

Nicheology Affiliate Marketing Academy

Lesson #9

How To Get New L.E.A.D.S.TM To Your BLog

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Introduction

As I mentioned earlier, there are many ways to use ezine articles to generate traffic and get sales for virtually any product or service you want to promote.

Today we're going to examine one of them: *creating a "community blog post"*.

How To Get New L.E.A.D.S.™ To Your Blog

I've used the acronym "LEADS" to explain each of the five core components of this powerful formula...

- L - Leverage
- E - Example
- A - Architect
- D - Develop
- S - Solicit

Let's take a closer look at each of them.

The L.E.A.D.S.™ Formula

L – LEVERAGE.

The first thing I want to do is explain the concept behind a *"community blog post"*. I've labeled this as "leverage" in the formula simply because that's exactly what it is.

DEFINITION: According to Dictionary.com, leverage is "strategic advantage; power to act effectively." It goes on in its definition to say, "the use of credit or borrowed funds to improve one's speculative capacity and increase the rate of return from an investment, as in buying securities on margin."

Combining these two thoughts you get exactly what I'm talking about here:

***Strategically "borrowing" the assets of others
to produce a larger gain for all involved.***

Let me explain this concept of leveraging as it relates to the *"community blog post"*.

In a nutshell, here's what you're gonna do...

Write a "best of" ezine article that links to one great post from 7-10 different blogs and then get each of the blog owners to post the article on their blog.

Let's break that down into workable chunks...

→ WRITE A "BEST OF" EZINE ARTICLE THAT LINKS TO ONE GREAT POST.

I'm going to give you an actual example article below to show you what this kind of article "looks" like, but for now let me quickly describe it. The idea is simple: you look for really good posts at blogs related to the topic of your own. When you find a quality post, you list it in the article, referencing the name of the post, the author and the direct link to the post.

→ FROM 7-10 DIFFERENT BLOGS.

You identify only ONE great post per blog. Look for 7-10 different blogs with great posts overall. Each post you'd like to link to in your article should be related to the same topic as your own blog. Of course, don't forget to include a link to a great post at YOUR OWN BLOG.

→ GET EACH OF THE BLOG OWNERS TO POST THE ARTICLE ON THEIR BLOG.

After assembling the article, you contact all of those you've featured in the article and convince them to post the article at their blog as a "guest post".

Again, I'll show you a real life example in the next section.

So, what is gained from this? What is the benefit? The benefit is free traffic for every single one of you.

If you create a "best of" article with links to posts at ten different blogs, each of you stands to gain this...

Free exposure on nine other blogs!

Do you see how that works? Each of you posts the article to your blog, each of

you gets a link back to a specific post at your own blog. It's a winner for everyone involved.

It's a "community blog post". It's a post that highlights great existing posts from yourself and others. And it mutually benefits all of those who participate.

So, let's talk about what "kind" of article to write. First up, an example...

The L.E.A.D.S.™ Formula

E - EXAMPLE.

Before I give you ideas for creating your own article (believe me, I'm gonna make this super simple for you as we make our way through this lesson!), I'd like to show you a "real" example of an actual article created using this formula.

Here it is...

----- Begin Article -----

189 Internet Marketing Tips, Tactics and Techniques
By Jimmy D. Brown of <http://www.JimmyBrown.com>

Have you ever wished someone would do all of the "research" for you so you could just cut to the chase? I know I have. There have been many times I'd like to not waste hours of my life sifting through low-quality articles and blog posts to find the occasional gem.

If only someone else had written this article for me to read a long time ago. ☺ Fortunately, I'm gonna save you the trouble of getting double vision from staring at your computer screen trying to find some good internet marketing reads.

Below you'll find some great "tips based" blog posts that are filled with meaty ideas. Some of these authors you've probably heard of, some you might not have heard of. All deserve to be included for providing some golden nuggets in their content.

10 Ways To Make \$10K Per Month
By Jimmy D. Brown
<http://www.jimmybrown.com/10-ways-to-make-10k/>

27 Ways To Get Your Blog Readers To Comment

By Nicole Dean

<http://nicoleonthenet.com/2008/blog-readers-commen/>

11 Steps To Getting More Blog Traffic

By Alice Seba

<http://www.internetmarketingsweetie.com/blog/blog-traffic>

21 Ways to Add More Subscribers

By Terry Dean

<http://www.terrydean.org/21-ways-to-add-more-subscribers/>

10 Free Ways To Drive Traffic To A Brand New Website

By Lynn Terry

<http://www.clicknewz.com/633/traffic-tips-for-new-sites/>

100 Free Blogging Tips

By Carrie Lauth

<http://carrielauth.com/blog/free-100-top-blogging-tips/>

5 Simple Ways To Increase Click Through Rates

By Zac Johnson

<http://zacjohnson.com/5-simple-ways-to-increase-click-through-rates/>

5 Simple Steps To Effectively Promote Your Affiliate Products

By Paula Brett

<http://paula-brett.com/blog/5-simple-steps-to-effectively-promote-your-affiliate-products/>

----- Begin Article -----

That's a great article in anyone's books. And, it's also an article that WILL get some attention at blogs. I mean, come on: **"189 Internet Marketing Tips, Tactics and Techniques"** is the title! That just screams for you to take a closer look, doesn't it?

So, people WILL view the article. At every site it's posted on. And, in turn, they'll click thru and visit the blogs listed. Everyone goes home happy.

NOTE: Do you see now why I said "anyone" can write this kind of article? It's basically an introductory paragraph with links to other people's great posts. Seriously, my eight year old could

write this article. There's really no excuse not to put this formula into action. Immediately.

So, what about YOUR "community blog post"? Let's identify some simple concepts you can use to create your own similar article to share.

The L.E.A.D.S.™ Formula

A – ARCHITECT.

You probably didn't know it, but you're an architect. Well, you'll soon become an architect. That is, if you are smart and put this formula to use. ☺

DEFINITION: According to Dictionary.com, the verb form of architect means, "to plan, organize or structure". Example, "the house is well architected".

You are going to "architect" this "community blog post" article. Yes, you. (Then you can go around and when your friends ask you what you do for a living you can say "I'm an architect". ☺)

Let me give you three basic "structures" you can use in planning and organizing your article using this formula...

1) The "List" Structure. In this structure you simply look for articles that all include multiple "list entries" in their titles. They can include: tips, ways, strategies, ideas, tactics, techniques, principles, steps, resources, answers, lessons, blueprints, etc. The example article I mentioned earlier is structured in this manner. The real driving point of this structure is the "bulk" showcased in the title in terms of quantity. These kinds of articles will always get attention. Here are some example titles that you can modify for your own use...

- ➔ 189 Internet Marketing Tips, Tactics And Techniques
- ➔ 77 Ways To Lose Weight Fast And Keep It Off For Good
- ➔ 250 Of The Best Ideas Ever For Homeschooling Families
- ➔ 100 Things Every Blogger Should Know And Do To Make Money

2) The "Articles" Structure. In this structure you wouldn't necessarily need to identify "multiple" ways to do something in the title. In the previous structure identifying blog posts with "bulk" was required in order to get a large number to assign in the title of the post. But, there are many quality

posts out there that don't have "multiple ways" to do something. (Ex. "How To Potty Train A Toddler", "The Real Secret To Boosting Metabolism" and "Finding Brand New Items At 85% Off Using Google" are great articles, but they don't have any numerical punch to them.) In this structure you'd simply compile great articles related to a singular topic. Here are some example titles that you can modify for your own use...

- ➔ Top Ten "How To" Articles For Increasing Affiliate Income
- ➔ The Best Of The Web's Discount Travel Articles
- ➔ 7 Essential Articles Every New Parent Should Read
- ➔ My Favorite Inspirational Articles Of All Time

3) The "System" Structure. The final structure that I want to mention is the most time-intensive of the three, but can likewise be very good at generating results. The idea is to find, organize and list blog posts that walk the reader through a process. This would be a tutorial style article that is very "how to" in the overall organization of the blog post listings. Here are some examples...

- ➔ How To Setup Your Own Internet Business. You might include articles that systematically walk the reader through the process of starting a business by referencing an article on these subjects: registering a domain, setting up hosting, creating a product, building a list, driving traffic to a site, etc.
- ➔ How To Lose Weight Fast And Keep It Off. You might include articles that systematically walk the reader through the process of getting in shape by referencing an article on these subjects: ways to cut calories, ways to boost metabolism, ideas for eating out healthfully, simple exercises, walking for weight loss, etc.
- ➔ How To Get Started With Homeschooling. You might include articles that systematically walk the reader through the process of becoming a homeschooler by referencing an article on these subjects: determining if homeschooling is right for you, choosing curriculum, setting up a schedule, getting involved in a support group, field trip ideas, etc.

It really doesn't matter which of these options you choose. Just go with the one that appeals to you most, or the one that will be easiest for YOU to setup.

One more thing I want to mention before I move on...

***You can be as "general" or "specific" as you want
in the overall topic of your "community blog post"***

In other words, you could be broad or narrow in your scope...

- ⇒ *Internet marketing. (General)*
- ⇒ *Affiliate marketing. (Specific)*
- ⇒ *Affiliate blogging. (Precise)*

This works with virtually any market...

- ⇒ *Weight loss. (General)*
- ⇒ *Cutting Calories. (Specific)*
- ⇒ *Cutting Calories By Making Substitutions. (Precise)*

When you consider all of the options, you can actually repeat the process over and over again during the coming months and even years ahead. (More on this in a bit.)

That brings us to the next component of the formula...

The L.E.A.D.S.™ Formula

D – DEVELOP.

By now you're probably fairly excited about getting this formula into action. But, there is also likely a question that has popped into your mind...

***Where can I find quality posts to reference
in my "community blog post" ezine article?***

I could just read your mind. ☺

I'll be completely honest with you, this is the only "time-consuming" part of the strategy. It will take some surfing the web to find these high quality posts to mention in your article.

BUT...

When you consider that finding these posts is the only thing you really have to do

in order to create the article, it's worth the investment. In other words, there isn't much "writing" to be done. It's more of a project that requires "assembling". You are basically putting together a list of great posts.

The writing will take about 3 minutes. The research will take from 30-90 minutes depending upon...

- How you go about doing it, (some of the methods below are faster)
- Which type of article you create, ("tips" is much easier format to put together than "system") and
- The specific topic you choose. (some topics have more existing content written about them than others)

That said, let me quickly give you four ways to find blog posts to include in your article...

1) Google blog search. You can begin by searching the blog post database at Google. It's a good starting place. Search in similar ways that you would at their main site by using phrases like "how to", "ways to", "tips", etc. in combination with words and phrases related to your topic. (Ex. "weight loss tips", "ways to lose weight", "how to lose weight", etc.) You can access their search utility at <http://blogsearch.google.com/>.

2) Blog directories. This will take a bit more time, but another option is to search the major blog directories for blogs related to your topic. Then, simply visit those blogs and browse their post archives for potential messages to link to in your article. Several of the blog directories include <http://www.blogcatalog.com/>, <http://www.bloggeries.com/> and <http://www.bloghub.com/>. You can find even more by searching Google.com.

3) Referrals. By far the easiest method of finding blog posts to reference in your article is to simply "ask" for referrals. Whether you send out a mailing to your list, ask trusted friends and associates "in the know" or post a request to your favorite forum, you'll often yield exactly what you're looking for by asking around. (Ex. "Hey guys, I'm putting together a blog post with the "best of" posts about affiliate marketing. If you know of a great blog posts about affiliate marketing – or if you're written one yourself – please reply back and let me know where to read it.)

4) Outsourcing. Maybe I spoke too soon. I guess the "easiest" method is simply to get someone else to do it! If you've got twenty to thirty bucks to budget for the project you can likely hire a researcher at Elance.com or another outsourcing site to find these great posts for you. Again, be specific in explaining what you're looking for and put them to work doing the searching for you.

Before we move on, I do want to mention one more thing. If possible, look for blogs that appear to be similar in size to each other.

In other words, if you're putting together a "golf" article and Tiger Woods has a blog (I don't know if he does or doesn't), then it probably won't be helpful to highlight one of his posts. Why not? Because he's probably not gonna post the article on his article ... he's "too big" for this kind of project.

While I don't want to dissuade you from attempting to get a major partner to join in, you'll probably have a lot more success attracting people to participate if most of you have similar amount of traffic to your blogs.

After putting your article together, it's simply a matter of getting those you've highlighted to agree to participate in your project...

The L.E.A.D.S.™ Formula
S – SOLICIT.

Once you have the post written, go ahead and post it to your site so you can show people that you've done YOUR part in linking to them.

➔ *Then, it's simply a matter of contacting the author of the posts you've highlighted in the article and asking them to participate.*

Most people will have some sort of contact information available at their blog, so search for it and use it for making the initial contact with them.

Below you'll find a sample contact email that I use for this formula. Please do NOT simply copy and paste it and use it as your own, otherwise people are gonna start getting these "cookie cutter" requests and the process won't work as well.

Simply use it as a model for your own communication. Adapt it as appropriate and

necessary to fit your own unique needs...

----- Sample Contact -----

Hey Nicole,

Jimmy D. Brown here. Love your blog, girl! Seriously, I like what you've done at Nicoleonthenet.com. In fact, I like it so much that I'd like to send some extra readers your way if ya don't mind.

I've put together an article entitled "189 Internet Marketing Tips, Tactics And Techniques" (I've included it below) in which I've featured one of your articles as recommended reading.

The one I mentioned was "27 Ways To Get Your Blog Readers To Comment"

If you look at the article below you'll find that I put together a sort of "best of" collection of great blog posts like yours. What I'd like to do is get each of us to post the article at our blogs.

That way, we all get exposure from each other's existing readers as well as some search engine value through the links on each other's sites.

It's already posted at my blog at <http://www.JimmyBrown.com> and I already have commitments from others.

What do you think? Will you post the article to your site, maybe sometime this week?

Please do let me know. And, again, great post!

Best regards,
Jimmy D. Brown

----- Sample Contact -----

So, that's how you create a "community blog post". And that's how you get new "l.e.a.d.s." to your own blog!

Note: I mentioned this earlier, but it warrants repeating. You'll need your own quality blog post to reference in this ezine article. Be sure to create an attention-grabbing TITLE for this article so when people read the "community blog post" yours will stand out.

And don't forget to use this ezine article in OTHER WAYS as well such as submitting it to ezine article directories. It's multi-purpose! 😊