

99 Problems, But
Content Ain't One

Copyright

Getting Traffic

Open Graph

SEO

Engagement

Site Performance

Design

ROI



Username

Password

Remember Me

Log In

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Username

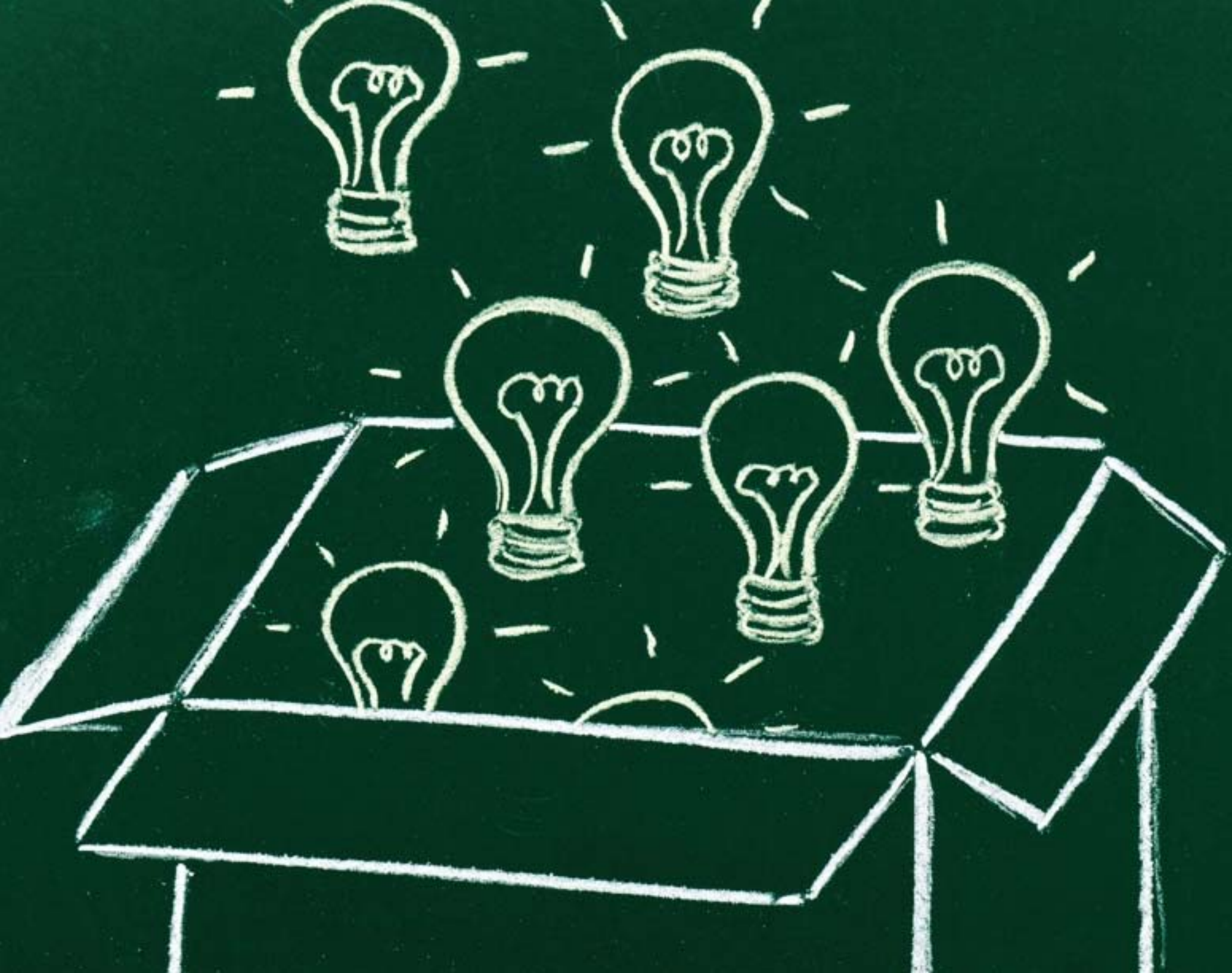
Password

Remember Me

Log In

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"I can't publish enough."

"I'm out of blog ideas."

I need to post more frequently.

"My blog just isn't performing."

"I need more traffic."



STOP



11100111010101010101010101010101
01010101010101010101010101010101

```
IDEAL
MODEL SMALL
STACK 100h
DATA SEG
HW DB "Danger"
CODE SEG
Begin
MOV AX, @data
MOV DS, AX
MOV DX, OFFSET HW
MOV AH, 09h
INT 21h
MOV AX, 4C00h
INT 21h
END Begin
```

```
MOV AX, 50h
XOR SI, SI
OF 77 0005 B3700F
OF 77 0005 8E08
OF 77 0005 B409
```

```
MOV AX, 1234h
PUSH AX
MOV AH, 09
INT 21h
POP AX
```

```
model small
stack
data
message db "Connecting"
```

```
01010100010101010101010101010101
010101001111
01010100100
010111010000
010101010100
1010101010
01110101110
010011
```

```
MOV AX, 977h
MOV DS, AX
MOV AH, 09
INT 21h
POP AX
```

```
1 D 30 1E
2 C 40 28
3 D 50 32
4 E 60 3C
5 F 70 46
6 80 50
7 90 5A
8 100 64
9 110 68
10 120 74
11 130 78
12 140 84
```

```
01010111
01010101010101010101010101010101
0101
0101
01010101010101010101010101010101
01010101010101010101010101010101
011001010100010110
```

"Danger" DB
CODE SEG
Begin
MOV AX, @data
MOV DS, AX
MOV DX, OFFSET HW
MOV AH, 09h
INT 21h
MOV AX, 4C00h
INT 21h
END Begin

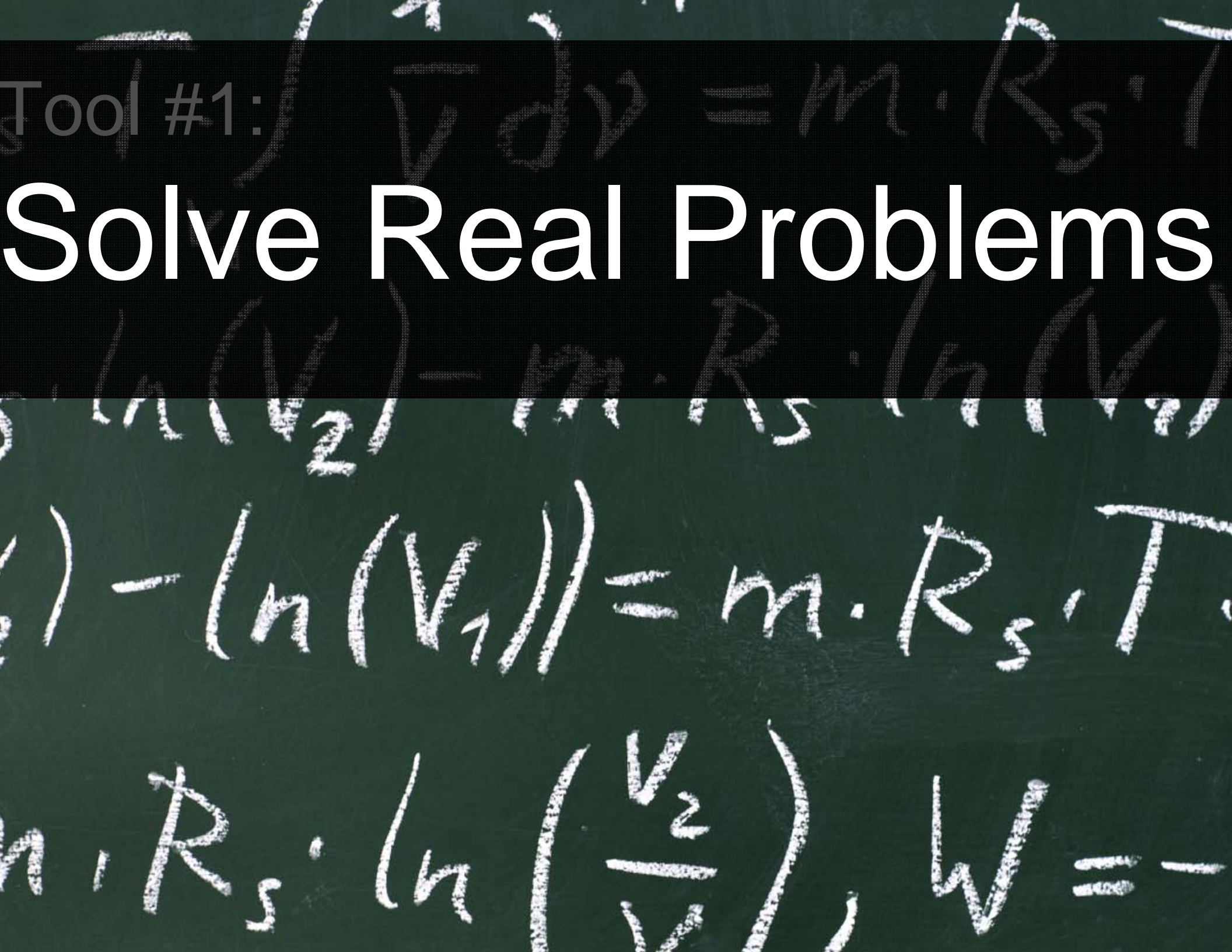
MOV AX, 50h
XOR SI, SI
OF 77 0005 B3700F
OF 77 0005 8E08
OF 77 0005 B409

MOV AX, 1234h
PUSH AX
MOV AH, 09
INT 21h
POP AX

model small
stack
data
message db "Connecting"

Tool #1:

Solve Real Problems



A close-up photograph of a hand holding a sieve. The sieve is positioned over a bowl, and a dark, textured material is being sifted through it. The background is dark and out of focus.

Tool #2:

Curate Other People's Content



Tool #3:

Share Your Own Experiences



A stack of credit cards is shown in the background, slightly out of focus. The cards are layered, with an American Express card on top, followed by a Visa card, and a Mastercard below it. The cards are set against a dark, textured background.

Tool #4:

Create Content for Your Customer Lifecycle.

Tool #5:

React to Current Events



Tool #6:

Be Controversial



A person with their arms raised in a crowd, wearing a dark top, against a dark background with a halftone pattern.

Tool #7:

Feature Customers & Other People





Tool #8:

Recycle & Reuse High-Performing Content

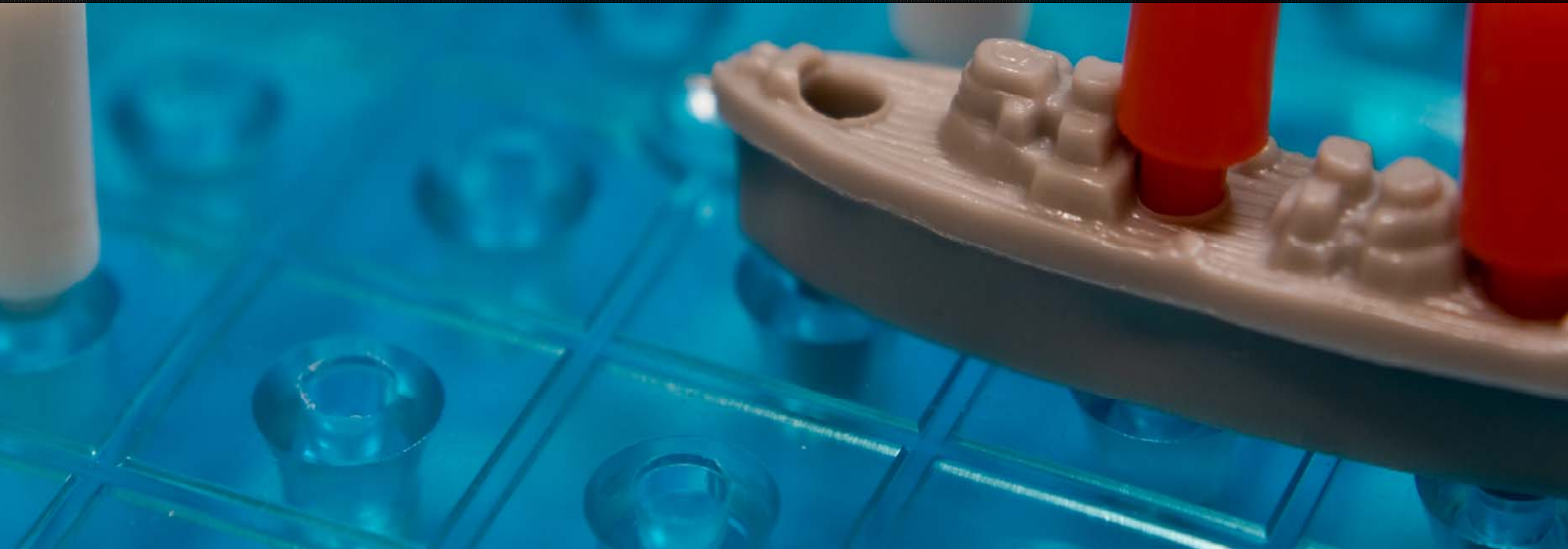
Tool #9:

Have a Perspective & Share It



Tool #10:

Engage Your Competitors



Tool #11:

Use Content Aggregators

Reddit

Techmem

HackerNew

Feedly

Alltop

Pinterest

Twitter

Facebook

Customer Ser

Don't:

- Steal other people's stuff
- Hit Publish too soon
- Lack substance
- Lose your voice
- Ignore your customers
- Not take risks

Most issues with blogging involve
idea creation and execution.

Don't let your blog's past haunt you.
You own your blog; it doesn't own you.

Questions?

Get in touch

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- Blogs: blog.joemanna.com
blog.infusionsoft.com

Photo Credits

- Slides 5-12, 14: iStockPhoto.com
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