



Soulful Storytelling

Week 3: Blog and social media basics

Workbook

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Review so far.

How are you feeling? What fears are coming up? How can you reframe them? What would you like to change or improve on?

What are you most proud of? What can you celebrate?

Where are you right now in your blogging/sharing your story journey? What commitments have you already made related to showing up online? How is that going for you?

What free offer can you provide? Brainstorm a few ideas and then select the best! Make this simple. Go with your gut. I spent about a year procrastinating on making a free giveaway, and then it took all of 30 minutes to create it! My email list grew so much faster, right away.

It could be a list of books you've read, a meditation visualization you liked, anything that has helped you on your journey. Make it very specific and designed to solve one problem that your target audience is dealing with. Are people stressed? Offer a worksheet of tips to decrease their stress! Post in the group if you need help.

Action Step: Create your free offer and set up the backend!

Marketing your blog!

It's good to identify a few places to focus and stick to them for awhile, create consistency, and then evaluate your success, pivoting if needed.

In the past, my top blog promotion activities have included posting daily on Facebook, posting daily on Instagram and sharing pins on Pinterest. Over time, I've seen how each investment of time has paid off and I'm now shifting my strategies.

I'm continuing to focus on Pinterest, but want to shift out of posting so much on social

media and focus on being a podcast guest and doing videos.

What social media networks do you love to hang out on? What media do you consume? (Which magazines, podcasts, etc.)

Where does your target audience hang out? A lot of people are on Facebook, but a lot aren't! What magazines or podcasts does your target audience consume? One sneaky way to figure this out is to Google well-known people in your niche and see where they have appeared.

If you'd like to pursue guest posting or other opportunities to publicize your blog, you can pitch those places and get featured. If you do get featured, be sure to talk about/write about things that serve your target audience. Include a call to action to visit your website and download your free gift.

It's awesome to have a lot of people read your work, but it doesn't serve much good if you have no way to build a relationship and continue helping them!

Where is your target audience?

Now that you've explored your options, let's dial it in! What three strategies would feel fun for you to promote your blog? It could be three social platforms, two social platforms and one guest post pitch a month, anything! Just make sure that it's doable and that you can be consistent.

Platform/Strategy 1:

What's your intention or goal for this strategy?

When and how will you do it?

Platform/Strategy 2:

What's your intention or goal for this strategy?

When and how will you do it?

Platform/Strategy 3:

What's your intention or goal for this strategy?

When and how will you do it?

What fears are coming up for you?

How can you reframe these fears? Focus on your why. Re-affirm why this matters.

What unanswered questions or information do you feel is missing? Where can you find this information? Action step: Find the information you're missing. (Even if that's just asking in the Facebook group.)

What is your next right action? (Even if it feels scary. Especially if it feels scary.)

You're doing great!

Mantra of the week: Done is better than perfect!