

A close-up photograph of a woman with purple lipstick and a leopard-print watch, pouring gold confetti from a bottle into her hand. The background is blurred, suggesting an outdoor event.

75 WAYS

TO HELP YOUR

BRAND

STAND OUT

the eBook of epic ideas

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“Oh my goodness
B E C K Y
look at her brand.”

^^That's what people will be saying about you after you implement some of the tips in this eBook.

[Unless you're a guy. Then they'll say, "look at his brand." Of course.]

Either way, I hope you enjoy the enclosed 75 ways to help your brand stand out.

ABOUT ME ▶ I am a blogger who creates content for creative business owners, other bloggers, and freelancers.

blog >> byRegina.com // Pinterest + Twitter + Instagram >> @byReginaTV

WAY #1

Create a pretty archive page on your website, or create a “start here” page to direct first-time visitors to your best stuff.

(2 HOURS)

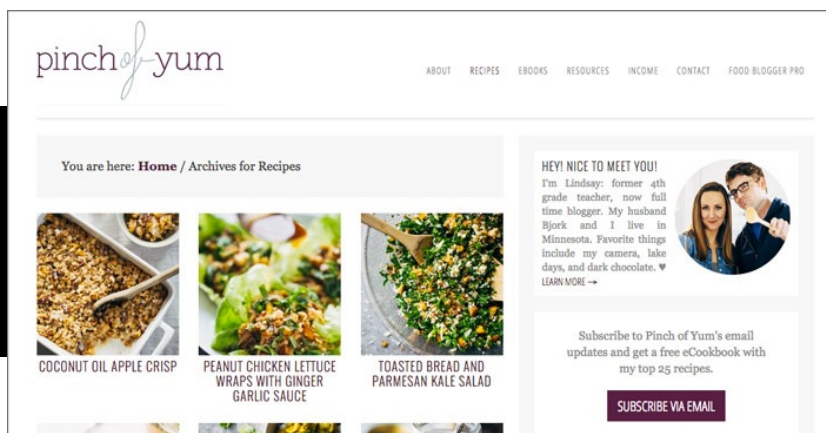
STEP 1 ▶ Identify 3 - 5 common questions, thoughts, desires, or needs a person might have when they first land on your site.

STEP 2 ▶ Do a brief audit of your site content (blog posts, pages, resources, guides, everything). Pick out 5 - 10 pieces of content that fulfill the needs or desires you identified in the step above.

STEP 3 ▶ Double check: is there another blog post or resource you can develop to fill one of the needs or questions you identified above? Now would be a good time to create it.

STEP 4 ▶ Create small images with your blog posts or the title of your pages/resources for each piece of content you want to share on your new archive page or “start here” page.

STEP 5 ▶ Use your website’s/blog’s style guide and the examples below to style an archive page or “start here” page.



EXAMPLES ▶
Pinch of Yum Recipes
Archive Page (pictured to the left) and **byRegina.com Start Here Page**

WAY #2

Boomerang everything.

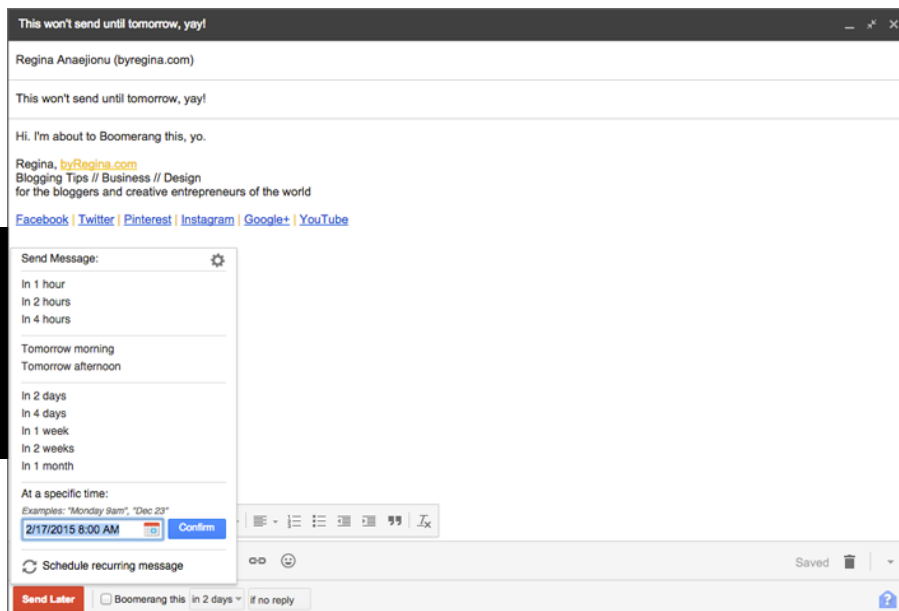
(Had to go with an “a” there; it rhymes.)

(7 MINUTES)

STEP 1 ▶ Install Boomerang For Gmail for free (link below). This software/app will extend the functionality of your email (as explained in the steps below).

STEP 2 ▶ Schedule emails to send at a future time or date (whenever the time you finish constructing the email is not the best time to send it—a 1 a.m. email to a professional client might not be ideal) from now on.

STEP 3 ▶ Use Boomerang as a personal assistant by setting important emails to show up again in your inbox if you haven’t received a reply . . . or just because you know you’ll need to see it again.



HEAD TO ▶
boomeranggmail.com

WAY #3

Create a resources page for your audience, but only if you really mean it.

(2-5 HOURS)

People like you. People like your website, blog, or products. People see you as an expert in whatever you're talking about or doing. People will have questions for you. Sometimes it's simplest to answer those questions (What do you use for ___? How do you do ___?) with a single resource page on your website. P.S. It's a great place to include some affiliate links for products you genuinely love—why not make some money off of your hard work?

STEP 1 ▶ Split the tools and resources you and your audience use most often into logical categories. How would you want them organized if you saw all this information in one place?

STEP 2 ▶ Create a page on your website/blog that's split into the categories you identified above. Use headings (H2, H3, H4) to identify each section. Consider sharing a bit about why you like each tool. Include your affiliate links where applicable.

STEP 3 ▶ Add images or formatting to make the page visually appealing.

STEP 4 ▶ Consider putting your resources in alphabetical order within each category. If you're a WordPress user, consider using [Pretty Link Lite](#) to change your affiliate links from long, ugly URLs to pretty URLs such as yourdomain.com/custom.

The screenshot shows a website header for 'The SMART Passive Income' with a 'Last Month's Earnings' of \$109,071.63. A navigation menu includes links for HOME, ABOUT, BLOG, START HERE, PODCAST, ASK PAT, and RESOURCES. The 'RESOURCES' page content includes a heading 'Resources' and a paragraph: 'I thought it would be helpful to create a resource page that you can always come to for all of your passive income needs. I'll add to it as I learn more, but you'll notice that in the future I will reference this page quite often. I recommend bookmarking it for your reference and convenience. Enjoy!'

EXAMPLE ▶
Smart Passive Income

WAY #4

Get someone to review your site, for free.

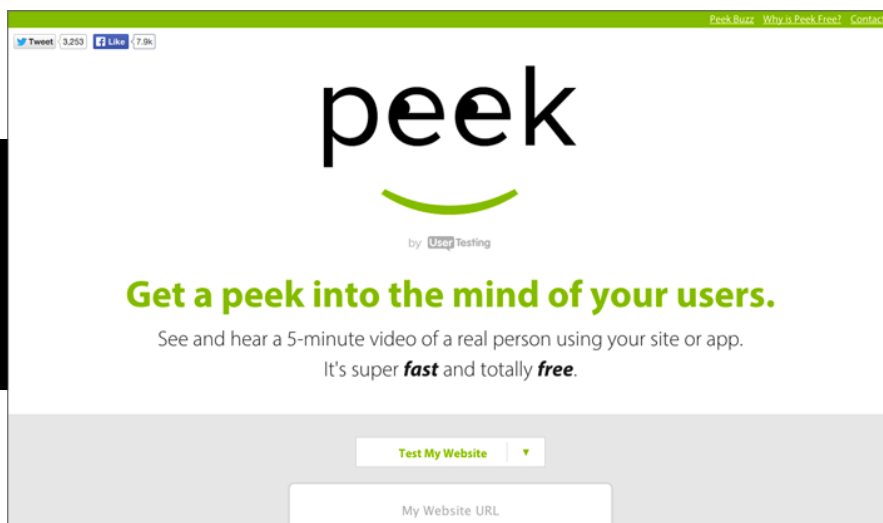
(1 HOUR)

Whether you or a designer/developer originally got your website going, it can be helpful to get some outside opinions on the layout and functionality of your website or blog. Your online headquarters is such an important space (duh—I know), so make sure to bring other people in occasionally to make sure your site is communicating what you want it to.

STEP 1 ▶ Head to a service/site such as criticue.com or peek.usertesting.com to get free, real, user reviews of your website.

STEP 2 ▶ Take the feedback then ask for second and third opinions from trusted sources. Incorporate changes that will allow your site to be more easily understood, used, or enjoyed.

STEP 3 ▶ Consider getting another review from a new person if/once you make any changes.



EXAMPLE ▶
peek.usertesting.com

WAY #5

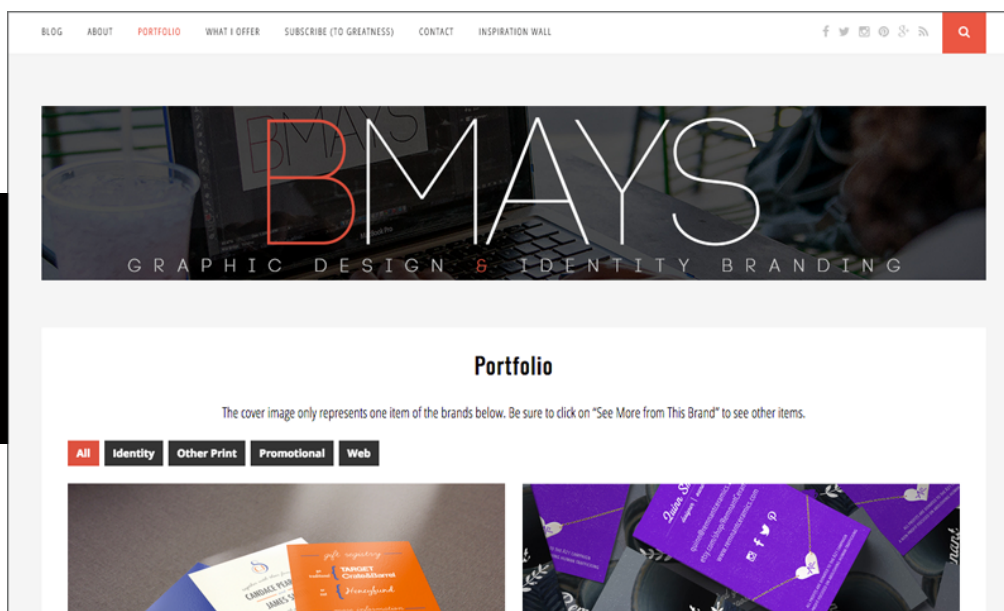
Clean up your portfolio.

(1 - 3 HOURS)

"I love that logo you made 10 years ago with Clip Art," said no true friend, ever. As a designer, as an artist, as a service provider of any sort, make sure to include your best stuff in your portfolio, not all your stuff. If you're a blogger or information brand, then your portfolio is composed of your articles—so perhaps try to clean those up.

STEP 1 ▶ Get an honest friend, client, or colleague (or all three) to be for realies with you. My best friend in life (BMays.com) is a talented designer, but even she asked me to be real with her if there was anything she needed to take out of her portfolio. Everything she does is pretty awesome to me, but it was about deciding what represents her capabilities best. Her current portfolio is about 1/30th of her entire body of work.

STEP 2 ▶ Incorporate the feedback into your online presence by eliminating or upgrading any items in your body of work that don't best reflect your current direction.



EXAMPLE ▶
BMays.com

WAY #6

Create a challenge.

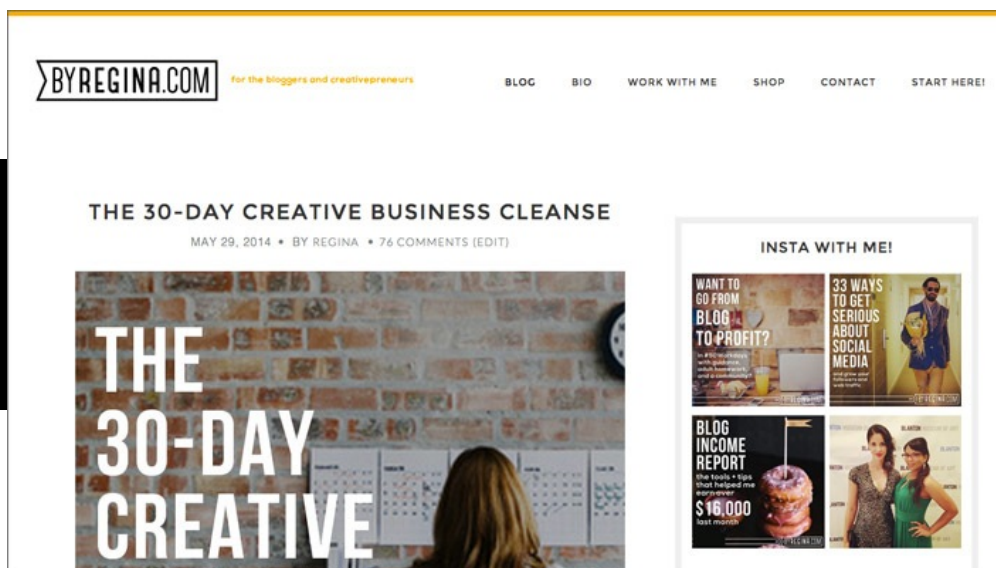
(5+ HOURS)

My best buddy (referenced in the last point) and I like to call them “happy accidents.” Those times when you mess up something in Photoshop and end up loving it—or those times when you plan a 30-day challenge that you think only a handful of people will care about and it turns out to be one of the things that grows your blog the most in a certain year. Creating my 30-Day Creative Business Cleanse was my happy accident of 2014, and I want you to have one too, except on purpose.

STEP 1 ▶ Think of a topic or point of frustration among your audience that you’d like to address. Decide on a challenge that really helps your audience do something important, something they often backburner, or something they dream is possible, but have no idea how to make happen.

STEP 2 ▶ Give people free resources that go along with the challenge (PDFs, attractive printables, computer wallpaper, etc.).

STEP 3 ▶ Build in some type of accountability to your challenge (daily emails, twice a week emails, daily Instagram updates, daily tweet encouragements, weekly Twitter chats, etc.).



EXAMPLE ▶
[byRegina](#)
[Creative Cleanse](#)

WAY #7

Reassess the categories on your site.

(1 - 3 HOURS)

If you're anything like me, you may have collected/created tons of categories over time to fit your resources, articles, and blog posts into. For organization and function purposes, you probably only need a handful or two of categories. This will keep your content looking focused and will make everything simpler for your audience to navigate.

STEP 1 ▶ Set a timer for 10 minutes and split the main topics you want to address on your blog onto separate note cards or sticky notes.

STEP 2 ▶ Review your results and see if some of the topics can naturally be joined together as one main category. Also check to see if some of the topics are really just subcategories under a main category (for example: Twitter, and Facebook, and Pinterest articles could all fit under "Be Awesome at Social Media").

STEP 3 ▶ Narrow down your categories to a manageable amount (3 - 7 is ideal, but it's okay if you go a bit over that—just judge based on your industry and audience).



EXAMPLE ▶
Nedu Fitness
puts his categories in his sidebar as buttons, which looks really nice.

WAY #8

Plan your first webinar.

(4 - 5 HOURS)

Even if you are not an “I like to be in front of the camera” person (seriously, I’m not either), you can still create valuable webinars. They can be of a presentation (informational slides and perhaps your voice giving tips), or recordings of your screen (videos that show others how to use software), or you can take the plunge and show your shining face. Webinars are great places to take your helpfulness to the next level—or even to sell and discount your products from.

STEP 1 ▶ Read the tips on the next page.

STEP 2 ▶ Do them, yo.



RESOURCE ▶
Google+ Hangouts On Air are free to conduct.

PLANNING YOUR FIRST WEBINAR

The Steps

- 1 ▶ Decide on your topic(s).
- 2 ▶ Decide the length of your webinar.
- 3 ▶ Figure out if your audience would want a live webinar, or if it might be better to pre-record this topic/presentation.
- 4 ▶ Outline your webinar (using the template on the next page).
- 5 ▶ Research your broadcast options using your favorite search engine. A Google+ Hangout On Air is just one free option for you.
- 6 ▶ Decide on a date and time that will work well for your viewers.
- 7 ▶ Design branded, promotional images for your webinar that will look good with your Twitter, Facebook, Instagram, Google+, and Pinterest accounts.
- 8 ▶ Create a promotional editorial calendar for your webinar.

The Video

- 1 ▶ Find a place inside your home or studio that is well lit. Natural light is preferable, but white light works well too.
- 2 ▶ Practice your webinar (while recording yourself) multiple times. Make sure the lighting and sound are of awesome quality.
- 3 ▶ Practice “screen share” or running your presentation slides if you’ll need to do these things.
- 4 ▶ Decide whether you’ll allow questions from the audience. How will you take their questions?
- 5 ▶ Consider recording a short trailer/preview or intro for your webinar that you can use for promotions.
- 6 ▶ Move or turn off any electronics or devices that might make unwanted sounds during your webinar. Make sure your family or roommates know you are recording.

TIP ▶ Take some time to create a free resource or download to go with your webinar. Even a simple worksheet or show notes can help keep people engaged and on track.

WAY #9

Create some standard reply emails.

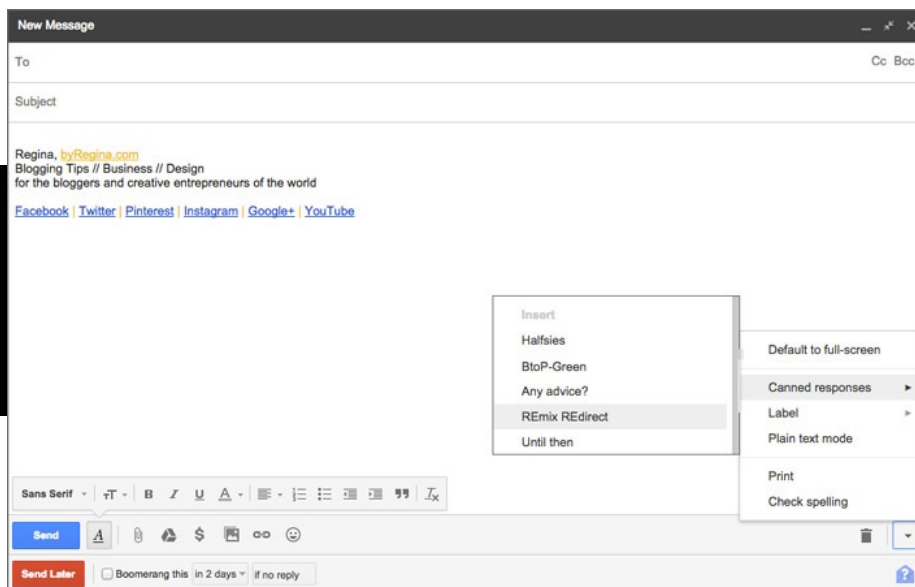
(1 - 3 HOURS)

All those questions that you seem to get over and over again (via email, or in real life, or via social media)—create an amazing reply to each of them one time (complete with resources and your award-winning humor) and then send it out each time you get that specific question. Do the same with client emails or anything else you send out regularly. This will save you a ton of time each time you get asked for something.

STEP 1 ▶ If you're a Gmail or Google Apps user, get the free Lab (app) called Canned Responses that lets you store and insert specific responses in one click.

STEP 2 ▶ Create your replies and save them as new responses. You'll be able to insert them into future emails with one click.

P.S. ▶ If you're not a Gmail user, consider looking for a similar app/feature in your email program or on your operating system. At the very least you can store your responses as documents that you save in the cloud and access when necessary.



RESOURCE ▶
Go into your Gmail settings and find the "Lab" called "Canned Responses."

WAY #10

Dream up a collaboration and propose it.

(5+ HOURS)

There are so many types of collaborations you can do and so many people to collaborate with that I just created an entire post and eBook on the 33 types of blogger collaborations.

STEP 1 ▶ Check out the post on [33 Types of Blogger Collaborations](#).

STEP 2 ▶ Decide on one or more collaboration you want to pitch to another brand owner.

STEP 3 ▶ Do it.



RESOURCE ▶
[33 Types of Collaborations for Fun + Profit](#)

WAY #11

Do an SEO audit of your pages and blog posts.

(<1 HOUR PER POST)

SEO, which is search engine optimization, can be explained in very confusing ways at times. Check out the post below on non-techie SEO or find a separate favorite resource that you can use to audit your pages and blog posts.

STEP 1 ▶ Compile and review an index, archive, or list of all your blog posts and pages.

STEP 2 ▶ Get a checklist (or use the post below) to compare each post against.

STEP 3 ▶ Go through each page's content while checking it against your list. Make adjustments as necessary to ensure your site is as optimized for humans and search engines as possible.



RESOURCE ▶

[The Non-techie Guide to SEO for Bloggers](#)
(but it's suitable for any website owner)

WAY #12

Start a questions doc.

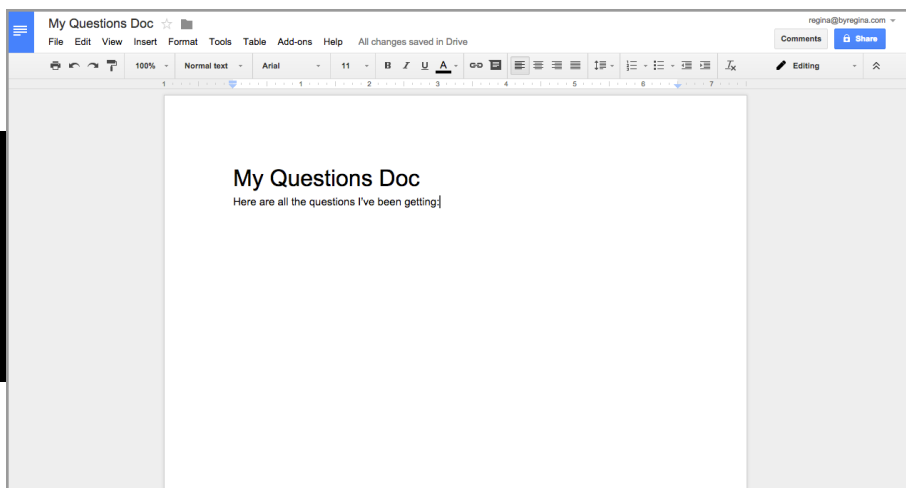
(1 HOUR)

Compile all the questions you get via email, social media, real life, post comments, and even inside your brilliant head into one document. This will give you the most epic list of things that your people want to know. These can be formed into standard reply emails (Way #9 in this eBook), products, blog posts, services, collaborations, FAQ pages, and more.

STEP 1 ▶ Create a doc (preferably in the cloud so you always have access to it) that will be home to all the questions you get directly, as well as questions/frustrations you simply overhear or know people are interested in.

STEP 2 ▶ Comb through past emails, your own website/blog comments, comments on other websites in your space, social media questions (directed at you or others), and any other sources you can think of. Include those questions in your document.

STEP 3 ▶ Get in the habit of adding questions to your Questions Doc each time you get one. Even if you answer it immediately, include it in your document so you can note how frequently each type of question occurs. This list will be your best friend when it's time to develop webinars, collaborations, and products.



RESOURCE ▶
Google Docs will allow you to create free documents in the cloud.

WAY #13

Audit your services and products.

(1 - 3 HOURS)

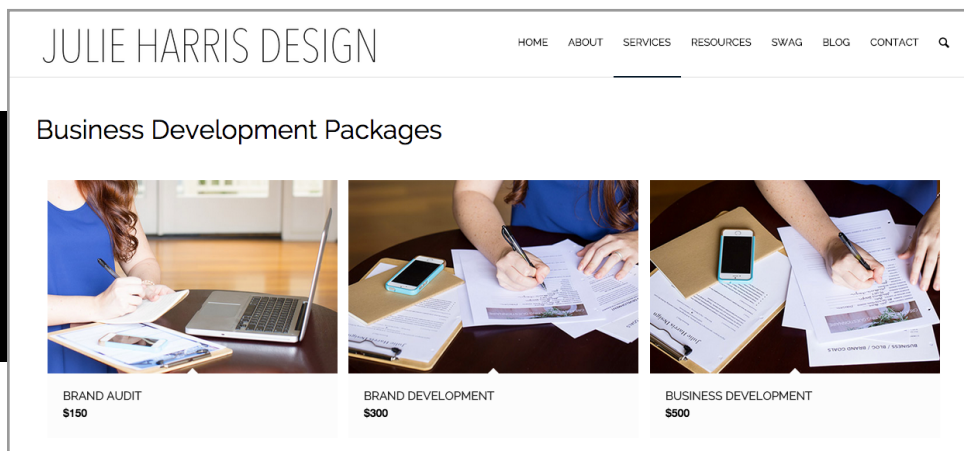
Are they all listed? Are they all valuable? Organized? Reflective of your true abilities and interests? Are there any that you kinda (in your heart) hate to deliver? Get rid of anything that makes you nauseous. (I mean, keep in mind that you still need to pay bills of course, so don't get rid of anything until you are ready or until you can dream up something to profitably replace it.)

STEP 1 ▶ Review your listed products and services on your website, blog, Etsy shop, and any other online marketplace you sell through. Is everything listed? Do you like what you see?

STEP 2 ▶ Look for two things: (1) products/services you don't want to deliver anymore or anything you no longer want to provide support for, and (2) products/services that you can easily develop into other formats (to expand your library of offerings).

STEP 3 ▶ Review your payment methods—is it simple for your clients to pay you? What about from their mobile devices—can they still operate your pages easily?

P.S. ▶ Also review the design and function of your product pages, services, or "work with me" page.



EXAMPLE ▶
Julie Harris Design
features a sweet
services page.

WAY #14

Create a blog post graphic template.

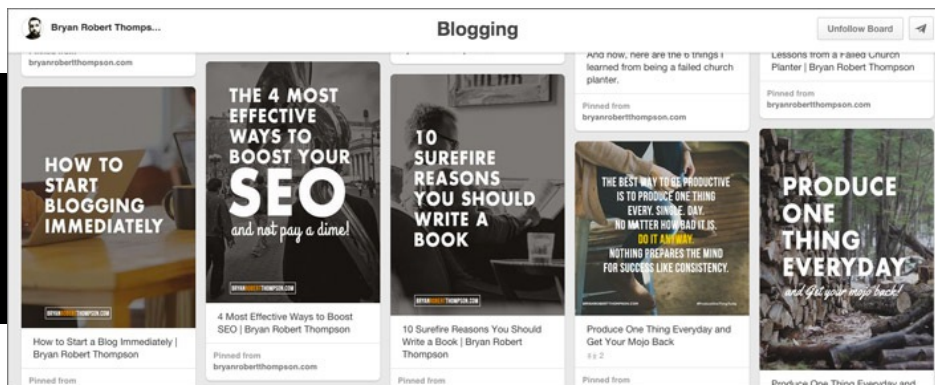
(4 - 5 HOURS)

To save time as you develop multiple blog posts and resources, and to look amazing + consistent online, consider developing graphic templates for the articles and posts you'll be creating each week/month. You can also create multiple templates if you want to vary the look of each blog post graphic based on the category. Creating consistent, bold, attractive images definitely help your brand stand out (on social media and more).

STEP 1 ▶ Figure out the width of your column that displays your main content on your website. If you have a sidebar, your main content column will usually range from 600 - 800 pixels. Creating images (as in: your main post image) that take up the entire column is highly recommended. It's very visually appealing.

STEP 2 ▶ Create a template in Photoshop or in free software such as [canva.com](https://www.canva.com) or [pixlr.com](https://www.pixlr.com) of the appropriate width and your desired height.

STEP 3 ▶ Add in (a suggested) two fonts for your post/resource title and subtitle or notes. It would be wise to add your logo and/or the URL of your site.



EXAMPLE ▶
Bryan Robert Thompson's blog

WAY #15

Open up (virtual) office hours.

(1 - 3 HOURS)

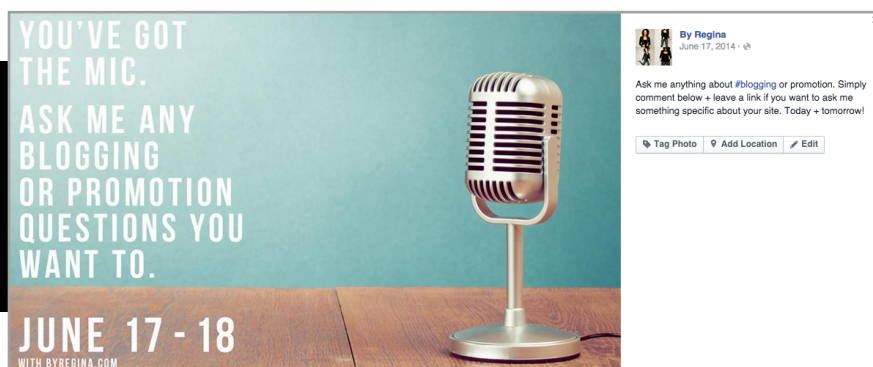
Whether you offer Q+As on Facebook, Google+, or via Twitter chats, consider providing some free office hours to start to connect with potential clients on a meaningful level. I hosted office hours on Facebook and my blog for a few months when I was starting out. It was scary but very rewarding.

STEP 1 ▶ Decide on the topics you'll be comfortable answering questions on. Also decide which days/dates/times make sense for you and your audience. How long will you offer your office hours—for two hours, for a whole day, for a weekend?

STEP 2 ▶ Decide on the best platform to offer your office hours. You may use a social media platform your audience loves, or you might make your office hours a live video chat, or you might even host it in the comments of your own website.

STEP 3 ▶ Create a custom image and some compelling wording to explain and promote your office hours.

STEP 4 ▶ Promote your office hours via your website, your social media channels, your online friends, or a custom hashtag, etc. You can also do as I did (so that you won't seem like a loner at first) and ask your true friends with real interest in your topics to populate your events and ask some questions for your first few events.



TIP ▶

Host your office hours or Q+A on the social media platform that your audience uses most often.

WAY #16

Send some handwritten notecards to clients.

(1 - 3 HOURS)

Whenever you ship physical items, you have an amazing opportunity to handwrite some notecards, but you can also send them out to clients and contacts just because. Consider collecting addresses from your favorite clients during the holidays, or before their birthdays, or simply whenever you can. Postable (below) makes it really simple to send out links and securely collect addresses from others. With Postable you can either export your list or send some semi-handwritten notecards directly from their system.

STEP 1 ▶ Create a collection form for client addresses (and let them know you like to send out one to two things per year—so they'll know you have a point to getting their address).

STEP 2 ▶ Consider collecting/noting information such as your client's birthday or the date that they signed up for your newsletter list so that you can send out bday cards or "happy anniversary of us knowing each other" notes—whatever fits you and your brand.

STEP 3 ▶ Add awesome design and personalized details wherever possible.

The screenshot shows the Postable website interface. The top section is titled "How Does It Work?" and features four numbered steps: 1. Free Address Book (Create a private online address book), 2. Seriously Nice Cards (Pick from an insane collection of 100% recycled cards), 3. Customize & Type (Create & write as many cards as you want directly on the site), and 4. We Mail 'Em (We print, stuff, stamp and mail them directly to everyone for you). Below this is the "The Address Book" section, which includes a search bar, "Add Contact", "Export", and "Write Cards" buttons. A table displays contact information for Alex Keaton, Ally McBeal, and Andrea Zuckerman. To the right of the table, text states "It magically fills itself" and "Private & Free".

168 Contacts		
A	B	C
Alex Keaton	157 Ties Lane Columbus, OH 43205	(614) 123-9057 reganivr@gmail.com
Ally McBeal	45 Hickory Street, Apt 8 Boston, MA 02108	(618) 555-3389 allymcbeal@yahoo.com
Andrea Zuckerman	202 West Beverly Dr Beverly Hills, CA 90210	(917) 212-4567 azuckerman@aol.com

RESOURCE ▶
Postable

WAY #17

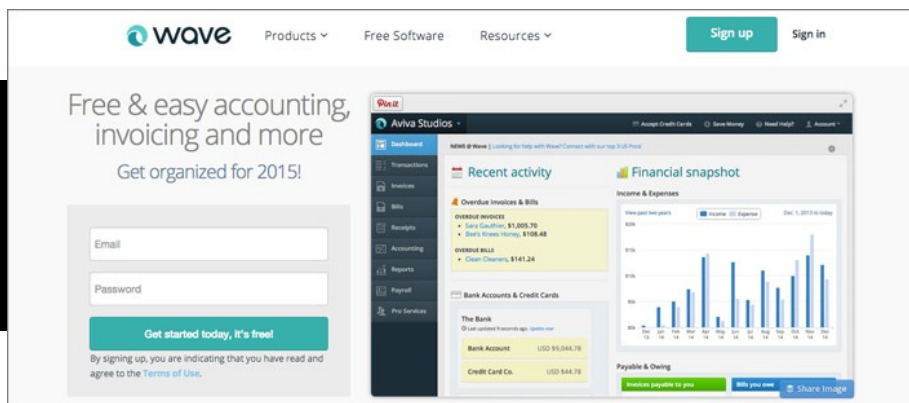
Put a real accounting system in place.

(1 HOUR)

I use Wave (below) and their cool app that lets me snap pics of my receipts on the go. Both the desktop software and the app are free. I highly recommend them for ease of use and the excellent way that they present your financial information. But whatever you use, get in the habit of entering your income and expenses each week. You and/or your accountant will hate tax time a lot less with some organization. An organized and less-stressed you does better work.

STEP 1 ▶ Sign up for a free account with Wave, or with the provider of your choice. At the very least, set up a spreadsheet in which you keep your financial transactions.

STEP 2 ▶ Enter and categorize all your income (sales, commissions, etc.) and expenses (office supplies, materials, etc.). Don't forget to keep track of the mileage you drive for your business, any travel expenses, and your monthly expenses such as Internet, software, and more.



RESOURCE ▶
Wave

WAY #18

Make an email plan.

(1 - 3 HOURS)

So, I completely recommend planning out your email content in themes, just as you might do your blog or website content.

STEP 1 ▶ Decide whether you will send out (1) your blog posts via email (RSS to email), or (2) an additional post just for your email list, or (3) an expansion of your website content, or (4) a completely different type of post/content via email to your list.

STEP 2 ▶ Decide how often you will email your list.

STEP 3 ▶ Pick topics and themes for your email content and load them into your [Epic Blog Editorial Planner](#) or into your online editorial calendar (download below).

P.S. ▶ Check out [The Stellar Content Plan Workbook](#) for additional content planning tips and guidance.

Day/Week	Blog	Email List	Twitter	Pinterest	Facebook	Instagram	Google+	LinkedIn	YouTube
Friday, Oct 3	Post: How to Create a Killer Community on Your Blog Other: Respond to all comments	Create: A draft of Monday's email	Tweet: Link to post with a hint of the free download	Create: Custom pin for post Pin: To "Business Tips" board	Post: My top 3 tips from my post with a link to the blog	Post: A blog post preview image Other: Find people using the hashtag #InSoBusiness	Post: Some expanded thoughts on, and a link to, my blog post Other: Re-share one thing from my "Awesome" circle	Connect: Send two invitations to connect Update: My portfolio with a link to my new resource guide	Other: Comment on 5 other bloggers' videos
Saturday, Oct 4	Audit: Remove posts that don't fit with rebrand	Create: Custom image for Monday's email	Tweet: Custom image of Monday's email and a link to signup list	Other: Repin recipes from 5 of my followers' boards	Post: My inspirational quote about taking time to recharge	Post: My inspirational quote (about taking time to recharge) as an image per my style guide	Post: An update asking people to share their favorite weekend reads with me	Other: Plan who I will connect with next week	Plan: The "How to Create Community" Quick Tips Video

DOWNLOAD ▶
Editorial Calendar
including email

WAY #19

Identify 10 client/reader haunts, and start going there.

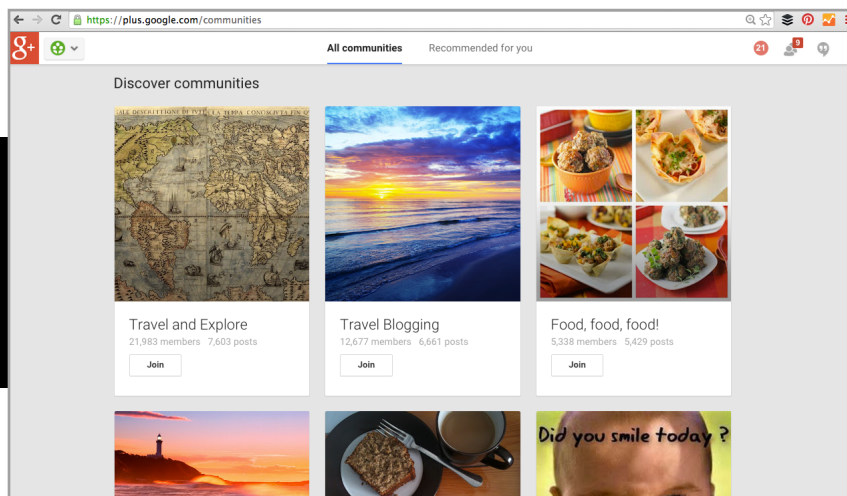
.....

(1 - 3 HOURS)

Where are your people at online? Where are your people at IRL (in real life)? Figure out 10 places you would go if you were them, then start going there. Be present, be real, be helpful, be memorable. Your 10 places will probably eventually narrow themselves down (or weed themselves out) until you're left with just a few that are truly effective, but that's okay. Think of clubs, communities, classes, organizations, websites, other blogs, Facebook Groups, etc., where your people would be.

STEP 1 ▶ Use your favorite search engine to look for communities.

STEP 2 ▶ Ask friends, clients, and people you consider ideal readers or clients what communities they belong to.



RESOURCE ▶
Google+ Communities
are a great place to start

WAY #20

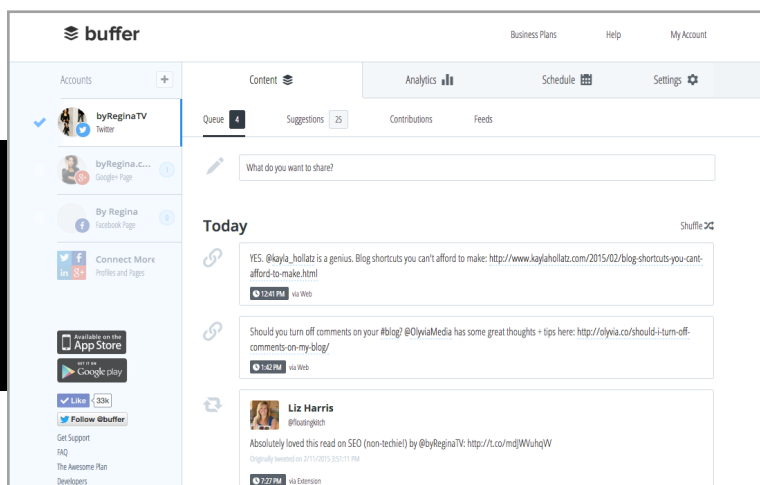
Spend a day “Buffering” out blog posts, products, and resources from other people that your audience might find interesting. Tag (@) the author/creator in each tweet or social media post.

(1 - 3 HOURS)

To be a stand up, stand out brand, it's important that you share other people and mention them frequently. Spend a couple hours one day filling your social media queue with future tweets, Facebook posts, Google+ posts, and LinkedIn updates that share other people's resources, products, and thoughts (just make sure you actually admire/recommend the content). The person whose stuff you shared will love you. Your audience will appreciate you.

STEP 1 ▶ Sign up for a free account with [Buffer](#) or [Hootsuite](#).

STEP 2 ▶ Share articles, resources, and products from other creators. Consider scheduling a weekly time to repeat this process.



RESOURCE ▶
[Buffer](#) is awesome for social media scheduling.

WAY #21

Crowdfund something. Maybe make it a collaboration.

(5+ HOURS)

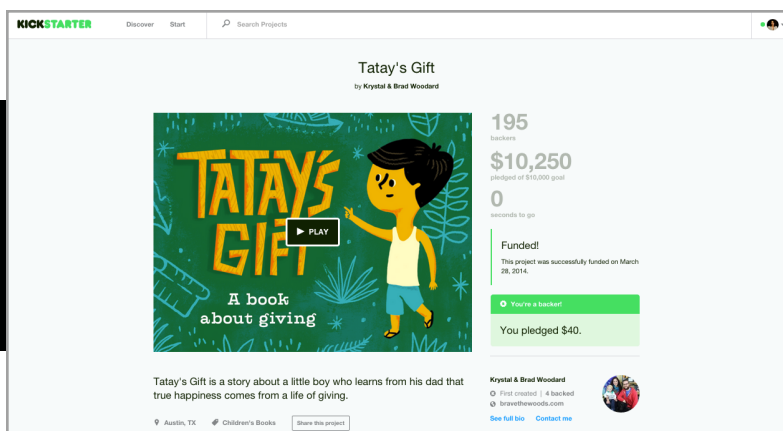
Crowdfunding (which is audience, friend, stranger, and family donations to your business or product/idea) is not just good for the money, but also the exposure it can bring your brand. Several products have become "Internet famous" after a crowdfunding campaign.

When done well, a crowdfunding campaign means friends, and family, and the Internet will rally behind you and your product; you'll see a renewed sense of excitement in what you're doing. You can use crowdfunding to launch/re-launch a business, a book, a product, a product line, a creative project, a magazine, etc. 90% of the projects that I've supported are by people I don't know at all. Crowdfunding has a way of bringing out strangers and making them friends.

STEP 1 ▶ Decide on a business, project, or collaboration you'd like to fund. Come up with a minimum amount you'd like to raise (as well as an ideal amount), and develop a budget and detailed plan for what you'll do with the funds.

STEP 2 ▶ Research platforms such as kickstarter.com and indiegogo.com to see which ones fit your needs.

STEP 3 ▶ Create a crowdfunding campaign (videos, text, prizes, etc.) that matches your goals, your platform's requirements, and your audience's interests.



EXAMPLE ▶
Tatay's Gift
Kickstarter project

WAY #22

Make a client resource page, specific to the type of person.

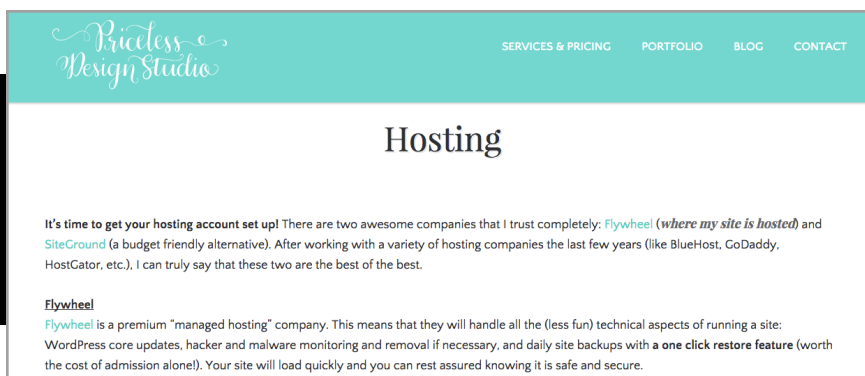
(1 - 3 HOURS)

Remember that one time you made an archive page (Way #1 in this guide) and a resource page (Way #3)? Well now it's time to make a client page (or a reader page if you're a blogger) that is very specific to the type of person you are making it for.

A person-based page is a page that combines text (you talking to the person) or video, resources, and interesting links from your archives that the specific person/client might find useful. You can also make this a need-based page, which would just address a specific concern your client/reader has (example below). If you are a website maker, and you help a few main types of clients (restaurants, food bloggers, hair stylists, and makeup artists) you might have a different page for each person that you can link to from your menu or send out via email in response to certain inquiries. The page could include the resources that person most needs, a note to them about why you enjoy working with them, and then links to your top five posts and/or videos for them.

STEP 1 ▶ Think of the main types of people who come to you for help or who visit your website. Do they fit into 1 - 5 categories? Or, do they have needs that fit into 1 - 5 categories?

STEP 2 ▶ Create a page (or multiple pages) on your site that you can provide to clients or link from certain posts/places on your site. Design the pages to serve specific functions or to really help/wow your clients.



EXAMPLE ▶
Priceless Design Studio
has a beautiful page to
help clients with their
website hosting decisions.

WAY #23

Make your own blog post process checklist.

Laminate it.

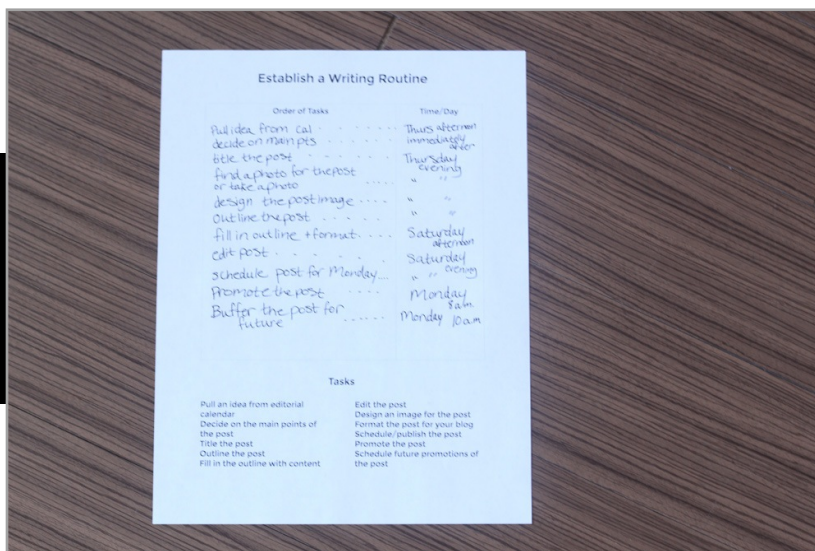
(<1 HOUR)

STEP 1 ▶ Record your process the next time you write a blog post (or create any written resource that you plan to recreate often). Take notes on what you do. What order do you do things in? About how long does each thing take? You can use the sheet below as an example.

STEP 2 ▶ Try this same process in a different order next time. Or, try to take a break between certain items (like writing + editing) to see if you like your results better.

STEP 3 ▶ Create a custom checklist that includes all of the items important to your process. Base this final list on your preferred order of getting things done. Use this checklist each time you create a post so that you won't miss anything.

P.S. ▶ Consider laminating your final checklist so that you can use a dry erase marker and check off each item as you go—then just wipe it off and repeat. You're brilliant.



TIP ▶ Your best process will probably be unlike any other person's. Own it.

WAY #24

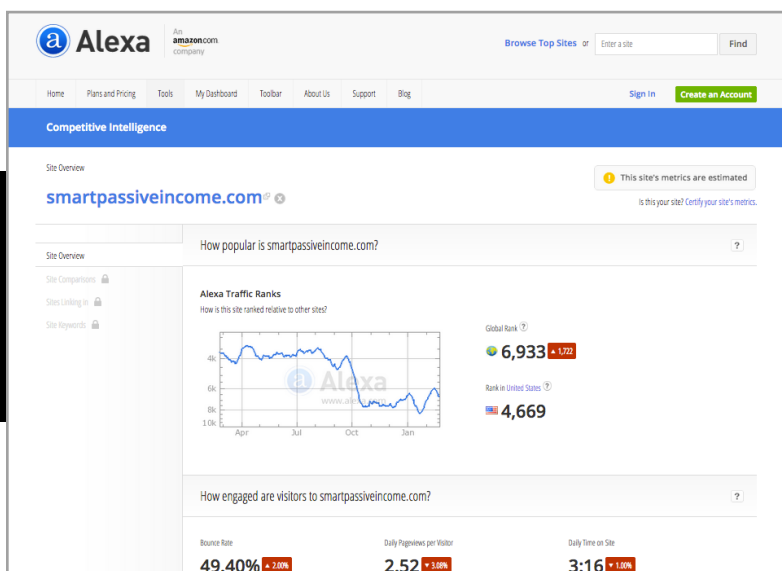
Get used to looking at the web analytics software of your choice. But also check out Alexa.

(<| HOURZ)

My favorite web analytics tool is Google Analytics. A small snippet of code on your site allows you to see how many people are visiting your site, what other sites/platforms they're coming from, the types of devices they're using, and how long they stay on your site. You can also figure out your most popular content and the highest performing social networks for your site. It's epic. But, I also recommend checking out Alexa (below). It gives you a picture of how your site is doing globally and it's a simple way to see what others can see about your site. Others can't log into your Google Analytics account, but they can check your site for free on Alexa. This is especially important for those of you who will be working with brands—they like to understand your rankings and your audience (and Alexa provides that).

STEP 1 ▶ Go to [alexa.com](https://www.alexa.com) and enter your domain name in the search bar at the top right. You can also check out similar sites in your industry.

STEP 2 ▶ Take a screenshot and repeat this same process next month. Tracking trends over time can be fun and very beneficial for you.



SERIOUSLY ▶
[alexa.com](https://www.alexa.com)

WAY #25

Send an unexpected (email) gift card.

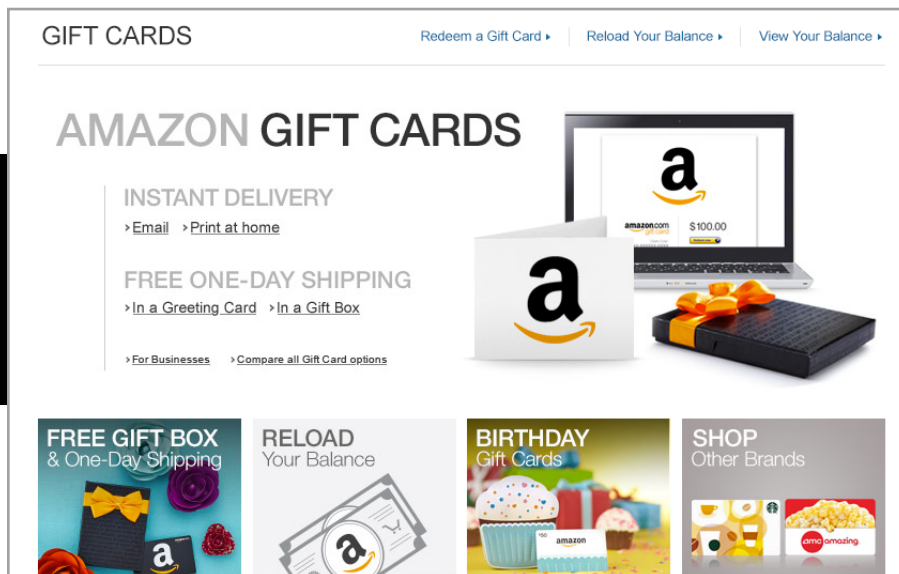
(<1 HOUR)

Whether it's a past client's birthday, or you see a book on amazon.com that you think one of your Internet friends would love, take time once a month or once per quarter to send an unexpected gift card to someone via email—though mail is awesome too if you have their address.

STEP 1 ▶ Make a list of online retailers that do email gift card delivery (amazon.com, starbucks.com, moo.com, etc.) that your audience would appreciate.

STEP 2 ▶ Pick a person that you want to surprise with a gift card.

STEP 3 ▶ Do it.



QUESTION ▶
What's a gift card that you would geek out over? Your audience might feel the same.

WAY #26

Separate your social media contacts into logical groups.

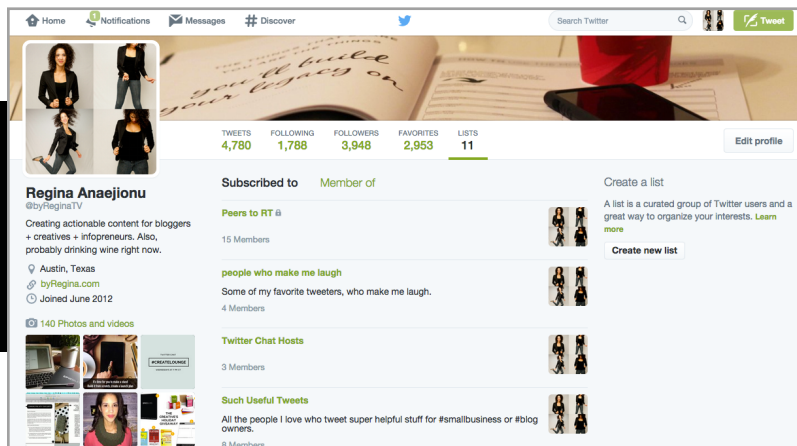
(1 - 3 HOURS)

Picture this. You're about to go out to this cool networking event in your city, and you go into your phone's text messaging app, and in one click you text all your friends who you know are interested in networking. Ditto your taco food truck run. Ditto the Miami Dolphins game you want to go to >> No matter what you do, you're able to only text the people you know would be interested. Brilliant.

Well, as I'm sure you can guess by now, this IS completely possible with social media platforms such as Google+ and Twitter.

STEP 1 ▶ Take the time to split your Twitter contacts into (public or private) lists such as potential clients, past clients of a specific product, peers you want to interact with or retweet, people in different time zones, etc.

STEP 2 ▶ Create circles in Google+ to the same effect. Whenever you want to invite people to the webinar you planned (in Way #8 of this guide), you'll be able to narrow it down to just the circles that you know would be highly interested.



TIP ▶ People can't see your private Twitter lists or the names of your G+ circles, so go crazy and get super specific.

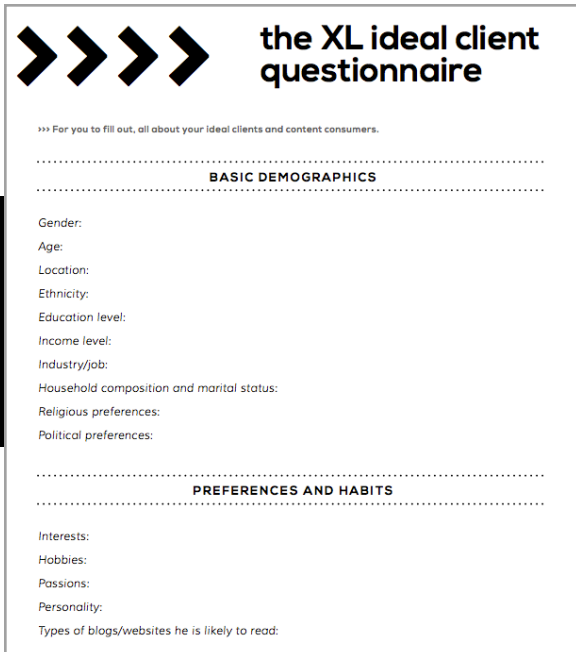
WAY #27

Take the XL ideal audience survey.

(1 HOUR)

STEP 1 ▶ Download the XL ideal client/audience surveys linked below (for men, women, or both).

STEP 2 ▶ Do them. You'll be getting to know your people better. You'll be developing even more feelings for them. You'll be all up in their head space.



the XL ideal client questionnaire

>>> For you to fill out, all about your ideal clients and content consumers.

BASIC DEMOGRAPHICS

Gender:
Age:
Location:
Ethnicity:
Education level:
Income level:
Industry/job:
Household composition and marital status:
Religious preferences:
Political preferences:

PREFERENCES AND HABITS

Interests:
Hobbies:
Passions:
Personality:
Types of blogs/websites he is likely to read:

DOWNLOADS ▶

[Survey for men](#)

[Survey for women](#)

Shh, I stole these from a class I teach; don't tell them, okay?

WAY #28

Take an online class.

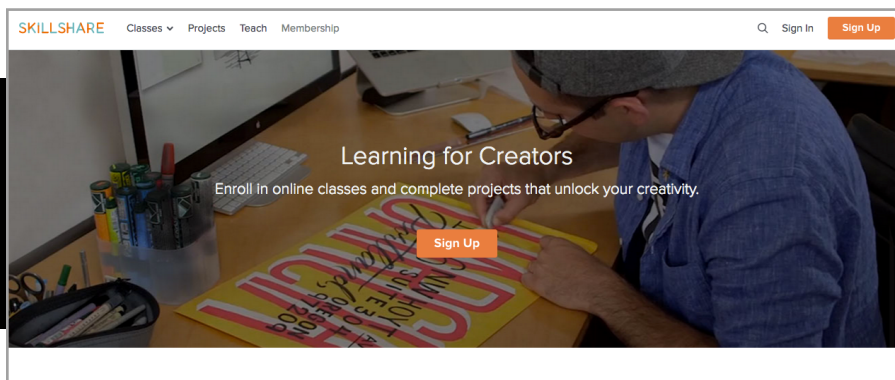
(1 - 3 HOURS)

Learn something epic that will help you (1) be even more awesome at what you already do through your brand, (2) expand your capabilities and allow you to do more for your brand, or, here's my favorite one of late, (3) try something unrelated to your brand to keep you creative and inspired.

STEP 1 ▶ Find a class of interest to you on one of the sites below or on a platform like [lynda.com](https://www.lynda.com) (or even just YouTube tutorials).

STEP 2 ▶ Take the class. Take notes. Have fun. Interact with the other students when possible. Connect with the instructor. Thank the instructor.

STEP 3 ▶ Repeat this process regularly (1x/month) and look for places in real life that you can attend live workshops as well. Oh, and then think of ideas for teaching your own classes . . . just saying.



RESOURCES ▶
[Skillshare](https://www.skillshare.com)
[CreativeLive.com](https://www.creativelive.com)

WAY #29

Create digital product templates.

(4 - 5 HOURS)

Digital products might just be your new jam. You can use them to entice people to subscribe to you, or you can sell them, or you can give them away for free to your audience. They can make you kinda Internet famous. Seriously.

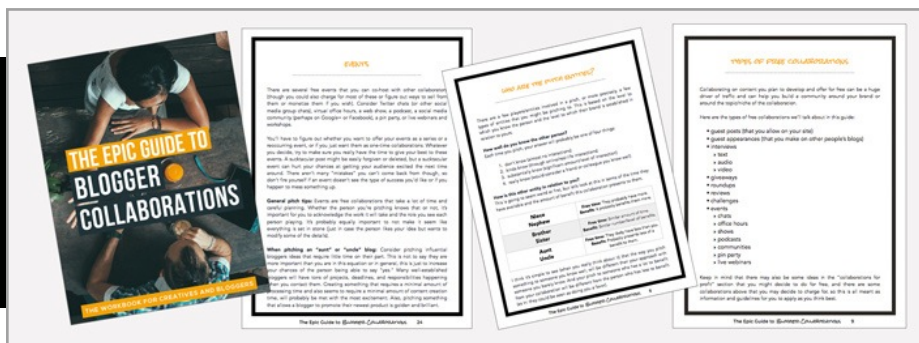
But, they have to LOOK GOOD and BE HELPFUL. Good looks draw people in. Helpful substance keeps people there and causes people to speak highly of you. Below are DIY tips; you can of course feel free to hire someone for this as well.

STEP 1 ▶ Find software that you are comfortable using on a consistent basis. Look into Apple Pages, [canva.com](https://www.canva.com), Microsoft Word and PowerPoint, Adobe InDesign, and more.

STEP 2 ▶ Take a free or paid course on the program you choose to learn some of its advanced features and shortcuts.

STEP 3 ▶ Create a template for each type of page you'll develop in a document: copyright, table of contents, worksheet, information, tables of information, lists, image-heavy pages, etc.

STEP 4 ▶ Save all your templates in a document that you can pull from, copy, or recreate every time you want to create digital downloads or products.



TIP ▶ Develop a template that is simple to recreate and use.

WAY #30

Get new headshots.

(4 - 5 HOURS)

I can't tell you how many places you'll use your professional headshots. Wait. Actually, I can. You'll use them on your website/blog, Twitter, Instagram, Pinterest, the back of that book you're about to write, Google+, LinkedIn, YouTube, in communities, Facebook, and 11,000 other places.

Your images are a huge part of people getting to know and trust you. Professional headshots are definitely something I'd recommend investing in if you can. You can always go the route of natural lighting, a smart phone, and a great editing app like VSCO Cam, but using a professional photographer is an amazing idea if possible.

STEP 1 ▶ Research portrait and headshot photographers in your area (using the Internet, Yelp, or by asking your current connections for names). Find someone with a portfolio that you like, someone who has taken shots similar to the ones you're imagining.

STEP 2 ▶ Narrow down your outfit options to three looks that are comfortable to you and that communicate the correct message (quirky, fun, professional, CEO-level serious) to your audience.

STEP 3 ▶ Get it done.



TIP ▶

Seek out your natural environment and the places/objects that make you happy. Bring a friend to your photo shoot. Listen to jazz.

WAY #31

Rewrite your “About” or “Bio” page.

(1 - 3 HOURS)

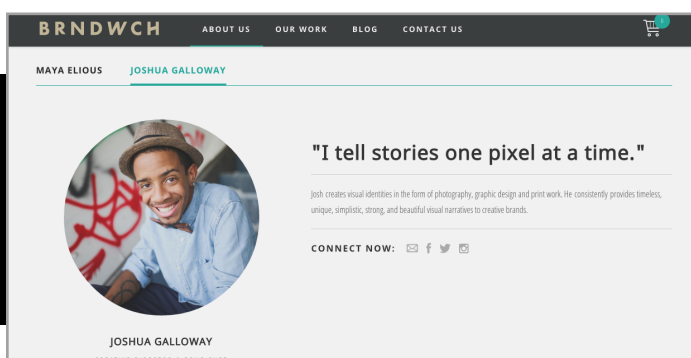
Words, or the lack of words even, communicate so much to your audience. When we think of developing content for our sites, sometimes the About or Bio page seems like the simplest page to develop. “I know myself,” you say. “Piece of cake.”

But capturing your personality, humor, and essence (the cheesiness of that word physically pained me just now) is more than just recapping a few life facts. It’s about pulling out key quotes, a short story, and a solid description of your capabilities.

When you first meet someone online or IRL (in real life), you likely want to know three major things: (1) name, (2) occupation, (3) if you like them or not. Your bio and the image you choose to share of yourself will help people figure out these things about you.

STEP 1 ▶ Write down the key things you want others to know about you after visiting your About page. Keep in mind your industry and overall connection goals. If you’re in an industry where people care what school you went to, include that. If you’re in an industry where people don’t give a flying flip if you ever went to school a day in your life as long as you can help them (like my industry), then perhaps leave it off your list.

STEP 2 ▶ If your personality or beliefs are some of the key things you want people to understand about you, find ways to incorporate them as well. Maybe it’s a quick one-liner or a quote that you share. Is it a story your audience can relate to? Or maybe even a video?



TIP ▶

You can go ultra short and let your work speak for you, or you can go for a more complete, personal approach. What will appeal to your audience? I like **BRNDWCH**'s approach for their market.

WAY #32

Create social media templates for quotes, products, and blog posts or resources.

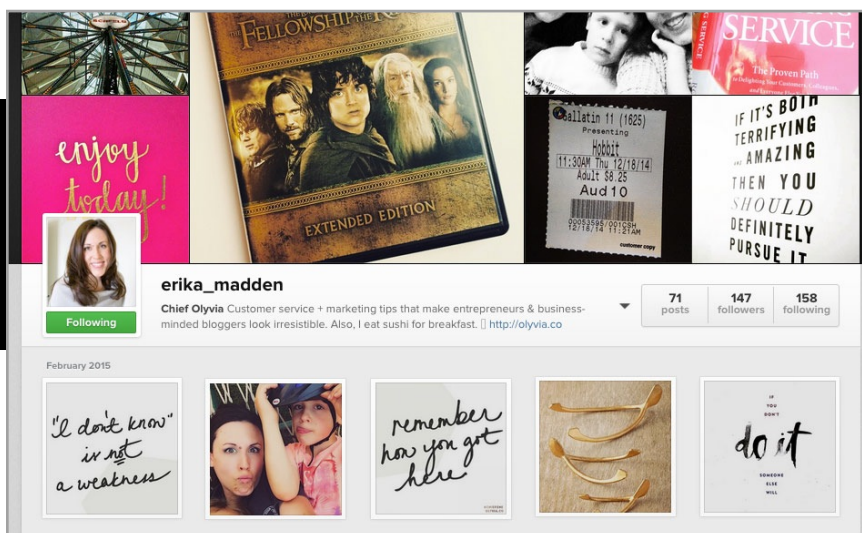
(1 - 3 HOURS)

For each social media platform that you are on, create graphic templates for all the types of information you plan to share (products you develop, posts you write, quotes, challenges, tips for your audience, etc.).

STEP 1 ▶ Figure out the ideal dimensions of images for each platform.

STEP 2 ▶ Use your favorite design software (Photoshop, pixlr.com, canva.com, picmonkey.com, etc.) to create templates for each size/platform of each type of content.

STEP 3 ▶ Consider including elements like your logo, web address, and specific brand fonts to establish consistency and to help people know that it's your resource.



EXAMPLE ▶ Erika Madden's Instagram is a perfect example of attractive quote templates.

WAY #33

Create some instruction cards (or suggested use cards) to ship off with your physical products.

.....

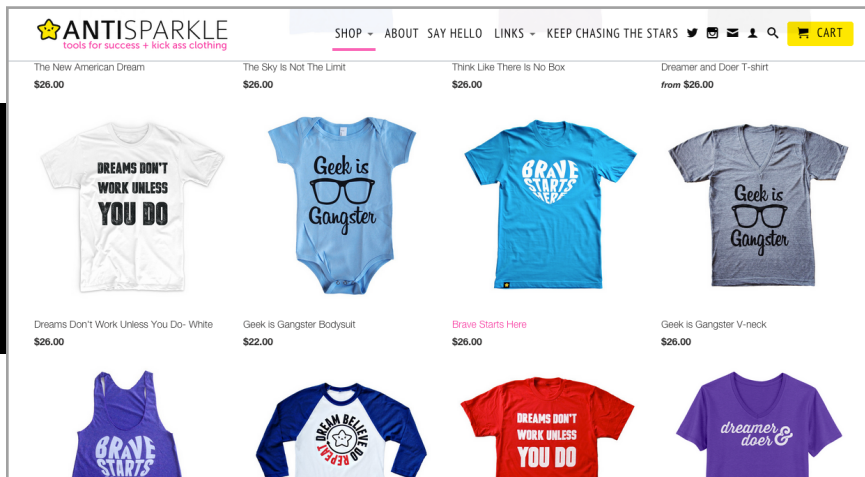
(1 - 3 HOURS)

So I have great examples (like that of the company below) of excellent service and really cool printed cards that came with my order . . . and then I also have an example of a company that sent my t-shirt order but didn't bother to explain that I had to dry clean the shirt each time (it was mainly cotton y'all so . . . a warning would have been nice) . . . yeah, I ruined the shirt within two days of receiving it.

Go out of your way to stand out by giving your customer all the information they need as well as additional information or suggestions that will help or delight them.

STEP 1 ▶ Design a small printed card (business card or flyer size) or note card that includes your brand elements (fonts/design) as well as useful and fun information about your product. I recommend getting these printed at a place like moo.com or gotprint.net.

STEP 2 ▶ Include your product's #hashtag (if you want people to spread your item on the Internet) and genuinely thank your customer. Consider leaving room for a handwritten portion if you'll be able to take the time to write a custom note to your customers.



EXAMPLE ▶
I love how
ANTISPARKLE.com
approaches products and
service.

WAY #34

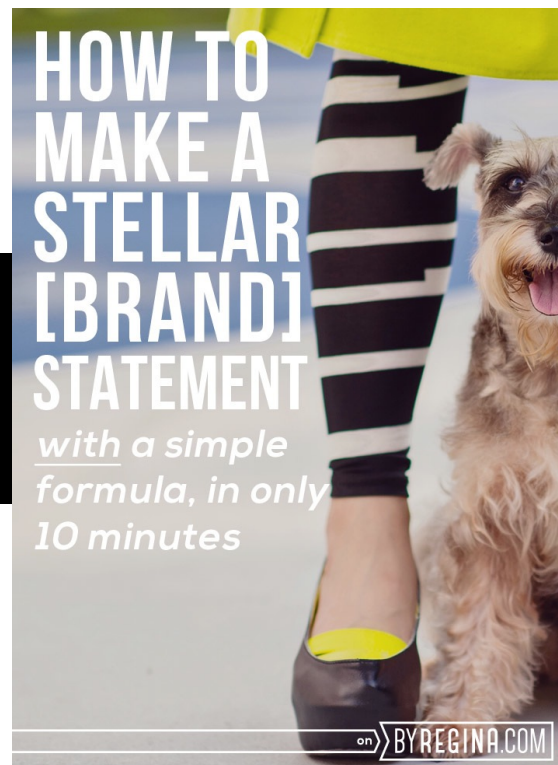
Create a brand statement.

(1 HOUR)

If you answer the question, "So, what do you do?" with a trained, short, unengaging response, it might be time for a (new) brand statement. I wrote the post below and its brand statement formula out of necessity really. I was so tired of answering, "I'm a blogger" with my head down, like it was something to be ashamed of. Like it would take up SO much of the other person's time to answer in a bit more detail. If you've ever done something similar, try writing a brand statement you're proud of.

STEP 1 ▶ Check out the post below.

STEP 2 ▶ Follow the formula.



RESOURCE ▶
[How to Create a Brand Statement in Only 10 Minutes](#)

WAY #35

Ask for stuff, then make it easy for people to help you with it.

(<| HOURZ)

If you regularly release social media content or updates online (blog, Twitter, Facebook, etc.), then I highly recommend that you get in the habit of asking for things every so often. And then helping people help you. I'll explain:

For the most part, people want to like other people and they want to help others as well. So when you do things like ask others to (1) tweet out a specific phrase to help build awareness or spread a message, (2) give you feedback or vote on something, or (3) answer a specific question from their expertise, other people want to help. Just make it simple.

STEP 1 ▶ If you include links to share your content, make it 1-click simple (just like the “click to tweet” example below) and give a suggested phrase. If you ask people to vote or give feedback on something, give them visual or easy-to-comprehend options. If you want to interact with someone or ask a question, tag them directly (in Twitter or G+) and ask something genuine.

STEP 2 ▶ Get in the habit of incorporating the “ask for stuff” method into your content every so often.

The screenshot shows a browser window with the URL byregina.com/brand-stand-out/. The page content includes:

- A paragraph of text: "other sources as well. On actual Business Valentine's Day, I hope you'll be celebrating as I will, by doing things that show love to our businesses (maintenance, cleaning/auditing things, planning, developing products, being epic, etc.). Don't worry, I'll share more as the week unfolds, but for now, just tweet me that you're in."
- A "Click to Tweet" button with a Twitter icon and the text: "I'm down with Business Valentine's Day on Feb. 28 (#BizVDay). Join me + @byReginaTV and show your biz love: byregina.com/brand-stand-out/"
- A link below the button: "click to tweet this and get your friends excited about #BizVDay"
- A paragraph: "Oh, and feel free to release some cool, free stuff for your blog readers and friends for #BizVDay too. I'd love to see what you come up with, so please TWEET ME."
- A section titled "20 Ways to Help Your Brand Stand Out (and Attract the Right People to You)" with a numbered list starting with "1. Create a pretty archive page on your website, or create a 'start here' page to direct first-time visitors to your best stuff."
- A "FOR YOU, MY FRIENDS" section with four resource cards: "BLOG INCOME REPORT", "HOW I STARTED MAKING A FULL-TIME BLOGGING INCOME", "the extra official GUIDE TO LAUNCHING A BLOG ON A BUDGET", and "HOW TO CREATE A STYLE GUIDE FOR YOUR BLOG".
- An Amazon.com logo.

RESOURCE ▶
ClickToTweet.com

WAY #36

Make a style guide for your website and social media.

(4 - 5 HOURS)

Yes, it takes a bit of time to develop your style guide at first. I won't lie. But, it saves you so much time in the future. A style guide is a document (or digital space or poster board on your wall) that contains all your brand fonts, colors, graphic/photo styles, and more. It can even hold guidelines on wording and hashtags you want to use consistently for your brand. Creating a style guide will help you create products, social posts, and resources with less headache.

STEP 1 ▶ Check out the resource below that includes a free template for building your brand's style guide.

STEP 2 ▶ Build it.



RESOURCE ▶
[How to Create a Style Guide for Your Blog or Brand \(plus a free template\)](#)

WAY #37

Create a guest appearance list, and start contacting potential host bloggers/brands.

(1 - 3 HOURS)

Guest appearances (where you or your content are featured on other sites) are great ways for you to meet new audiences, get quality links into your site (which is great for search engine optimization), and find new people to collaborate with.

I recommend creating a list of publications in your industry/niche that are similar in size to yours, ones that are still growing to your level, and publications that are at levels of traffic and audience that you are working toward.

STEP 1 ▶ Create a list of publications that have the types of audience members you want to connect with.

STEP 2 ▶ Figure out the best contact (person) for the publication and any guidelines they have for submitting pitches or content.

STEP 3 ▶ Make sure your website and any links/examples you send to the publication reflect what you want them to, then create your pitches and send them.

BLOGS + PUBLICATIONS TO PITCH		
BLOG OR PUBLICATION	PROPER CONTACT	PITCH IDEAS

TIP ▶

Create your list as a spreadsheet that you can easily modify. Also, here are some **pitch guidelines** and ideas.

WAY #38

Start accepting guest posts.

(1 - 3 HOURS)

Not only can guest appearances (Way #37) increase traffic to your site and help you accomplish your brand goals, but so can guest posts (articles by other authors that you allow on your site). The guest contributor will typically share the post with their audience and friends (more traffic for you) and the content you are getting, if quality, helps you with search engines and with attracting more people and providing a wider range of topics or simply a different viewpoint.

STEP 1 ▶ Decide what types of posts you'll allow people to create as guests.

STEP 2 ▶ Consider creating a page on your site that explains your guidelines and what you need from guest authors. You can also create this information as a standard email you send out to potential collaborators.

STEP 3 ▶ Pitch specific collaborators on your idea and work with them to create a quality experience for your audience and a valuable experience for the guest author.



EXAMPLE ▶

[Mariah Coz](#) wrote the most epic guest post ever for my site.

WAY #39

Clean and organize your email inbox.

(1 - 3 HOURS)

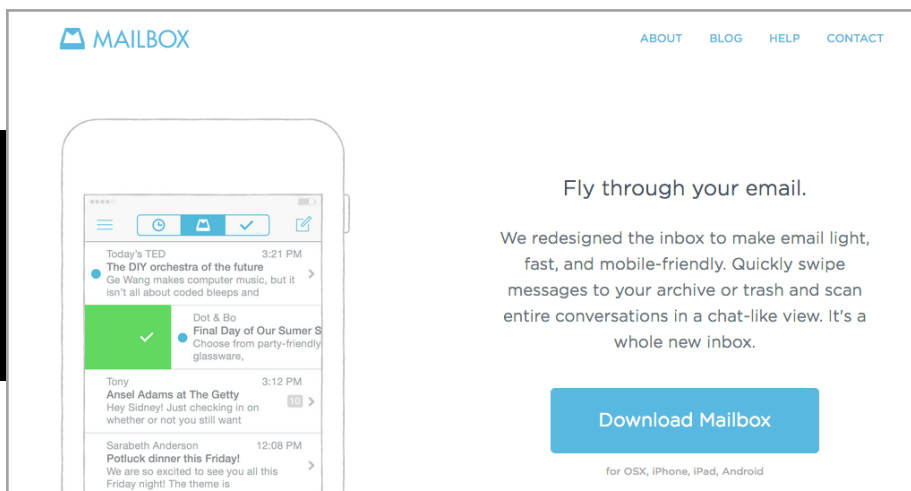
To help you run at your most optimized and least stressed levels, consider spending some time cleaning up your email inbox and organizing your emails and your email process so that you can handle future email loads effectively.

STEP 1 ▶ Create folders that your emails naturally fit into so that you can take care of the content of the email and then delete it, archive it, or file it away in the correct folder, keeping your inbox empty. Try folders such as: Receipts // Clients // Follow up in 1 month, etc.

STEP 2 ▶ Create filters in your email program that will immediately delete or file emails based on the sender, subject line, or keywords.

STEP 3 ▶ Unsubscribe from any newsletters that you don't read.

STEP 4 ▶ Find a mobile app (such as the one below) that you can set to remind you of important emails and that you can easily delete and clean up emails from.



The screenshot shows the Mailbox app interface. At the top, there's a navigation bar with the Mailbox logo and links for ABOUT, BLOG, HELP, and CONTACT. Below the navigation bar, there's a list of emails. The first email is from 'Today's TED' with a subject line 'The DIY orchestra of the future'. The second email is from 'Dot & Bo' with a subject line 'Final Day of Our Summer Sale'. The third email is from 'Tony' with a subject line 'Ansel Adams at The Getty'. The fourth email is from 'Sarabeth Anderson' with a subject line 'Potluck dinner this Friday!'. At the bottom of the screenshot, there's a blue button that says 'Download Mailbox' and a small note 'for OSX, iPhone, iPad, Android'.

RESOURCE ▶
The Mailbox App for
OSX, iPhone, Android,
and iPad is amazing.

WAY #40

Join two communities that make sense for your growth goals.

(1 - 3 HOURS)

Online communities (as well as real life communities in your area) can be some of the best places to interact, share resources, ask questions, and help/encourage people in similar situations or in your ideal audience.

STEP 1 ▶ Search each social media platform you use for communities that you feel will help you with your growth goals. Facebook and Google+ are two really popular platforms for public and private groups.

STEP 2 ▶ Pick at least two communities to join and interact heavily in. If they don't seem to meet your goals, you can try new communities as well.



TIP ▶

If you're at a loss for where to find communities, you can always search for them.

WAY #41

Join a Twitter chat.

(1 HOUR)

Twitter chats are (typically) hour-long discussions on a specific topic. Multiple people across the world can participate in a Twitter chat at the same time to converse with each other and share ideas. During the chat, individuals will use a specific #hashtag in their tweets, so others know the tweet is a part of the chat.

Find Twitter chats (or discussions in other social media communities) that focus on topics you love, or things that can help you learn, or topics that will naturally include a lot of your ideal audience. You will have great conversations, you will gain new followers, you will meet new collaborators, and you will likely even find new customers.

STEP 1 ▶ Search for Twitter chats in your industry. You can literally use a search engine to look for “Twitter chats for _____” or something along those lines. You can also ask around among peers to see what chats others are a part of. One of my favorite chats is below.

STEP 2 ▶ Join in the chat at the specified time. Use a tool such as Hootsuite to view a constant stream of tweets using the chat hashtag. Interact with people, respond, “favorite” tweets, retweet people, thank your host, be charming. You’ve got this.



EXAMPLE ▶

One of my favorite chats is run by [Kayla Hollatz](#).

WAY #42

Record and publish a free video tutorial.

(1 - 3 HOURS)

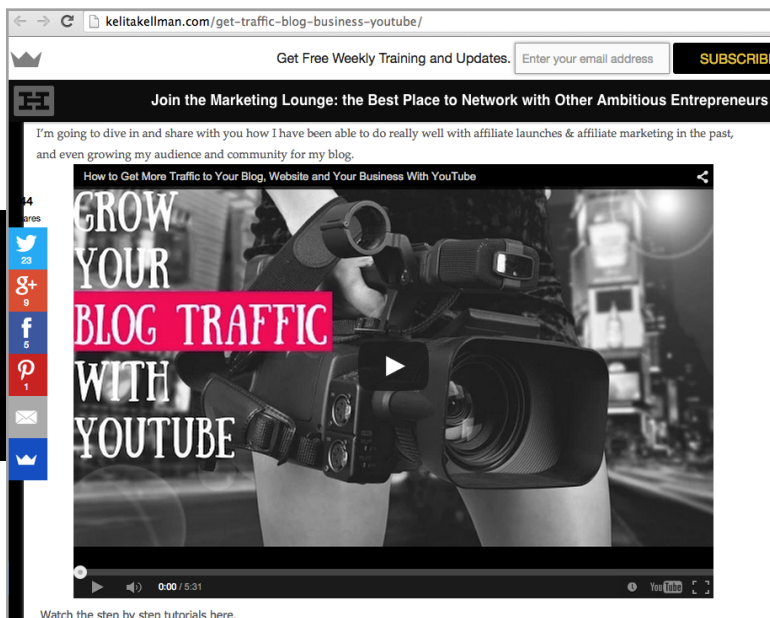
Whether you choose to record a video in which you show someone how to use a physical product, or you record a video of your computer screen/actions (called "screencasting"), try to create a tutorial video that teaches something. If your brand doesn't support that type of content, you can also go for an inspirational message or a challenge to your audience.

STEP 1 ▶ Outline then script the video so you know what you'll be doing and saying.

STEP 2 ▶ Use your web cam, smart phone video app, or handheld camcorder to record footage of yourself; use QuickTime (built into Mac OS X) or [Camtasia](#) to record your screen (for software tutorials or presentations).

STEP 3 ▶ Edit your video with Camtasia, iMovie, or another program of your choice. Consider adding your web address as text over your video at some point.

STEP 4 ▶ Upload your video to YouTube, Vimeo, your website, or embed it in an email or free product for your clients.



EXAMPLE ▶

Kelita Kellman is a big believer in the power of video and makes them frequently.

WAY #43

Do a blog post audit.

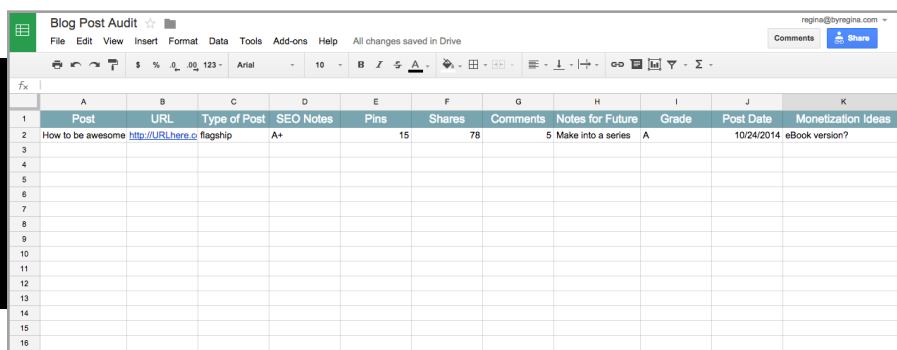
(<1 HOUR PER POST)

Visitors to your site can land on your site for the first time on any given blog post. With the way that shares, and searches, and the Internet in general work, you never know which post will set the first impression of your brand. With that in mind, it's important to audit your posts every so often (every 3 - 12 months, depending on how often your post).

STEP 1 ▶ Use the spreadsheet linked below to record the type of post, the number of shares/comments, any SEO notes/changes, notes for future changes or product ideas, and whether or not the post has been edited, for each post on your site. Read through the post for errors, old links that need to be updated, or affiliate link opportunities you might be missing.

STEP 2 ▶ Record your notes or check off each item on the spreadsheet.

P.S. ▶ If you have a bagillion posts, start with your most popular ones and work your way down to the ones that get the least traffic. You can do your blog audit over several days or weeks instead of all in one sitting.



	A	B	C	D	E	F	G	H	I	J	K
1	Post	URL	Type of Post	SEO Notes	Pins	Shares	Comments	Notes for Future	Grade	Post Date	Monetization Ideas
2	How to be awesome	http://URL.here.o	flagship	A+	15	78	5	Make into a series	A	10/24/2014	eBook version?
3											
4											
5											
6											
7											
8											
9											
10											
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16											

DOWNLOAD ▶
Blog Post Audit
Spreadsheet

WAY #44

Spend a day “Buffering” all your current posts to social media. Use unique phrases, and schedule each post to go out on your SM platforms a few times per month for a year.

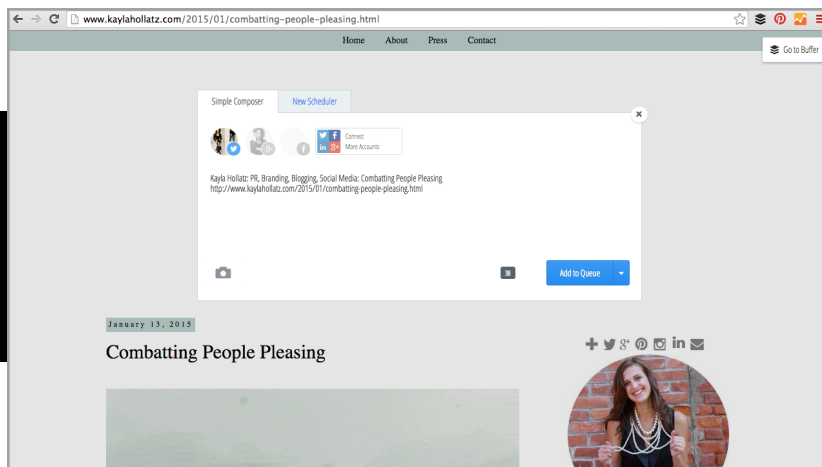
(4 - 5 HOURS)

It's simple to remember to share the post you just published earlier this morning, but what about the 10 posts you published last month, or the 80 posts you published last year, or even the products that you released in your shop a few months ago? Do they get shared regularly?

STEP 1 ▶ Identify the articles and products you want to share.

STEP 2 ▶ Schedule a few tweets per month for each piece of content (using a service like **Buffer**). Schedule a few mentions per year of past posts in Facebook, Google+, and LinkedIn as well.

STEP 3 ▶ Look into apps such as **Tailwind** (for Pinterest) and **TakeOff** (for Instagram) to schedule posts in other important platforms.



TIP ▶ With Buffer installed in your browser, you can add posts to your SM queues with two clicks.

POST: Kayla Hollatz

WAY #45

Audit your brand materials.

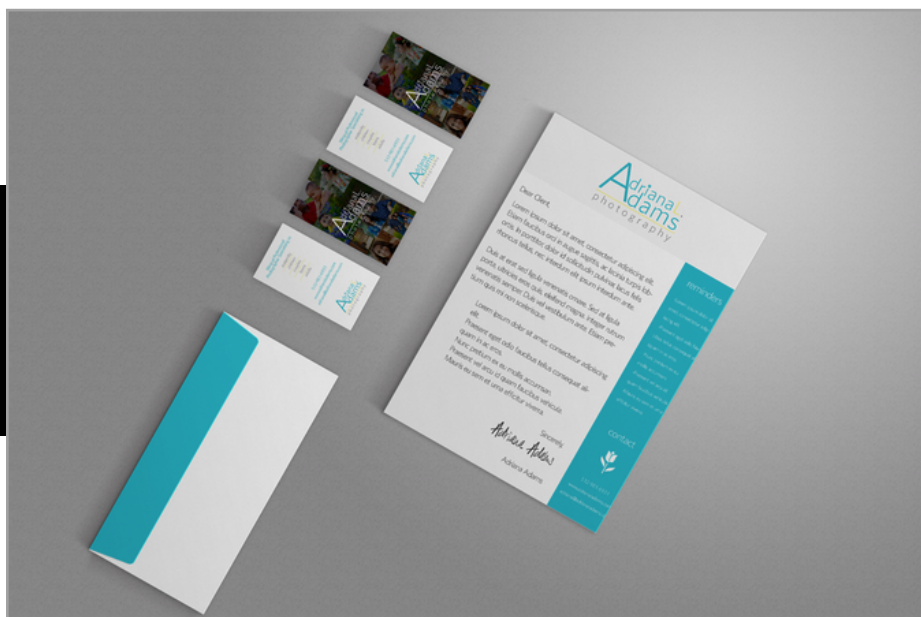
(1 HOUR)

It's important to make sure your brand materials grow with your brand and always reflect you well. Even your business cards, note cards, and brochures/flyers can help you stand out.

STEP 1 ▶ Create a list of all your brand materials (pretty much: anything with your logo, anything a potential client might see) such as business cards, flyers, booklets, look books, note cards, letterhead, labels, envelopes, packaging, PDF templates, invoices, etc.

STEP 2 ▶ Redesign (or work with a designer to modify) anything that doesn't reflect the current brand message (Way #34 in this guide) that you are trying to send.

P.S. ▶ For any printed material that you order, keep in mind that the thickness and feel of the paper, the vibrance of the colors, and the images you choose will all communicate quality (or lack of effort) to the people that come in contact with these items.



EXAMPLE ▶
Design work from the
BMAYS.com portfolio

WAY #46

Create your first digital product.

(5+ HOURS)

I sold my first digital product for \$3. It was an epic feeling to have someone purchase something from me that I created out of an idea. Digital products can be wonderful for you and your brand because you create them once (even though you'll likely want to maintain and update them) and you're able to sell them indefinitely and even package them in different forms (a class, a workshop, etc.).

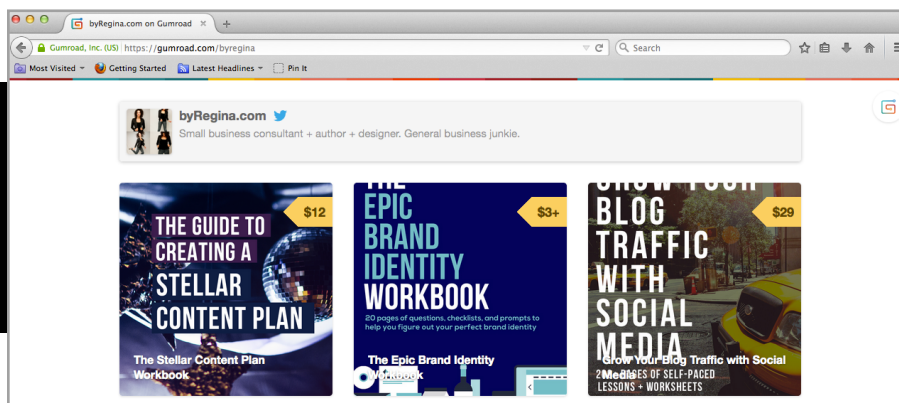
STEP 1 ▶ Brainstorm topics you feel comfortable addressing in a digital product (such as an eBook). Base your topics off of questions you've heard/received, past articles you've written that were well received, etc.

STEP 2 ▶ Pick a topic and then write out (perhaps on separate index cards) the main points or sections of information you want to relay in your product.

STEP 3 ▶ Combine and eliminate ideas until you have a solid content plan. Put your cards in the order you want to present them in, and make an official outline.

STEP 4 ▶ Begin filling in your outline with actual content to create your first product.

P.S. ▶ [Here's a guide to create your first digital product](#) as a weekend project.



TIP ▶

Digital products can be a great way to make a pretty consistent stream of income.

WAY #47

Create a free resource for your email list or website visitors.

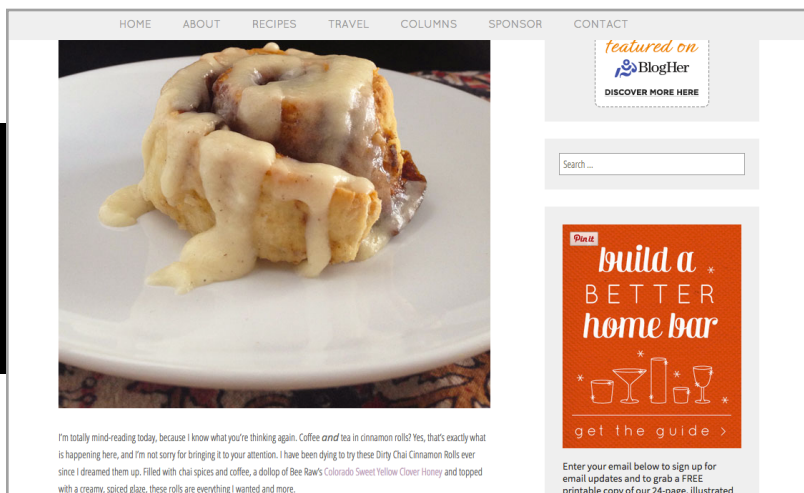
(5+ HOURS)

Use the tips and steps in Way #46 to create a free resource for your email list (or even for your website visitors to download with no obligations). Epic resources will help your brand stand out. I love the 24-page, illustrated booklet (in the sidebar below) that Susannah, of Feast + West, offers to her email subscribers.

We've talked. She told me it took 30+ hours to create this guide. 30 hours for something free. That is definitely the way to stand out my friends.

STEP 1 ▶ Follow the same tips as in Way #46 to create a digital product.

STEP 2 ▶ Use a service like [MailChimp.com](https://mailchimp.com) to deliver your free product to potential clients and readers once they sign up for your list.



EXAMPLE ▶

Feast + West does an amazing job of standing out with this epic home bar guide.

WAY #49

Make sure everything on your site is “share ready” and then actually encourage sharing.

(1 - 3 HOURS)

A huge part of getting found in search engines and standing out online is getting your products and content shared across the web. Make it as simple as possible for people to do that sharing for you.

STEP 1 ▶ Add a sharing plugin/feature to each of your blog posts, articles, products, and pages that you want people to easily be able to share. Note: there may be pages (such as your Contact page) that you don't necessarily need to have share buttons on.

STEP 2 ▶ Encourage sharing by suggesting that people “tweet to share this” with friends, or “pin this for later” so that they'll have it bookmarked for when they want to return to that product or resource.



EXAMPLE ▶
ShaniceCameron.com
uses some really attractive
share buttons with each
post.

WAY #50

Establish a free consultation routine and a way to easily schedule free/paid consultations.

(1 - 3 HOURS)

Consulting and coaching can get old really fast when you have to send 10 emails back and forth for each meeting, or when you or a client misses a meeting because of a communication error, or when you mix up your time zones, etc. To help your brand stand out, (1) set up a routine where you give away free consultations to first-time customers once a month or so, and (2) find software, such as **Calendly** (below), to help you schedule appointments in a hassle-free manner.

STEP 1 ▶ Decide how often (and at what times) you are available for free and paid consultations.

STEP 2 ▶ Name your packages or consultation types (ex: Brainstorming Sesh, Personal Branding Workshop, etc.).

STEP 3 ▶ Create a calendar that people are easily able to choose dates from and confirm.

P.S. ▶ With Calendly, you can set up a custom and easy-to-remember URL that you can send out to people via email, social media, etc. when they want to schedule time with you.

The screenshot shows the Calendly interface for scheduling a consultation. The title is 'Pick Date & Time' for 'Bespoke Planning with Regina Anaejionu'. Below the title, it states: 'If you are currently doing Bespoke Brand or Blog Planning with me, then these 30 - 45 minute sessions are for you.' The interface shows a calendar for the week of Feb 27 to Mar 13, 2015. The time zone is set to 'Central Time - US & Canada' and the current time is 1:14 AM. The calendar grid shows the number of available start times for each day and time slot (AM and PM).

	Fri Feb 27	Mon Mar 2	Wed Mar 4	Fri Mar 6	Mon Mar 9	Wed Mar 11	Fri Mar 13
AM	2 start times	0 start times	4 start times	2 start times	0 start times	4 start times	2 start times
PM	10 start times	7 start times	9 start times	10 start times	7 start times	9 start times	10 start times

RESOURCE ▶
Calendly for the win.

WAY #51

Make sure your business is listed in all the applicable free directories online.

(1 - 3 HOURS)

Especially if you operate a physical location of your business, it's important to get listed in all the places online that people might search for or see your business.

STEP 1 ▶ Create a listing on [Yelp](#), [Google My Business](#), and [Bing Places for Business](#).

STEP 2 ▶ Search for any additional directories or niche-specific directories (ex: [Urbandispatch](#)).

STEP 3 ▶ Add images, applicable links, information, and specials that allow your brand to get discovered and stand out.



TIP ▶

Most of these sites allow customers to rank and review your business, which can be amazing for you.

WAY #52

Use the power of social search.

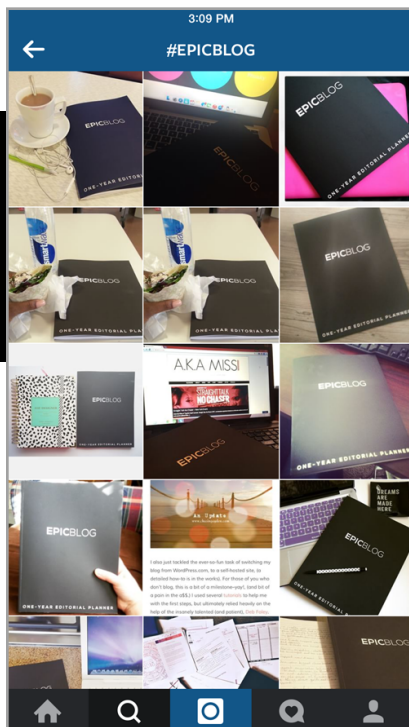
(<| HOURZ)

Use the search feature in Twitter and other online platforms to find potential contacts and to discover what people are saying about you and your products.

STEP 1 ▶ Determine five key phrases and five common hashtags people in your ideal audience might be using on Twitter and other platforms (ex: I used to search the phrase “I need to start my own business” when I was a business consultant).

STEP 2 ▶ Conduct the searches above regularly or add them in as a constantly updated stream in a tool like [Hootsuite](#). Do the same process for people using your name, your brand name, your website URL, or your product names/hashtags in social media.

STEP 3 ▶ Thank people saying nice things about you, support customers who’ve purchased your products, and engage genuinely with people talking about things you can help with.



TIP ▶ Creating hashtags for your products or ideas makes it simple to interact with people using them and spreading your brand.

WAY #53

Check your site out (along with your site's checkout process) on a mobile device.

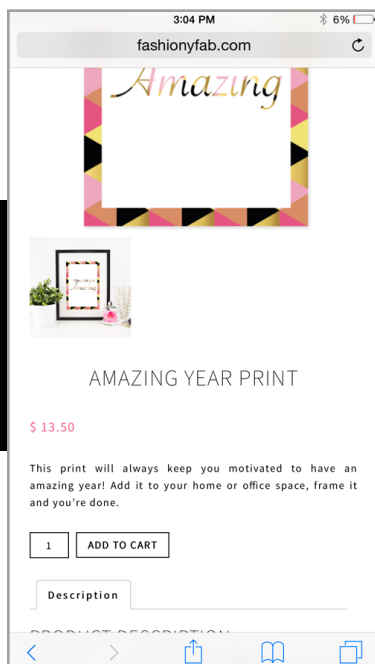
<1 HOUR

If you want people to buy from you, or simply use your website regularly without frustration, it's important to test out how it functions. Use your site on multiple web browsers and devices.

STEP 1 ▶ Determine whether or not it's simple to find all necessary options and menu items to navigate through your site successfully.

STEP 2 ▶ Go through the process of adding an item to your cart and trying out the checkout process as much as you can.

STEP 3 ▶ Work with a developer (or modify your theme settings/code if you know how) to create a seamless site and checkout experience.



QUESTION ▶

Do your items appear as beautiful and useful on a mobile device? How can you improve the look of your content or products on phones and tablets?

PRINTABLE: FashionyFab.com

WAY #54

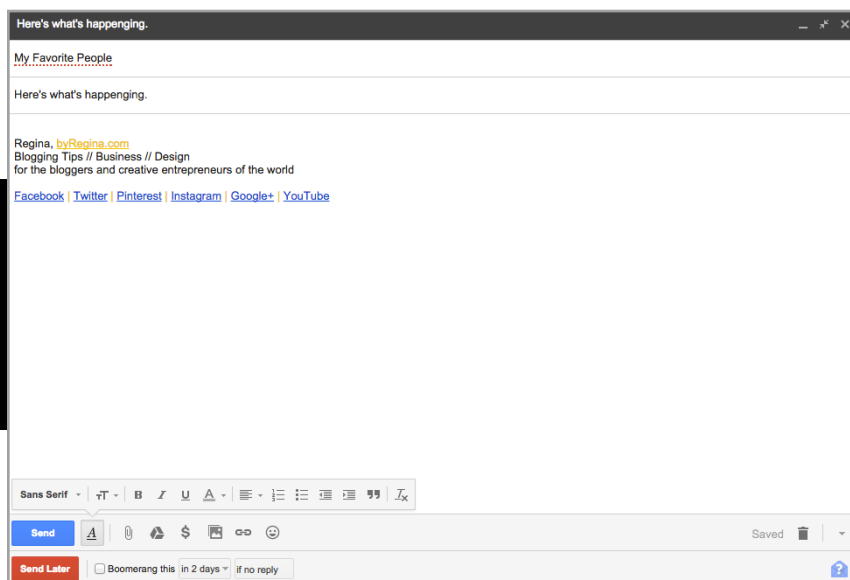
Email your top ten supporters (out of your friends and family) to let them know what you're up to.

(<| HOURZ)

Identify five to ten key people in your real life who are very supportive or invested in your endeavors and who want your brand to succeed. Send them personalized, individual emails and let them know what you're up to, why it's important to you, and how they can support you.

STEP 1 ▶ Construct emails that inquire after the individual, explain your brand clearly (Way #34), help your friends understand why what you do is important, and give your supporters actionable tips on how to support you if they wish.

STEP 2 ▶ Consider being specific but brief in the "how to help me" portion of your email (or Facebook message or handwritten letter—however you choose to send it). It's wise to let people know that "likes" on Facebook, retweets, blog comments, and shares help your brand and your content be seen by more people. Most people who don't own their own brand won't know exactly how to help, and for your friends who do own brands, your request will serve as a reminder of what's most important to you.



TIP ▶ Don't try to do this entrepreneurship thing alone if you don't have to. Ask for help. Make it specific.

WAY #55

Do a cohesion check of your online presence.

(<1 HOUR)

Remember that one time you visited a brand's Facebook page, blog, Twitter profile, YouTube channel, and Instagram account, but you couldn't tell it was all the same brand because they used different fonts, image styles, descriptions, and profile photos? Yeah. That was confusing and weird. Don't be that brand.

STEP 1 ▶ Pull up all your online accounts/platforms in separate tabs of your browser.

STEP 2 ▶ Check to see if your profile photos/logos, cover photos, graphics and fonts, descriptions, links, and other styles seem to belong to the same brand.

STEP 3 ▶ Modify any items that don't have the distinct feel of your brand.



EXAMPLE ▶
The Kentucky Gent =
is a men's blogger with a
cohesive online presence.

WAY #56

Create a packaging theme for your physical products.

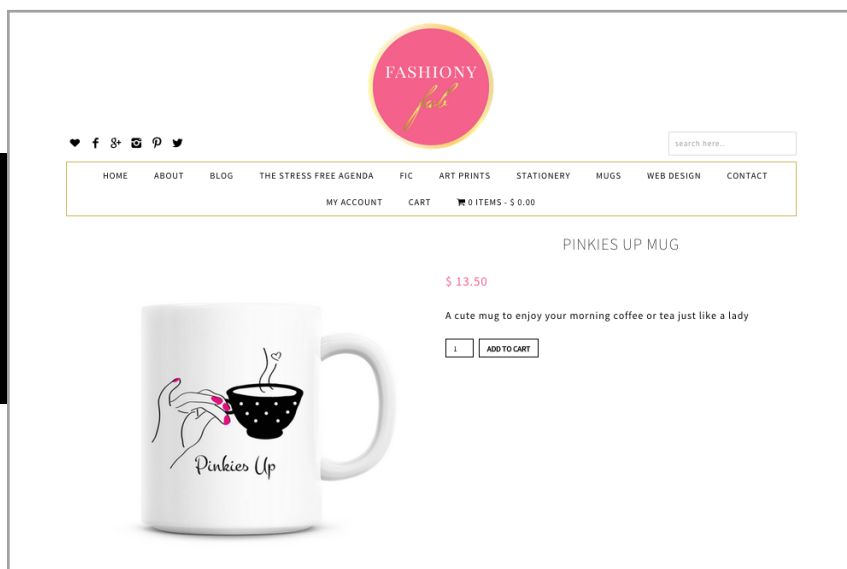
(1 - 3 HOURS)

If you sell physical products that you ship out, you have multiple opportunities to amaze your customer (the service you provide after they place the order, the shipping speed, the product's packaging, the instructions + extra information you provide with the package, the product itself, your follow-up after the product is in use for a bit, etc.). Wherever possible, create themes or custom packaging for your items that help your brand stand out.

STEP 1 ▶ Decide on the box or envelope your item will ship in. Is it possible to do custom printing on the item? Can you add labels that include your logo or other brand elements?

STEP 2 ▶ Decide what customers will first see when they open the box or envelope. Is there another box inside? Is there tissue paper? Ribbon? A handwritten note? An extra surprise with their order?

STEP 3 ▶ Repeat this process each time you develop new items to ship out. Try to keep some consistent elements with all your shipments so that customers who order multiple items from you, will come to love, expect, and get excited about your packaging themes.



TIP ▶

Each time you create a physical product, think of packaging that will extend your branding and theme.

MUG: FashionyFab.com

WAY #57

Create a content plan for the next three to six months.

(1 - 3 HOURS)

Creating a plan for your content will help you seem focused and be more effective with your online presence and brand. Whether you release resources, articles, or blog posts as your main type of content, take some time to make a plan for the next three to six months.

STEP 1 ▶ Assign a theme (ex: Spring Cleaning for Your Business) or a goal (ex: two epic/long posts and two list posts) to each month. Record them in your planner/calendar of choice.

STEP 2 ▶ Brainstorm content ideas that match each theme. Record each idea under the applicable theme/goal.

STEP 3 ▶ Pick ideas for each month to fill into your editorial calendar (whether you keep a digital copy or a physical one). Place your ideas in an order that will be logical and helpful to your audience. Try to always brainstorm a few more ideas than you actually need. You can roll the extras over to a different month, use them to replace ideas that you end up not liking, or use them for other types of content (emails, products, etc.).



RESOURCE ▶

You can use Google Calendar, **the EpicBlog planner**, a regular planner, or whatever works for you.

WAY #58

Add product development to your content plan.

(1 - 3 HOURS)

It's super hard (like mystical-magical level hard) to create and sell products that you don't take the time to plan and develop. And *hello, hello*, there's probably no better place to add in the planning and creation time necessary than the content calendar that you just made (Way #57).

STEP 1 ▶ Bust out some index cards, sticky notes, or small sheets of paper, plus a pen or pencil (and an optional, shiny gold stapler), and brainstorm product ideas that will tie in naturally with the themes or goals you developed in Way #57.

STEP 2 ▶ Take the ideas you really love and add them to your content brainstorming area in the same planner you used for Way #57.

STEP 3 ▶ Add in product release dates (and your product development time) to your calendar as well.



TIP ▶ Product planning after post planning should give you several ideas for related content that will be simple to promote from your posts, articles, and resources.

WAY #59

Create an editorial calendar for your social media, especially when you release new products or collaborations.

(1 - 3 HOURS)

Create a detailed plan for the use of your social media when you have product releases, important content releases, or collaborations and special events happening.

STEP 1 ▶ Create a spreadsheet like the one linked below (or find an organized method in your planner) to record social media content plans for each platform you use.

STEP 2 ▶ Review your document for consistency across all platforms (not that you should post the exact same update in all platforms).

Day/Week	Blog	Email List	Twitter	Pinterest	Facebook	Instagram	Google+	LinkedIn	YouTube
Friday, Oct 3	Post: How to Create a Killer Community on Your Blog Other: Respond to all comments	Create: A draft of Monday's email	Tweet: Link to post with a hint of the free download	Create: Custom pin for post Pin: To "Business Tips" board	Post: My top 3 tips from my post with a link to the blog	Post: A blog post preview image Other: Find people using the hashtag #InSoBusiness	Post: Some expanded thoughts on, and a link to, my blog post Other: Re-share one thing from my "Awesome" circle	Connect: Send two invitations to connect Update: My portfolio with a link to my new resource guide	Other: Comment on 5 other bloggers' videos
Saturday, Oct 4	Audit: Remove posts that don't fit with rebrand	Create: Custom image for Monday's email	Tweet: Custom image of Monday's email and a link to signup list	Other: Repin recipes from 5 of my followers' boards	Post: My inspirational quote (about taking time to recharge)	Post: My inspirational quote (about taking time to recharge) as an image per my style guide	Post: An update asking people to share their favorite weekend reads with me	Other: Plan who I will connect with next week	Plan: The "How to Create Community" Quick Tips Video

TIP ▶ Using a **spreadsheet** layout can help you do a consistency check.

WAY #60

**Send an unexpected email to five past clients.
Set reminders to do this at least once per month.**

.....

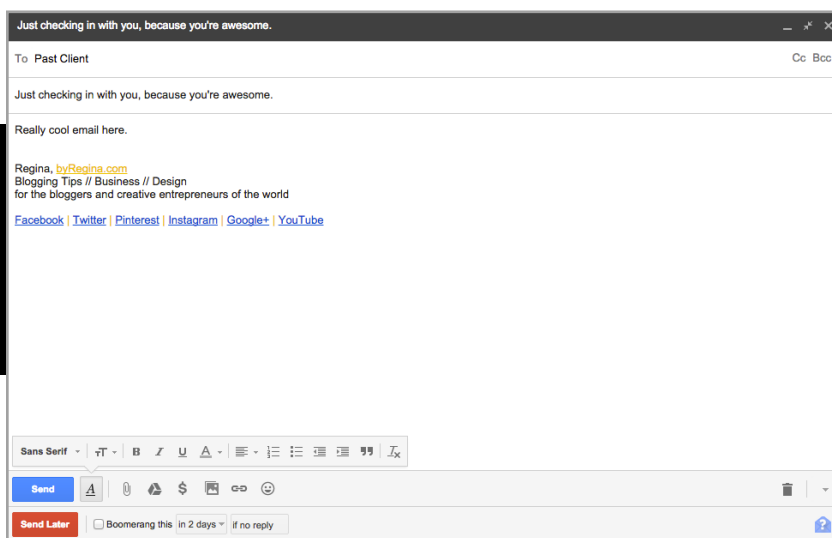
(<| HOURZ)

Establish a system of unexpectedly and delightfully checking in on past clients. If email is too serious for you, try Twitter or Google+, wherever you know your audience members are.

STEP 1 ▶ Identify five people to contact this month. Make the message light, educational, and non-salesy.

STEP 2 ▶ Inquire about your client's current status/goals, share any resources you think may be relevant, and re-thank them for their former business.

STEP 3 ▶ Schedule in times in your master calendar (Way #63 in this eBook) to contact new clients just to be nice.



TIP ▶
Email is great, but use the platform that makes most sense for your audience and for the type of contact you are making.

WAY #61

Create a monthly business budget.

Identify three areas where you can save money.

(<1 HOUR)

Whether you're super ~~nerd~~ normal and love budgeting, or budgeting is your least favorite thing in the business world, it's important to understand how much money you need to spend for your business each month. Otherwise, we'll just walk around thinking we know what our businesses are costing us, but in reality we could be saving money or making better decisions.

STEP 1 ▶ Grab the spreadsheet linked below and add in any categories that are missing for your business. Look through recent receipts, emailed receipts, and bank/card statements to make sure you're not forgetting any expenses that you incur for your business.

STEP 2 ▶ Add in the projected expense amount.

STEP 3 ▶ As expenses occur, add in the actual expense amount. (As in: You may have budgeted \$45 for office supplies, but only spent \$23 that month.)

STEP 4 ▶ Identify three areas (if possible) where you can save money. Can you downgrade your plan? Use a different service? Call and check for better rates (insurance, phone plan, etc.)?

	A	B	C	D	E	F	G	H	I
1	Item/Vendor	Projected Expense	Actual Expense	Date Paid					
2	Internet								
3	Phone								
4	Website hosting								
5	MailChimp								
6	Buffer								
7	Subcontractor pay								
8	Advertising								
9	PayPal fees								
10	Bank fees								
11	Creative Cloud software								
12	Books and education								
13	Mailing supplies and postage								
14	Office supplies								
15	Insurance								
16	Parking fees								
17	Travel								
18	Membership fees								
19									
20									
21									
22									

DOWNLOAD ▶
Make a copy of this
monthly budget
spreadsheet to get started.

WAY #62

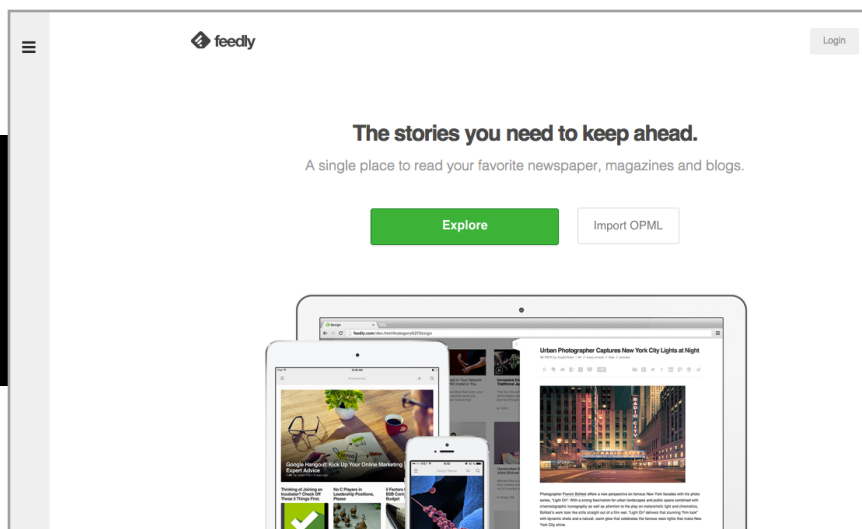
Find some sources of inspiration in your niche and outside of your niche.

(1 - 3 HOURS)

Staying inspired and informed can be essential to running your brand. Search through your existing social media contacts, real life contacts, blog contacts, and then through search engines, communities, or blog directories for other brands that inspire you (both in your industry and outside of your industry).

STEP 1 ▶ Sign up for an account with **Feedly** or **Bloglovin'** and load the URLs or requested information of the sources of inspiration you identified.

STEP 2 ▶ Check in regularly with the account you created to see all the recent website content (articles and blog posts) updates from these sources.



RESOURCE ▶

Feedly.com is a great tool for keeping track of all your favorite blogs and online magazines in one place.

WAY #63

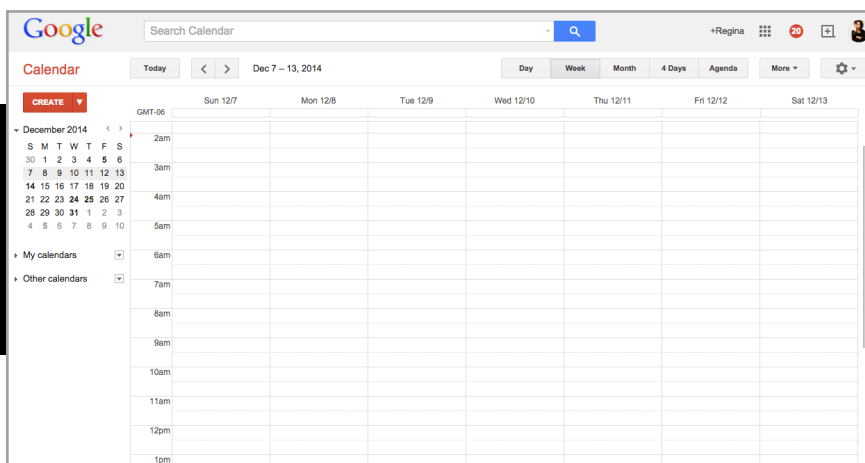
Create your own master calendars for business maintenance and other important tasks.

(1 - 3 HOURS)

Instead of just winging it with your schedule, consider sitting down for a session in which you develop master calendars for your brand/business. Instead of creating a task/reminder for one particular thing you need to do (ex: post a quote to your Instagram profile or update all your social media accounts in general on Tuesday the 28th of April), master calendars are set up by the day of the week, the day/date of the month, or the time of day. Examples: Every Monday you create social media graphics, or on the third Thursday of the month you host a Twitter chat, or every day at 11 a.m. you record all your business expenses and income, etc. Your master calendar is something you can look at (and set up reoccurring reminders for) to get an overall picture of what you need to do each day/week/month for your business.

STEP 1 ▶ Think through four separate things: (1) tasks you want/need to complete each day, (2) tasks you want/need to complete on a certain day of the week, (3) tasks that you need to complete on a certain *date* of the month (ex: taxes being due on the 20th of a month), and (4) tasks to be done on a certain *day* of the month (ex: first Sunday).

STEP 2 ▶ Record the tasks in your calendar or print off master calendars that you can look at each day and pull the necessary items from.



TIP ▶ Though digital calendars can be super useful, use the type that's best for you (even if it's pen and paper).

WAY #64

Read a business book that inspires you.
Then read a non-business book that inspires you.

(5+ HOURS)

ABL, my friends. ABL—always be learnin'. Grab some books (physical or digital) that you can read from your phone during lulls or waiting times, during specified reading times, or on trips/commutes. I recommend getting books that help you learn your craft even more, books that help you run a business, and books that are simply funny or entertaining to you.

STEP 1 ▶ Read.

STEP 2 ▶ Read more. Maybe even put a reading plan in place.

STEP 3 ▶ Consider sharing the great books you read in a post or on a resource page on your site. Want to possibly make some money from that page? Include affiliate links with a program such as [Amazon Associates](#).

The image shows a screenshot of a blog post. The main content area has a yellow header with the text "10 BOOKS EVERY ASPIRING BLOGGER SHOULD READ". Below this, there are several book covers displayed, including "Blog inc", "Creative Confidence", "Manage Your Day-to-Day", "A Beautiful Mess", and "Perfect Happen". The sidebar on the right features a profile for "TNC GRAPHIC DESIGN STUDIO" with a "VISIT" button, social media icons, and a "SUBSCRIBE VIA EMAIL" button. The sidebar also mentions "75M+ followers" and "www.tncdesign.com".

RESOURCE ▶
The Nectar Collective
featured a list of 10
books every aspiring
blogger should read.

WAY #65

Host a giveaway.

(5+ HOURS)

Whether you decide to give away your own products/services, or gift cards to specific stores, or stuff you buy from Amazon.com, or items that other people donate to you or pitch in for, hosting giveaways can be amazing ways to show your audience you love them (and to get traffic back to your site).

STEP 1 ▶ Decide what type of giveaway you'd like to do and can afford to do (both \$\$ and time are at stake here). If you want to involve collaborators, pitch your idea.

STEP 2 ▶ Pick a timeframe for planning, then for promoting, and then for actually running your giveaway.

STEP 3 ▶ Gather all your giveaway items and continue to promote your giveaway while it's live.

The screenshot shows a blog page with a navigation menu on the left: HOME, ABOUT, THE BLOGS, GIVEAWAYS, THINGS WE LOVE, SHARE THE LOVE, CONTACT. The main content area features three photos of women. Below the photos is a headline: "18 Unique, Must-Have Holiday Gift Ideas for Men & Women // Pssst. I'm giving away ALL of them!". To the right is a "SUBSCRIBE BY EMAIL" form with the text "Enter your email address:" and a "Subscribe" button. Below the headline is an "UPDATE" section with text: "UPDATE // As of 12:01 AM PST on 12/11/14 this giveaway is now CLOSED and all 18 winners have been contacted via email as of 11:45 AM PST. That being said - PLEASE keep reading and check out all of these". To the right of the update are images of a candle, sunglasses, and a large gold bow with the number "78" and the text "UNIQUE. MUST-HAVE". At the bottom right is a "SPONSORS" section with two boxes: "YOUR Shop HERE" and "YOUR Blog HERE".

EXAMPLE ▶

My friend Deidre, over at WifeMomSuperwoman.com, hosts some of the most epic giveaways ever.

WAY #66

Make a list of the business goals you want to accomplish in six months, then in a year, and send some emails to your future self using FutureMe.org.

.....

(1 - 3 HOURS)

If you're afraid (as I am sometimes) of getting all journal-y, but you see the therapeutic value and fun in releasing and realizing your thoughts and fears, then try a service like **FutureMe.org**, which allows you to construct emails to yourself (with image attachments even) that you receive at a date in the future that you specify.

STEP 1 ▶ Write down goals, desires, accomplishments, fears, dreams, and even daily recaps in your emails to yourself.

STEP 2 ▶ Make a habit of sending yourself emails 3, 6, 9, and 12 months in the future to document your brand process and to encourage and congratulate yourself.

The screenshot shows the FutureMe.org website interface. At the top, there's a navigation bar with 'Write a Letter' selected, and other options like 'Read Public Letters', 'What?', 'Props', and 'Support Us!'. There's also a search bar for 'public letters'. The main content area is titled 'Write a letter to your future self'. It includes a 'To:' field with 'Your e-mail', a 'Subject:' field with 'A letter from January 11th, 2015', and a 'Your Letter:' text area with 'Dear FutureMe,'. Below the text area, there are options for 'Deliver on:' (Jan 11, 2016), 'Make this letter:' (Private selected, Public but anonymous unselected), and 'Add a picture?' (No, thanks). A 'Send to the Future!' button is at the bottom, with a note '(after verifying your email)'. On the right side of the form, there are two promotional banners: one for 'LeadPages' offering 40% off, and another for 'Teacher, consultant or coach?' offering a custom version of FutureMe.org.

SERIOUSLY ▶
Try out FutureMe.org; you'll thank yourself for taking the time.

WAY #67

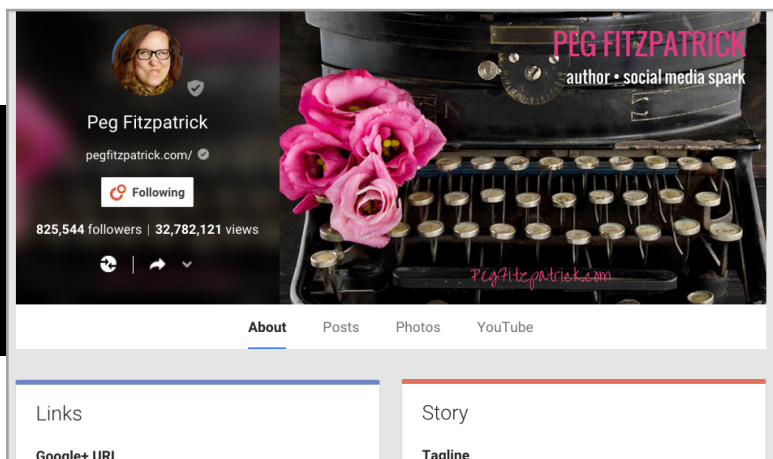
Do a design + function audit of your social media accounts.

(1 - 3 HOURS)

Not only do you want to check for brand consistency with your social media platforms, but you want to verify that each account functions as it should for your brand.

STEP 1 ▶ Answer: What is your purpose on each platform? If a platform exists primarily to lead traffic back to your site, then the links and content on that platform should reflect that. If you're using a platform as its own unique place to create original content, then you'll want it to function well for keeping people there (as in: you'll want to give your audience the direction and options they need within the platform).

STEP 2 ▶ Add links, apps, or advanced features (per platform) based on your goals. Most platforms give you the ability to link to your site and to other social media accounts, but some platforms allow you to add additional apps (like email list signups in Facebook) or options/information (like a detailed "Story" section in Google+).



EXAMPLE ▶

Peg Fitzpatrick does a great job with consistency and making sure all necessary links and information are in each platform.

WAY #68

Batch create some quotes/sayings as graphics.

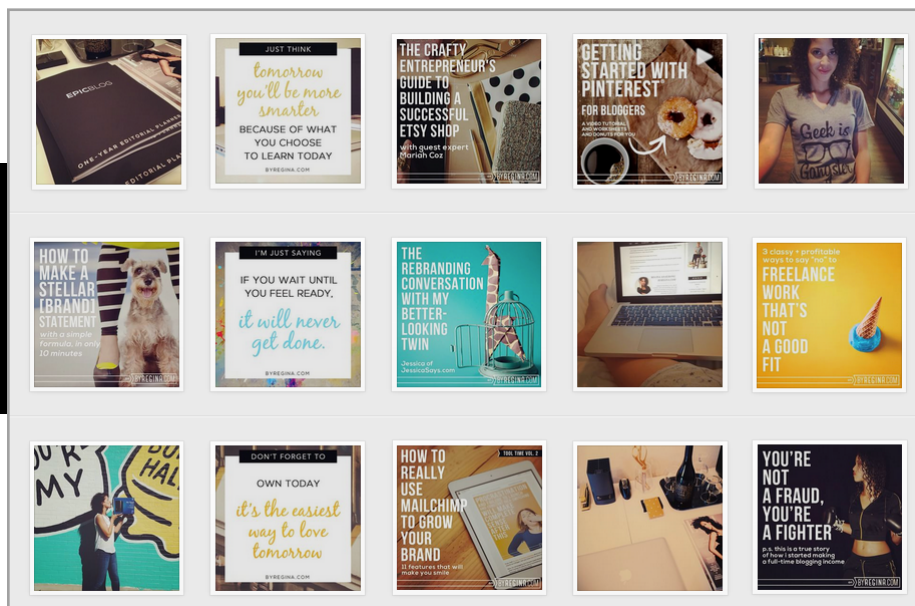
(1 - 3 HOURS)

Now that you have templates for your social media graphics (Way #32 in this guide), actually spend some time creating multiple graphics ahead of time. This way, you'll always have something to share on social media (instead of leaving your accounts inactive for several days just because you didn't release a new product or blog post in that time).

STEP 1 ▶ Create a document where you can store quote/saying ideas and tips that you want to share with your audience as graphics.

STEP 2 ▶ Pull a week's worth (or a month's worth) of content from that list and create all your graphics at once.

STEP 3 ▶ Schedule the promotion of your items in the social media scheduling app of your choice (**Buffer**, **Hootsuite**, or even **TakeOff**—for Instagram).



TIP ▶ Having quotes ready to go means you won't ever be without something meaningful to share.

WAY #69

Take a workcation.

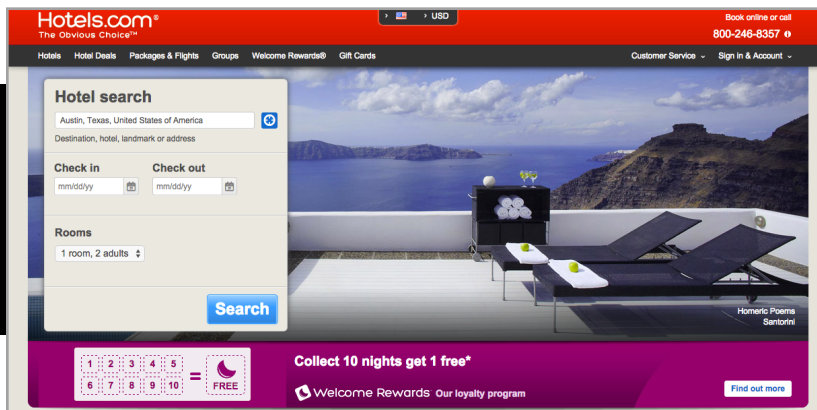
(1 - 3 DAYS)

It's like a vacation, but you get to do important work you love. Or, you can think of it as working, but trying to create a vacation-like atmosphere for yourself. On workcations, you can take care of some of the business maintenance and cleansing you need to do (auditing your content, fixing your website, tax prep) or you can work on fun projects (digital products, client work, brainstorming sessions, collaborations, etc.).

STEP 1 ▶ Schedule a time (whether a few hours or a few days) where you can devote the majority of your time to your business.

STEP 2 ▶ Decide on a specific project or set of tasks you'd like to accomplish.

STEP 3 ▶ Pick a location (such as your home, or a hotel, or a friend's house while you're housesitting) from which you can work.



SERIOUSLY ▶ Create a "hotel at home" atmosphere or even head to an actual hotel if possible to just enjoy your business and work.

WAY #70

Try creating and running a social media ad.

(1 - 3 HOURS)

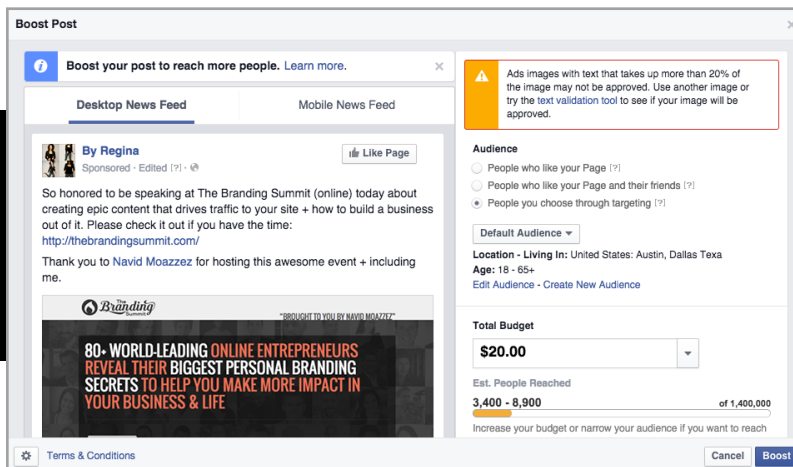
I'm a huge believer in finding the least expensive (or completely free) ways to get something off the ground and to keep it running. You may or may not have noticed that the majority of the WAYS in this guide (to help your brand stand out) are ideas that don't cost you any money.

However, when you're first starting out, really trying to build a following, or trying to promote something specific, running an ad campaign or paying to promote your content can be an excellent idea.

STEP 1 ▶ Research the top three social media platforms your audience uses and look into their ad programs and benefits. See how targeted you can make the ads (in terms of demographics and interests) and the range of budgets you can set.

STEP 2 ▶ Create an ad/promotion in one or two platforms at a time. Try to make it a manageable amount for you so that you can check the analytics of how effective each campaign is. Only repeat the promotions that work well; tweak anything that doesn't work.

STEP 3 ▶ Remember to add your branding and personality to any ads you run, so that they will be maximally effective for your brand.



TIP ▶

In Facebook you can create a custom ad or just pay to give a post a "boost" >> which means it will be seen by more people.

WAY #71

Create a free gifts schedule for your email list.

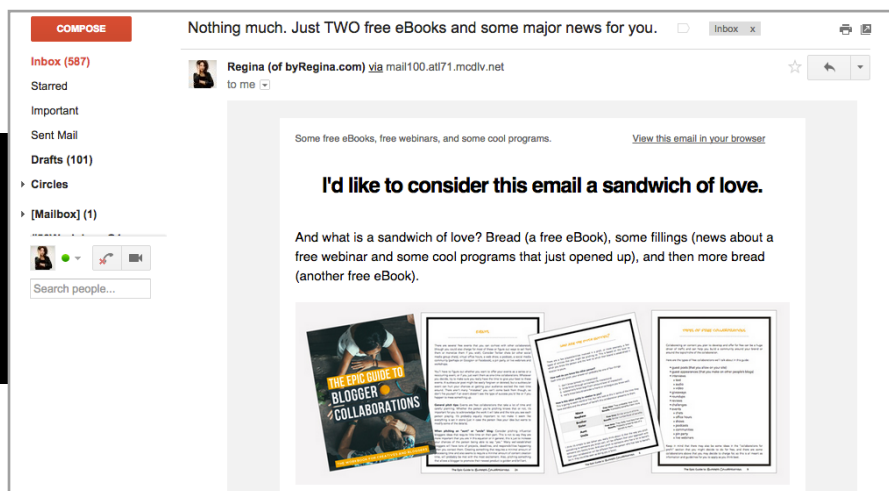
(1 - 3 HOURS)

It's a beautiful thing to have actual, real life people subscribe to your email list. It's like a huge sign of support, a virtual hug, and an epic high-five all at once. You may have enticed your subscribers with a free download or a discount, or your subscribers may have signed up solely because they love you, either way, keep the party going by regularly surprising your fans with awesome stuff. I recommend special access to things, free gifts, discounts, and some well thought out words and resources.

STEP 1 ▶ Look over your content schedule for the next six months.

STEP 2 ▶ Plan out a freebie or surprise for every other month or every single month.

STEP 3 ▶ Be awesome.



TIP ▶
Try to make a habit of treating your greatest supporters really well.

WAY #72

Create some longer content.

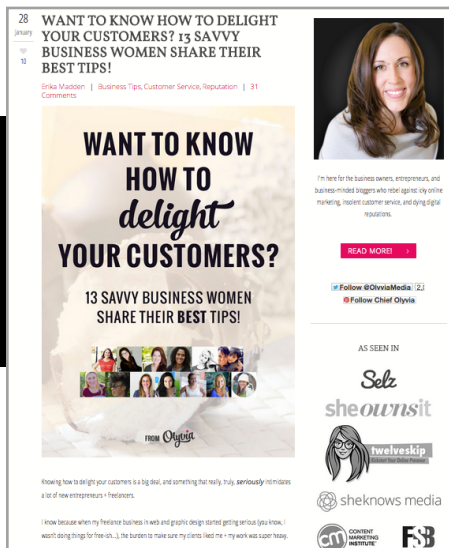
(4 - 5+ HOURS EACH TIME)

Content that is 1,800+ words and contains quality information is getting a lot of love from search engines these days. Search engines are designed to return results that humans will enjoy and find useful, and for many topics we humans want more than 400 words—we want enough information to really teach us how to do something or answer our questions fully.

And since people “scan read” or browse, longer content can give you more places to catch someone’s attention and draw them in (headings, images, bulleted lists that look valuable, quotes, etc.). Longer content doesn’t necessarily mean people will ignore your site just because they feel it would take too long to read. Plus, many people will love you for it. You don’t have to create each article/post/page as a long resource, but it helps to mix longer pieces in.

STEP 1 ▶ Think of resources and blog posts you can create that will allow you to go a bit longer than normal. List out several options to choose from.

STEP 2 ▶ Pick and develop one longer piece this month. Then try to incorporate one or two per month as a part of your long-term strategy.



EXAMPLE ▶

Erika, of olyvia.co, does an amazing job of creating posts that are long, useful, and authentic.

WAY #73

Enable pingbacks and then keep track.

(<| HOURZ)

When you publish a post on your site, and another publication/blogger links to that post from one of their own, you will get a “pingback” which is a notification that tracks back to your site and lets you know that someone else has linked to your post. As a WordPress user, you can get emails whenever a pingback occurs, but they will also typically show up on your post under the comments (see below) if you have pingbacks/trackbacks enabled.

STEP 1 ▶ Make sure you have pingbacks/trackbacks enabled on your site’s content. In the WordPress CMS, you navigate to a post, find the “Discussion” menu (which you may have to expand under the “Screen Options” in the top right), and make sure “Allow trackbacks and pingbacks on this page” is selected. By default, it should be.

STEP 2 ▶ When you receive these notifications, head to the other person’s blog or the brand’s website and check out what they’re saying about you. If at all possible, you don’t want to miss the opportunity to thank people who are spending their time and website space saying nice things about you and sharing your resources.

TRACKBACKS

[...] out Regina’s insanely helpful post, top 15 creative business tools she uses as an [...]

[...] need tools to run your business. Regina shares her favourite tools in 15 categories like email list management, design, accounting, and [...]

[...] 36. Top 15 Creative Business Tools I Use As An Infopreneur [...]

[...] *poof* it’s time to pick up the kids from school and your work time has vanished. There are many tools bloggers can enlist to help stay on track and get the most [...]

[...] *poof* it’s time to pick up the kids from school and your work time has vanished. There are many tools bloggers can enlist to help stay on track and get the most [...]

NOTE ▶

Pingbacks are the quickest and simplest way to know who is linking to you from around the web.

WAY #75

Gather testimonials and tweet testimonials.

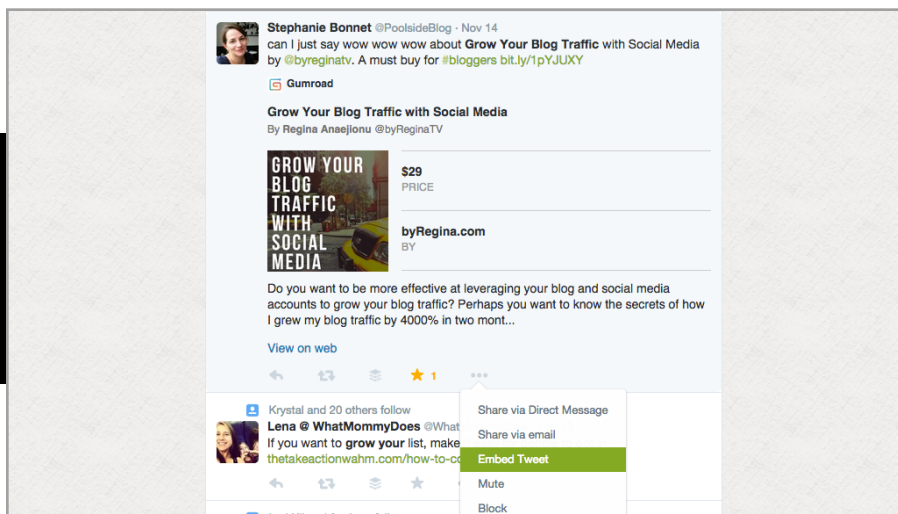
(1 - 3 HOURS)

Here's the deal: I love you (bunches), but those other people who don't know you yet, sometimes it helps them make up their minds about you when they see what other people are saying about you. The easiest way for you to take control of this situation is to ask some people to provide you with quotes you can use for this purpose.

There are two options I love for this: (1) sending personalized requests to past clients or fans of your work, and (2) taking tweets and embedding them in your site (this is like irrefutable proof that people love you—an embedded tweet links directly back to the original tweet on Twitter—there's really no question of whether or not the person ever said those exact words).

STEP 1 ▶ Search for your name, website name, URL, product names, and hashtags on Twitter and Instagram regularly. If you find something you'd like to use, ask for permission to include it in your post/page (though if someone said something in their public profile that the whole world can see, they probably don't mind if you use it).

STEP 2 ▶ Embed tweets onto product pages/posts, a Testimonials page, or wherever you deem appropriate.

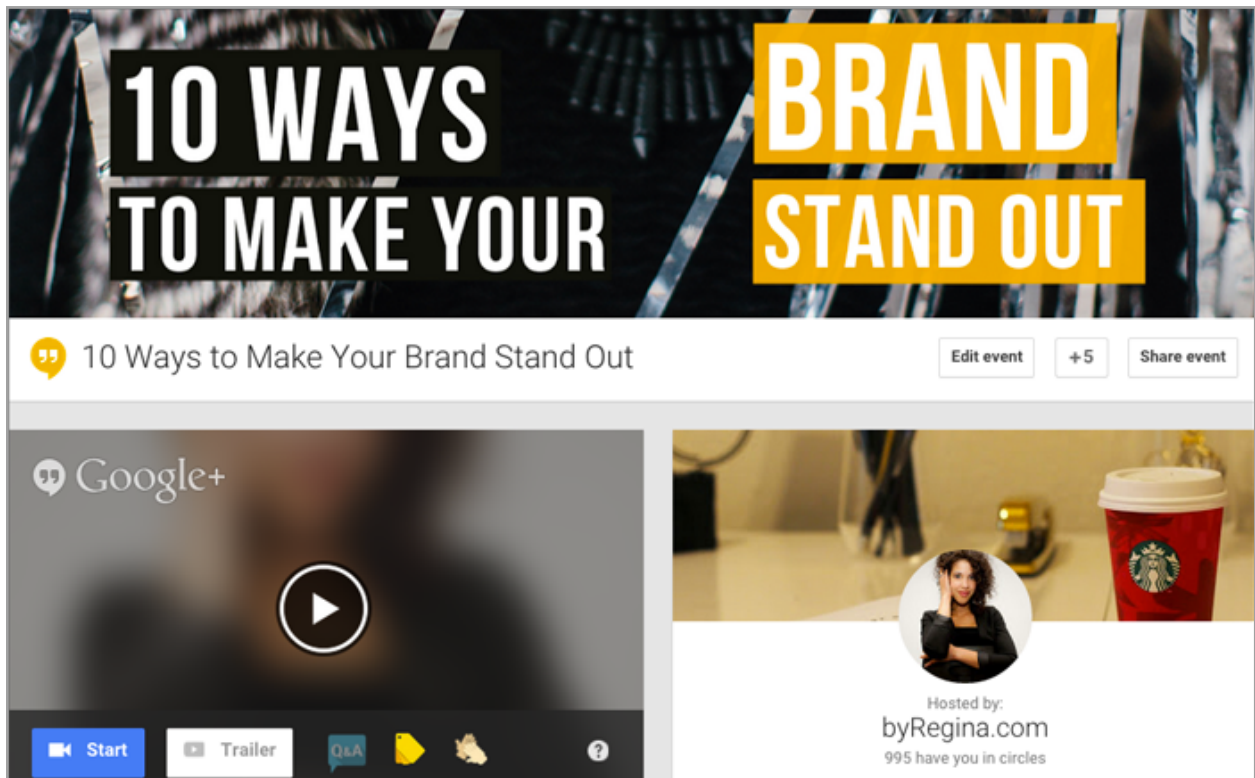


TIP ▶ Expand the options on a tweet you like then press "Embed Tweet" for the code you need.

OUTTZO

Cover Photo: Kristen Curette
Cover Design + Doc Design: byRegina.com
All other photos: (c) owner is noted near photo

P.S. Check out the free webinar where I share my 10 favorite ways to make your brand stand out and answer a few questions from some awesome bloggers and brand owners: [HERE](#).



10 WAYS TO MAKE YOUR BRAND STAND OUT

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