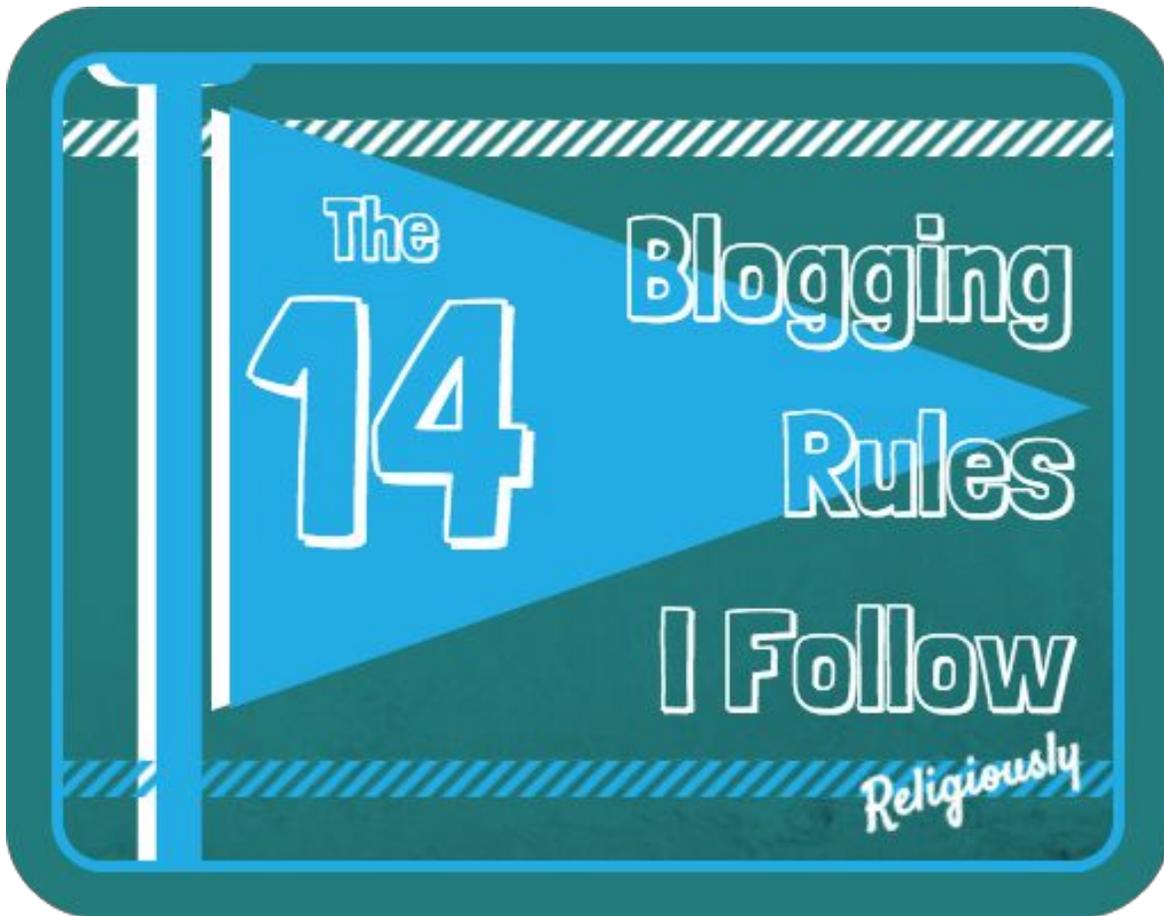


Now, it still needs to be cropped, and Canva doesn't do that. There are two options.

- Link and save it like it is, and then open it in [Picmonkey.com](https://picmonkey.com) and crop it.
- If you are on a MAC, screenshot the portion you'd like with the command-shift-4 option



*This is the screenshot version.*



*This is the one I did in PicMonkey. As you can see, you can add the cool frames around it if you'd like.*

Now I can share the horizontal version with Twitter and Facebook, and the vertical version with Google plus and Pinterest.

*\*New Canva for Work program has the ability to auto-resize graphics for various platforms\**

The benefit to using Canva is you don't have to worry about any attribution or licensing issues. The graphic is yours - free and clear!

Pinnable graphics need text on them, so think about how you want to advertise your post. I had a post where I had two graphics, and used both. I wanted to see which one would do better.



I created two vertical and two horizontal versions - both linking to the same post.

## Sharing your image

### **Task #1: Share your image on Pinterest**

1. Put the image in your blog post. Make sure the title of the image and the title of the blog posts are good!
2. Pin it!

*The next three steps are to prepare you for task 2.*

3. View the pin and copy the URL.
4. Go to Hootsuite and shorten the URL.
5. Copy that.

### **Task #2: Share your image on Google plus**

1. Go to Google plus.
2. Upload the photo.
3. Write a clever or informational introduction/summary.
4. Paste the pin-for-later link you just created.
5. Then grab, shorten, and paste the URL of the blog post itself.
6. Add some hashtags.
7. Share it publicly!

### **Task #3: Share your image on Twitter**

1. Go to Twitter
2. Click the camera to add your image.
3. Use your horizontal image.
4. Write a clever tweet!
5. Copy, shorten, and paste the URL of the post.
6. Tweet it!

*If you want to schedule the tweet with hootsuite, that's fine too. The pro version though is the only one that will allow the horizontal image to show as an image, and not as a link.*

## Review & Practice Units 7-11

So you've completed the second set of challenges of the **#FabBloggingBootCamp**? Congratulations! There was a lot of information, so this guide should hopefully help keep you on track once you've learned the skills. This guide is a quick overview of what was covered in:

- Telling your Story | Bringing Your Personality to Social
- Telling your Story with Twitter
- Telling your Story with Google +
- Telling your Story with Pinterest
- Telling your Story with Graphics

### **Exercises to continue on a regular basis...**

1. Use real life inspiration. Take lots of photos. Read books in your niche. Collect your inspiration using the tools we outlined.
2. Every blog post needs two graphics - one for Google+/Pinterest, one for Twitter/Facebook.
3. Practice using Canva and Picmonkey to create pinnable graphics.
4. Keep your Pinterest boards clean (using the museum-mindset).
5. Consider whether Hootsuite Pro or ViralTag are premium automated tools for your strategy.
6. Keep adding bookmarked Pinterest boards to your bookmark board so you aren't tempted to browse the newsfeed.
7. Update old posts with great titles and descriptions for pins.
8. Schedule tweets on Hootsuite.
9. Work on mini-blogging on Google plus and use your auto-uploaded photos.

### **Things you should have done before continuing...**

- Get your bookmarklet for Hootsuite on your smartphone

***What's coming up next?*** The next set of units focuses on repurposing content. We're going to bring your old stuff back to life and use it so you can work smarter, not harder.

## Unit #12: Archive Diving

### ReUse, ReCycle, ReIgnite

Blogs are known as black holes of content. You post something, it gets a few hours or days in the sun, and then it disappears into the archives. It's time to reuse content you already have and make it work for you!

Go into the dashboard of your blog and start with the oldest post. Your first post. Go through every archived post until you find your first piece of evergreen content. It's possible you'll realize how much of what you write is time-sensitive. This is a sign you aren't writing evergreen content, and should re-think your niche before proceeding.

Evergreen content is....

- Useful
- Stands the test of time
- Can be read without any backstory
- Doesn't require the reader to know you or your blog first
- Appeals to a very specific demographic

It could be one of your older posts is about an EVERGREEN topic, but needs some major overhaul. That's okay. Find your oldest post that is either evergreen or could be if you reworked it.

Here's what I want you to do with it...

- Lengthen it to 1000 + words. If the topic can't handle that length of content, find another post.
- Use formatted headings. Break up your text so there aren't any long paragraphs. Bold and italicize things.

- If there are places where you can use bullets or numbered lists, rework the text so it's outlined this way.
- Go to [Photopin.com](http://Photopin.com) and add relevant photos (or you can use your own). Left or right align them so they have a nice magazine feel.
- Create a [pinnable graphic](#) to use as your featured image. It should be vertical (excellent for pinning and google plus). You can make a horizontal version for Twitter if you'd like.
- If you don't have the [Wordpress SEO by Yoast](#) plugin installed, install it. Then, at the bottom of your post (in the edit screen), you'll see where you can fill out some information. The most important area is where you can add a keyword and see how optimized your post is for that keyword. Here's a [tutorial for those who are interested](#).

Now I want you to dissect your newly revived post to find the following pieces and parts...

*Not all posts will have all of these pieces and parts, but it's a good list to get you thinking*

- Are there memorable quotes and sayings?
- Any lists?
- Personal anecdotes within the piece that can stand on their own?
- Is there is a spin-off topic that isn't enough for a full blog post but related?
- Any conversation starters or controversial messages?
- Any possibility for crowdsourcing?
- Further resource lists?

Every post should have at least a few of these. We're going to run through each of these and show how we can deliver the same message, but package it differently.

### **MEMORABLE QUOTES AND SAYINGS**

The easiest way to use these is to tweet them out. You are going to want to send out your post every once in a while and using a different headline or quote will capture more audience than if you say the same thing over and over again.

Another way to use memorable quotes is to bring them into Canva and make a graphic that can be pinned or shared.

### **LISTS**

Pick out the list and either mini-blog it on Google plus (right in the status bar, with a link to the post at the bottom), or micro-blog it on Twitter. Advertise on a certain day you're going to be tweeting (use a hashtag) about such-and-such a topic and will be giving a new tidbit in a tweet. It's kinda like a cross between a Twitter party and a promotional tweet.

Lists can also be great as graphics. Just be careful about infographics. While they are fun to do and make (and spread rapidly), they also don't really force people to click to your site. That's okay, as long as you understand what the purpose of infographics is.

### **PERSONAL ANECDOTES**

If you have a funny background story, use it on Google plus! I've taken posts that I've written, and then added 200+ words of a personal story. This also works well if you are sharing other peoples' content. Let's say you are sharing something about Thanksgiving. Add your own commentary, don't just share it without giving out a reason for why you are! The same goes for your content too.

### **SPIN-OFF TOPICS**

Again, great for Google plus. I wrote a post about rethinking [content is king](#), then I used my Google plus profile to give tips and tricks for finding content.

If you find there is a lot of spin-off, consider making a Pinterest board on your blog post topic and curate content around the web that is related to it. Then you can tweet or advertise your Pinterest board on Twitter or Google plus!

### **CONVERSATION STARTERS**

If you have a post that will get people talking, instead of sharing it instantly - send out a tweet or a Google plus post asking a question. Then, once you have the audience talking,

share the post in the comments. You can also share it as its own post and link back to the G+ post with all the chatter.

### **CROWDSOURCING**

I had an old post about online blogging tools that saw no traffic. I reworked it, added a graphic, and then asked around for ideas. Then, when I reshared the post, people who were involved in the conversation shared as well!

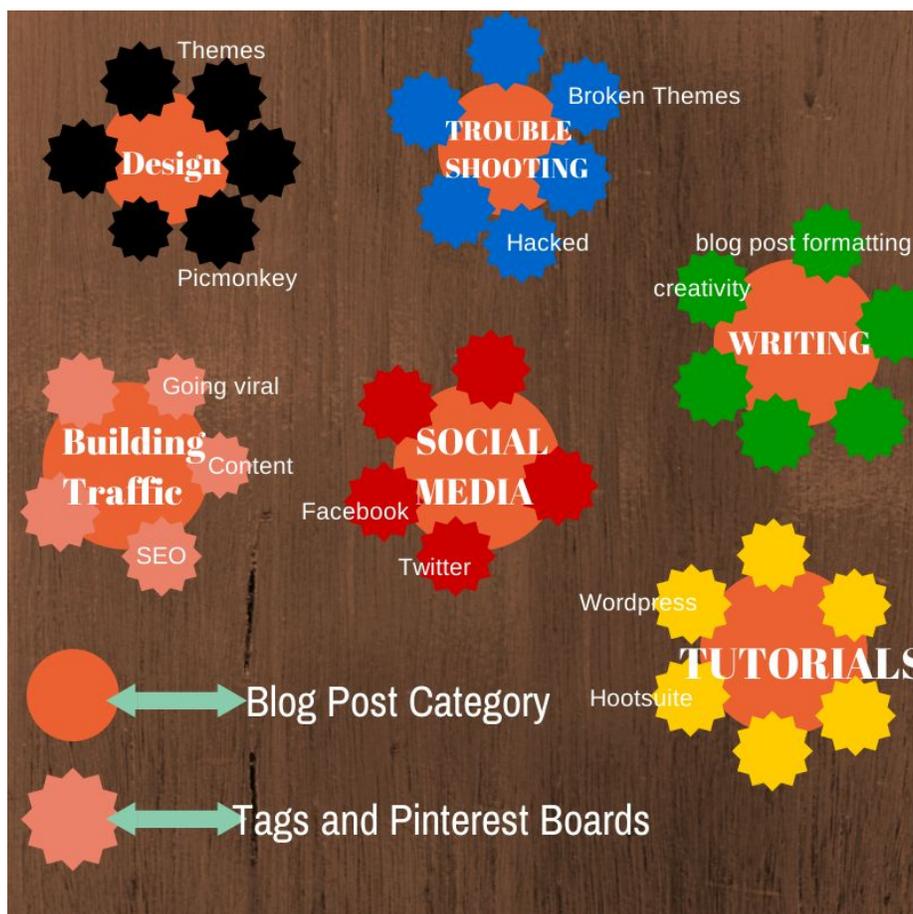
### **FURTHER RESOURCE LISTS**

This is another Google plus gem. Create a resource list and add all the content you have found on the web that links up to the topic you are writing about. Tag the authors of the content. Make a Pinterest board. Then share that information-awesome post on G+.

## Unit #13: Fresh Content Make it Edible

If you haven't completed the first unit on niche exploration, do that first and then you can work on a new piece of content!

Do you remember the diagram I had you do in that first unit -- you took each of your niche words and blew them up, and then made secret Pinterest boards around the topics you discovered?



Go to your Pinterest boards and find the one with the least amount of pins. You want to start writing blog posts that focus on your topic. Resist the urge to do the easy blog link ups and writing exercises. It's better to write one post a week that's really good, then to write five mediocre posts.

Let me give you an example. One of my keywords is **Wordpress Tutorials** for Fabulous Blogging. My Pinterest board is pretty pathetic at the moment (only five pins). As I explored this keyword, I thought about all the things I could dig into more -- I landed on the idea of talking about categories and tags, something I cover here and there, but not a comprehensive guide.

You could also figure this out by going through old posts. Do you talk about something in a list, and only make mention of it -- instead of digging deep? Use these rabbit trails to come up with a blog post (that needs to be 1000 + words). If you just finished the archive diving, you could go back and find another old post and completely rework it. *\*If you do this and decide to republish, check out my instructions for a redirect\**.

Now that you have a post idea, I want you to write it and include the following items:

1. At least two images
2. A vertical pinnable graphic made in [Canva](#) or [PicMonkey](#) (put this in the featured image spot on Wordpress)
3. A horizontal version of the same graphic (just save this for promo later)
4. At least one list of some kind (either numbered or bulleted)
5. No paragraphs longer than five lines
6. Bolded headings
7. Captions on the photos
8. Two Tweetables (which we'll discuss in a minute)

9. A call to action at the bottom (ask them to tweet, comment, share, etc.)
10. At least two or three links to other posts of YOURS
11. At least two or three links to relevant outside sources
12. Five possible headlines for the post (you can decide on one but keep the other four)

The first thing we need to do is to create tweetables. If you create a memorable quote or moment in your blog post, it's far more likely that people will simply hit the button and tweet you out, then if they have to come up with something on their own.

The easiest way to do this is to use an embedded Twitter button, but if you are on Wordpress.com or Blogger, you will need to use Click To Tweet. [Click to Tweet](#) allows you to get your tweet all ready and then issues you a shortlink you can use on Text.

## **Tweetable Quotes using the Twitter Button**

1. Find a quote in your blog post that is tweetable. Tweetable quotes are approximately 100 characters long, encapsulate your post, and/or are clever. When you find a quotable tweet, we're going to add a TWEET THIS button.
2. Indent the post with the QUOTATION button on Wordpress. Then go to the [Twitter widget builder website](#).
3. Choose the SHARE A LINK option.
4. Where it says Share URL, leave it set to PAGE URL. Where it says TWEET TEXT, you want to put your quote in the field and check off that radio button. If you have enough characters left, you can add a hashtag or your handle in the next two options.
5. Grab the code on the right and go to your blog post. Click on the ***text*** view of your post and place your cursor at the end of the quote. Paste the code.

6. Preview your blog post and click the tweet button. Make sure it doesn't go over the character allotment.

You can also use the Co-schedule Tweet This plugin if you aren't tech-savvy at all!

## **Creating a Call to Action at the end**

1. Sometimes, a question is all that's needed.
2. Other times, you might want to link up an embedded Pinterest board that encourages them to follow the topic-specific board (this can only be done with Pinterest business accounts, something I recommend in another challenge). To embed boards, go to [this link](#) and follow the instructions. It's super simple to copy the code and place it in the text view of your blog post.
3. Perhaps you want to suggest you'll be sending out a special newsletter on the topic and then embed your feedburner or mailchimp sign up form at the end.
4. If you plan to have a discussion on Facebook, give them the link so they can go right there. While it's nice to have them stay on your blog and comment, it's even better when they comment out on social, where it's more likely people will see it.

## **Schedule five tweets for the post, and use all your different headlines. Do this on Hootsuite.**

If you have the PRO version, you can also add your Twitter made image and it'll show up in the Twitter feed as an image, not as a link. If you don't have the pro version, you may want to save the image for when you can live tweet (still go ahead and schedule it five times for the upcoming week).

## **But my audience isn't used to 1000 word posts!**

*I just write silly little hilarious rants and go on my way.* If you're the Bloggess, then that works. But most of us aren't getting the kind of audience we'd like, and that means we have to change the way we do things until we find the results we're looking for.

It's true that not every topic needs 1000 words, so if yours doesn't, find another topic (at least for the sake of this challenge). :) Or, use that topic to blog in Google plus, and write a different angle on your blog that is more meaty.

Let me give you another example. Today, I made a quick top ten list called "Surefire ways to get a reaction on your next post" -- I posted it on Google plus and Facebook. The more I looked at it, the more I saw how I could craft a post about what makes people react to something. It's probably going to end up on my personal blog since my wheels are already turning.

Here's an infographic from TwelveSkip using different blog post formats. Maybe you're a humor blogger and want to write a story about the spider in your barn. Chances are, unless you are a damn good storyteller, it isn't going to work well as an 1000 word story, but it might work as a hilarious cheat sheet, problem solution, list, FAQ, Quotes, etc.

"35 Things I Wish I Had Done to the Spider Instead of Scream"

"SAHM's Cheatsheet to Spider Killing"

"Julie's FAQ about the Day She Found a Spider"

"Quotes from Famous Spiders in History"

The topic is going to become a breeding ground for great ways to be social and engage people without having to constantly come up with new things to talk about.

**Factoid: It takes about seven times of seeing/reading/hearing something before it starts to sink in.** That doesn't mean that you yell the same thing at them seven times, but you can hit the same topic at seven different angles and people won't get bored. Remember, people are not paying as close attention to you as you are to you. :)

So do what you have to do. Look at old posts, draw diagrams, read inspirational blog posts, do whatever you have to do to figure out a topic that can handle 1000+ words.

### ***\*Redirecting\****

Let's say you have an old post. The topic is good, but it needs to be completely reworked and republished. That's fine.

1. Copy and paste what you want to use from the old and create a new post.
2. When you publish it, you need to have the SEO by Yoast installed.
3. Go to the old post and go to the bottom of the edit screen, click on the advanced tab.
4. At the bottom where it says 301 REDIRECT, type in the URL of the new post.
5. This way, if anyone clicks on the old post (or happens to find a backlink on the Internet), it will automatically redirect to the new one!

Bonus Resource: [A Twitter tutorial for getting your posts ready to share on Twitter.](#)

## Unit #14: Create Anticipation

In this unit, we're going to talk about ways to create anticipation in your readers. In other words, entice them to click on the content you share, or bookmark you because you are ABOUT to post something epic.

You know how annoying it is at the end of a popular TV show when you see the trailer for the next one? Teasers and press releases are long-time marketing techniques to generate buzz. In the social media world, things go fast -- and sometimes we forget that we can use the same techniques for our blog posts. If you are taking time to write really good content, you'll have a few days in which to promote a post that hasn't even been published yet!

### ***Ideas for generating anticipation in your reader***

#### **PINTEREST**

Let's start with Pinterest. There are two ways to generate buzz on this platform. The first, is to bring exposure to your boards. The second, is to get people to click to your blog. Both are necessary, but it's crucial to understand the different strategy or you'll spin your wheels.

Pins that draw attention to you as the pinner help build your following. You want to create images that can be consumed right on Pinterest. These might include infographics, quotes, memes, and other beautiful photos.

[This pin has been pinned over 1700 times](#) but it rarely brings traffic to my site since it's fully consumable as is. More examples of pins that probably get a ton of repins (and exposure), but not necessarily blog traffic.

- [Watermelon Wrapping Paper](#)
- [Ways to Tie a Scarf](#)

Use these types of pins to build more following. Perhaps you have a quote you love that will tie in with an upcoming post. Chances are it won't drive traffic, but pin it anyway, and then put the description of your upcoming post in the description box. Have the pin link to your signup form on your blog. Once the post is live, you can always edit the source URL of the pin!

If you are using a pin to get traffic to your site, you'll want to bait your reader. This means deliberately NOT giving out the answer on the pin. Create a hook, either with the image, or the description underneath. Here are some great examples of what I mean:

- [Follow These Steps to Network Like a Pro](#)
- [Stop pinning, Start Doing](#)

Notice how the pin doesn't answer the question or problem? You want to entice the reader to click by either giving them a preview, using a negative "12 Things You Shouldn't Be Doing", showing the finished product, or asking a question.

## **TWITTER**

Never is it more important to create a hook than on Twitter. You have 140 characters, an image, and about 2 seconds to do it in.

### ***Here are some ways to create anticipation:***

1. Offer a preview. Start tweeting about the topic the day before you post. Add a sign up URL to the tweet and say, "Don't miss - sign up for our newsletter." CopyBlogger does this and it's incredibly effective.
2. [Use an emotional analyzer](#). Check to see how much emotion your headline offers your readers.

## **GOOGLE PLUS**

With Google, you want to use both Pinterest and Twitter ideas. You want to have a hook with your headline. That's the first thing they'll see. Bold it too (add asterisks on either end of the title).

Then, create an image that's compelling. If you haven't published the post yet, instead of adding a link to your blog, add a link to your signup form. When the post is LIVE, you can actually edit the original post and swap out the URL.

## **ON YOUR BLOG**

You can create anticipation the following ways:

1. Put a thumbnail ad on the sidebar that shows your upcoming post.
2. Add a teaser at the end of your post with...wait for it...a link to your sign up form!
3. Add a teaser in your email signature so when you send out emails, they are enticed to click.

**For an upcoming post, use your social streams to get people excited about your content.**

- I want you to create some buzz about it ahead of time. Pick one way to advertise it on your blog. Create the image and place it on the sidebar with an image overlay, or add a teaser image at the bottom of your post that links to your signup.
- Then add a teaser to your email signature.
- Create an image to feature the post and either tweet it out, pin it, or put it on Google plus and link it to your signup form for your blog.
- When the post goes live, go to your old teaser posts on Google and Pinterest and swap out the URL's. Don't worry about Twitter. That feed runs pretty quickly and older tweets aren't often clicked on again.

## Unit #15: How to Find Great Content

In this unit, we're going to focus on the best ways to find and curate content for your streams. With the six word niche you worked out in Unit one, you should have a good idea of the topics you want to be known for online.

### **Tools and Strategies You Will Need:**

**POCKET:** This helps you save articles to read later. I can't live without Pocket. Unlike Pinterest (where you are now only going to showcase your best stuff), Pocket helps you store potential articles to share later.

Here's what my twitter feed looks like with both the Pocket and Hootsuite bookmarklets installed. Yes, Pocket has a Chrome extension!



**FOLDERS:** Everyone I talk to says their photos and folders on their computer are a mess! You can't possibly be efficient if you are constantly digging around for material. Create a few folders to help store content. Consider these folders...

- Possible Photos for Posts
- Memes and Funny Sayings
- Notes and Templates
- Profile Photos and Icons I Use Regularly
- Featured Images I've Used

**IMAGE TEMPLATES:** Take some time and go to Canva and create several templates. You'll want to create the vertical images (best for Pinterest and Google), and then a small horizontal image for Twitter, and a larger one for Facebook. Save them with your logo and/or watermark, plus your background. Then you can easily fill in the specifics later!

**TAILWIND:** I mentioned this in another unit, but if you are a big pinner, Tailwind is a necessary premium service. It allows you to schedule pins so you aren't dumping content on your Pinterest boards all at once.

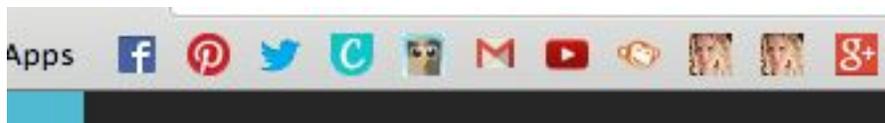
**CREATE NEWSLETTER TEMPLATES:** Using your MailChimp, Aweber, or other email service software, create templates that you can use again and again.

**GET YOUR BOOKMARK BAR ON CHROME FILLED WITH YOUR FAVORITES:** Did you know that you can edit the bookmark so it just shows the icon and takes up less space on the bar?

I have all the places I go to frequently right on the bar. Did you know you make it so the icon shows only, but not the word? That way you can create more room!



This takes up a lot of room...



This doesn't!

To do this (on Chrome), drag the icon RIGHT BEFORE THE HTTP and pull it onto your toolbar. Right click and hit edit. Then delete the name. The icon should remain.



If you've been following along, you should have at least the Hootsuite, CircleCount, Pocket, and Viral Tag extensions (I also have the hangouts installed, which isn't covered in this bootcamp).

**IF YOU USE HOOTSUITE PRO, MAKE SURE YOUR IMAGE PREVIEW IS ON:**

1. Go to Hootsuite. Click on your account (click on the little owl on the left hand menu bar). You'll see your avatar with your linked accounts.
2. Click on the Twitter profile and hit the gear. Choose settings.
3. Where it says uploads, make sure pic.twitter.com is chosen. What does this do? It basically allows your photo to show up in a pre scheduled tweet. Now just so you know, when you schedule it, it will only look like a link - but when it goes out to Twitter, it will be an image (which usually gets more engagement). I pinned a [blog post all about this on our bootcamp board.](#)

**CONTENT CURATION ONE TIME A DAY:** You'll feel scattered and overwhelmed if you are constantly scouring for new content.

- Pick one time of day to search for new articles. **DO NOT READ THEM.** Just look for things that are interesting and save them to Pocket.
- Then, designate time to read. Whatever you read that is interesting, keep in Pocket. If it isn't, delete.
- Then designate a separate time to schedule posts on Twitter and Pinteret (if using ViralTag). I do everything live on Google plus (though you can schedule if you have a brand page).

**Places to find new content:**

1. [Klout](#). If you get an account and fill out your interested topics, it'll give you a list of informative articles in your niche. I've used this with a lot of success.
2. Find, follow, and subscribe to Twitter lists (or make your own).
3. Use a premium [SocialBro](#) account and find new users with intuitive slider that help you zero in on the people you are interested in.
4. Pinterest. Don't use the newsfeed, use the search bar! Or use the boards you've got bookmarked.
5. Follow comment trails on big blogger's posts.
6. Join communities in your niche to discover new bloggers.
7. StumbleUpon.
8. I have a post that outlines a few extra spots to find [great content](#).

## Review & Practice Units 12-15

So you've completed the third set of challenges of the **#FabBloggingBootCamp**? Congratulations! There was a lot of information, so this guide should hopefully help keep you on track once you've learned the skills. This guide is a quick overview of what was covered in:

- Archive Diving
- Fresh Content
- Creating Anticipation
- How to Find Great Content

**Exercises to continue on a regular basis...**

1. Revive old posts. Make this a part of your regular blogging routine.
2. Your fresh content should be broken down into edible bites.
3. Generate buzz ahead of time, before posting something new.
4. Take time to work on great posts, and use the off days to highlight archives, mini-blog, and curate content.
5. Get your social media tools (like Pocket, ViralTag, etc.) in order to make content curation easier. Clean out your computer folders and Pocket once a week to keep things neat and tidy.
6. Stop curating content all day. Do it at one prescribed time.

Thanks so much for purchasing the **#FabBloggingBootCamp**. I have a special email waiting for you if you've completed the entire boot camp. Please email me at [Julie@fabulousblogging.com](mailto:Julie@fabulousblogging.com) and put in the subject line: I've Completed Your **#FabBloggingBootCamp**. Thanks, and see you out on the blogosphere!

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