

# Business Considerations to Guest Blogging

# Here's what we'll cover

- Find the sites your target customers read.
- Pick topics that capture your target customers' attention and lead them closer to buying.
- Structure posts to support your business.
- Create freebies that lead people closer to buying.
- Improve your landing pages.
- Track results with “business precision.”
- Build and leverage relationships with influencers.

# 2 assumptions

- You know your target customers.
- You know your value proposition = the best reasons for your target customers to be interested in you/your business and to buy what you sell.

# Find the sites your target customers read

- Big industry sites
  - Does a site serve people with the right skill level?
  - Do they focus on questions your customers have?
  - Do they focus on problems/goals that are related to what you sell?

# Find the sites your target customers read

- Magazines and their websites
  - Industry magazines
  - Association magazines (can lead to speaking at their events)
  - Profession-specific magazines

# Find the sites your target customers read

- Magazines and their websites
  - Excellent opportunities if you target a specific industry or profession.
  - Consider if the decision makers you're after read the magazine.

# Find the sites your target customers read

- Smaller industry sites
  - Often just not well established, so not worth the effort
  - Sometimes focused on specific topics or audiences, which can be a huge opportunity for you
  - Often marginally easier/faster to write for

# Find the sites your target customers read

- Experts with audiences
  - Leads are comparatively “warm”
  - Very specific focuses (=audiences)
  - Can reach people you couldn’t otherwise reach
  - Excellent opportunities for relationship building



# Pick topics that attract your customers

Your goal is to lead the readers from where they are now to buying what you sell.

# Pick topics that attract your customers

1. List out the prominent thoughts they have that relate to your products and services.
  - Your goal is to sell them something, so don't pick topics that can't be easily connected to thoughts that lead to buying from you.
  - Even if a topic relates to your industry, it's not necessarily related to the problems you solve and the goals you enable.

# Pick topics that attract your customers

1. List out the prominent thoughts they have that relate to your products and services.
  - What are the problems your target customers have that they struggle to solve?
  - Narrow the selection down to the ones you specifically can help with.
  - People get easily the wrong idea of what you do, so don't mislead them by helping them with things you don't sell.

# Pick topics that attract your customers

1. List out the prominent thoughts they have that relate to your products and services.
  - What are the goals your target customers really want to reach but struggle to get to?
  - Narrow the selection down to the ones you specifically can help with.
  - People get easily the wrong idea of what you do, so don't mislead them by helping them with things you don't sell.

# Pick topics that attract your customers

Your goal is to lead the readers from where they are now to buying what you sell.

So, start with what they're already thinking.

# Pick topics that attract your customers

## 2. Consider your value proposition.

- Your guest post is often the first touchpoint, so its effect on how people see you is exaggerated because they have nothing to compare it to.
- Don't write about topics you can't clearly tie in with the best reasons for your target customers to notice you and buy from you.
- For example, if durability has nothing to do with your value proposition, don't write about it.

# Pick topics that attract your customers

## 3. Consider your freebie(s).

- You want people to join your list right after reading your post. And they do that to get your freebie.
- If you can't make getting the freebie the most natural step after reading your post, few people will want it enough to get it.
- At the end of your post, readers should think, "I should do [blank] right now." And your freebie should give them a way to do it.



# Support your business with structures

Use a structure that leads to the right implications.

- By altering the structure, you can make readers think of different things.
- For example, a structure that debunks common beliefs makes your solution seem “insightful” or like a “saving grace.”
- For example, using a structure that points out flaws in what other experts do makes you seem unusually astute.



# Support your business with structures

Use a structure that leads to the right implications.

- For example, if you're selling a new type of product, you can write about the benefits of avoiding the downsides of older products, and by doing so, you underline the value of your new type of solution.

# Support your business with structures

Your goal is to lead the readers from where they are now to buying what you sell.

So, structure your posts in a way that highlights the best reasons for them to buy.

# Create a freebie that leads to buying

1. What “simple” realization makes people want your products/services?
  - For example: You sell a book that teaches how to stretch appropriately before exercise. The realization people need to come to might be, “If I don’t stretch, I might injure myself permanently.”
  - For example: You sell procurement consulting. The realization might be, “If we can’t balance costs and quality better, our business will die.”

# Create a freebie that leads to buying

1. What “simple” realization makes people want your products/services?
  - For example: You sell interior designing. The realization is, “I spend a lot of time at my home, so improvements make a big difference to my life.”
  - For example: I sell marketing coaching that focuses on value propositions. The realization is, “If I don’t know **exactly** the best reasons for my target customers to buy from me, my marketing will never be very effective.”

# Create a freebie that leads to buying

## 2. How can you get people closer to that realization?

- For example: If you sell the stretching book, you can tell about the statistics of sports injuries and their long-term implications.
- For example: If you sell procurement consulting, you can point out how too high purchase costs and/or quality problems have pushed businesses into bankruptcy.

# Create a freebie that leads to buying

## 2. How can you get people closer to that realization?

- For example: If you sell interior designing, you can show examples of how “ordinary” rooms can be made more comfy and/or functional.
- For example: I sell help with value propositions, so I point out how even big companies waste their marketing on ideas that lack any real impact (because they don't know what to focus their marketing on).



# Create a freebie that leads to buying

## 3. How can you demonstrate that you can help?

- For example: If you sell the stretching book, you can explain what are the most likely injuries, what kind of stretches protect against them, and why they work.
- For example: If you sell procurement consulting, you can go through case studies of how you've helped other companies balance costs and quality.

# Create a freebie that leads to buying

## 3. How can you demonstrate that you can help?

- For example: If you sell interior designing, you can show case studies of how you've changed rooms and made them better to live in.
- For example: I sell marketing coaching, so I help people get a sense of what kind of things might make up their value propositions.



# Create a freebie that leads to buying

## 4. What makes your solution seem more valuable?

- For example: If you sell the stretching book, you can point out how differently people should stretch based on their age, gender, physique, and sport.
- For example: If you sell procurement consulting, you can point out how much better deals people could get if they had contacts in the right places (maybe even a comparison between prices for an example order of office supplies).

# Create a freebie that leads to buying

## 4. What makes your solution seem more valuable?

- For example: If you sell interior designing, you can show case studies of how you've changed rooms and made them better to live in even after people have tried to make improvements on their own.
- For example: I sell marketing coaching. The value proposition exercise underlines how many things you have to consider to create effective marketing messages (and how most people fall far short of knowing how build a strong value proposition).

# Create a freebie that leads to buying

## 5. What format makes sense?

- When you know what you should get across with your freebie, some formats might be clearly better suited than others.
- For example: If you need lots of pictures to illustrate your point, a PDF or video is far better than a audio recording.

# Create a freebie that leads to buying

## 5. What format makes sense?

- Is some format going to improve your perceived value in your target customers' eyes?
- Is some format connected to what you do?
- Can you use the same format you use to deliver your paid products and services?
- Is some format easier for you than others?

# Create a freebie that leads to buying

## 6. How can you make consumption easy?

- If people don't "consume" your freebie, they aren't any closer to buying from you.
- There are exceptions, but usually "the faster/easier, the better."
- Deliver the freebie on the "thank you" page if possible (e.g., video).

# Improve your landing page conversions

## 1. Your value proposition

- The better the reasons you give people to act, the more likely they are to act.
- What makes you stand out from the competition (in a positive way)?
- Which of those things can you prove, so people really believe you?
- Which of those things do your target customers care the most about?



# Improve your landing page conversions

## 1. Your value proposition

- Test focusing on different aspects of your value proposition.
- Create several versions of a landing page each focused on just one aspect of your value proposition.
- You'll learn which aspects are really the ones that motivate your target customers the most.

# Improve your landing page conversions

## 2. The 3 conversion principles

- Practical framework for finding improvement opportunities.
- Works for any “step” in your sales funnel.
- Look at a landing page (or other step in your funnel) and ask the questions in order. The first negative answer should be your first focus.



# Improve your landing page conversions

## 2. The 3 conversion principles

- Clarity and Relevance
  - When I come to this page, do I immediately know what the page is about and what I can get from it?
  - Is what I can get from the page relevant to what I want now?

# Improve your landing page conversions

## 2. The 3 conversion principles

- Perceived value and Desire
  - How highly do I value what I can get from this page?
  - How badly and quickly I want what I can get?

# Improve your landing page conversions

## 2. The 3 conversion principles

- Trust and Risk
  - Do I trust what I've been told?
  - Does the potential benefit outweigh the risk of taking action?

# Improve your landing page conversions

## 3. Testing like a pro

- Most A/B tests don't create statistically significant results.
- In other words, most A/B tests are a waste of time.
- But that's only because people test the wrong things or they test the right things in the wrong way.

# Improve your landing page conversions

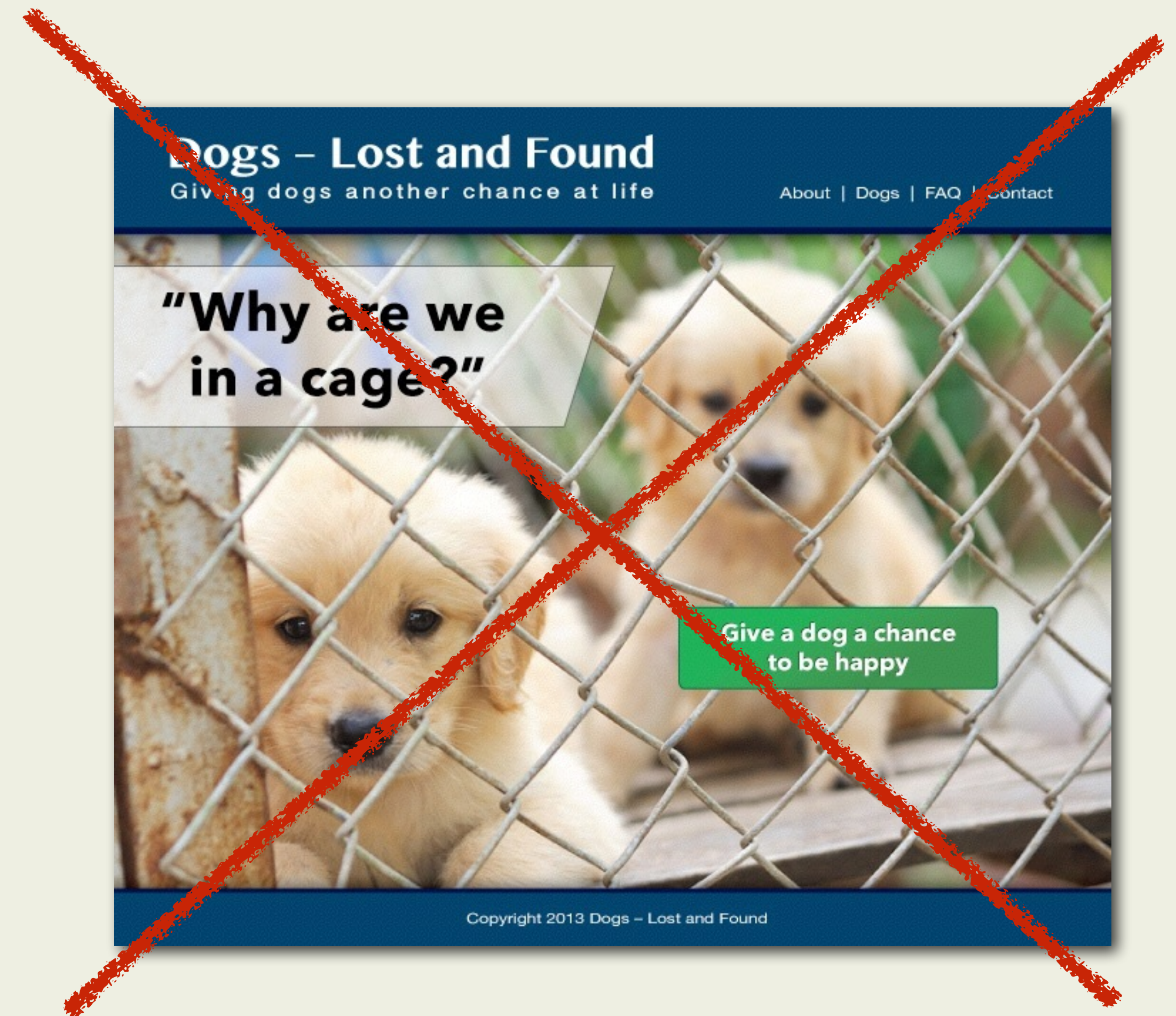
## 3. Testing like a pro

- Start with big tests—test details when you're through bigger tests.
- Create a hypothesis of what might work.
- Create a test that clearly tests if your hypothesis is correct.
- Create another test as a follow-up.
- Remember to track deep enough into your funnel.
- I recommend Visual Website Optimizer.



# Improve your landing page conversions

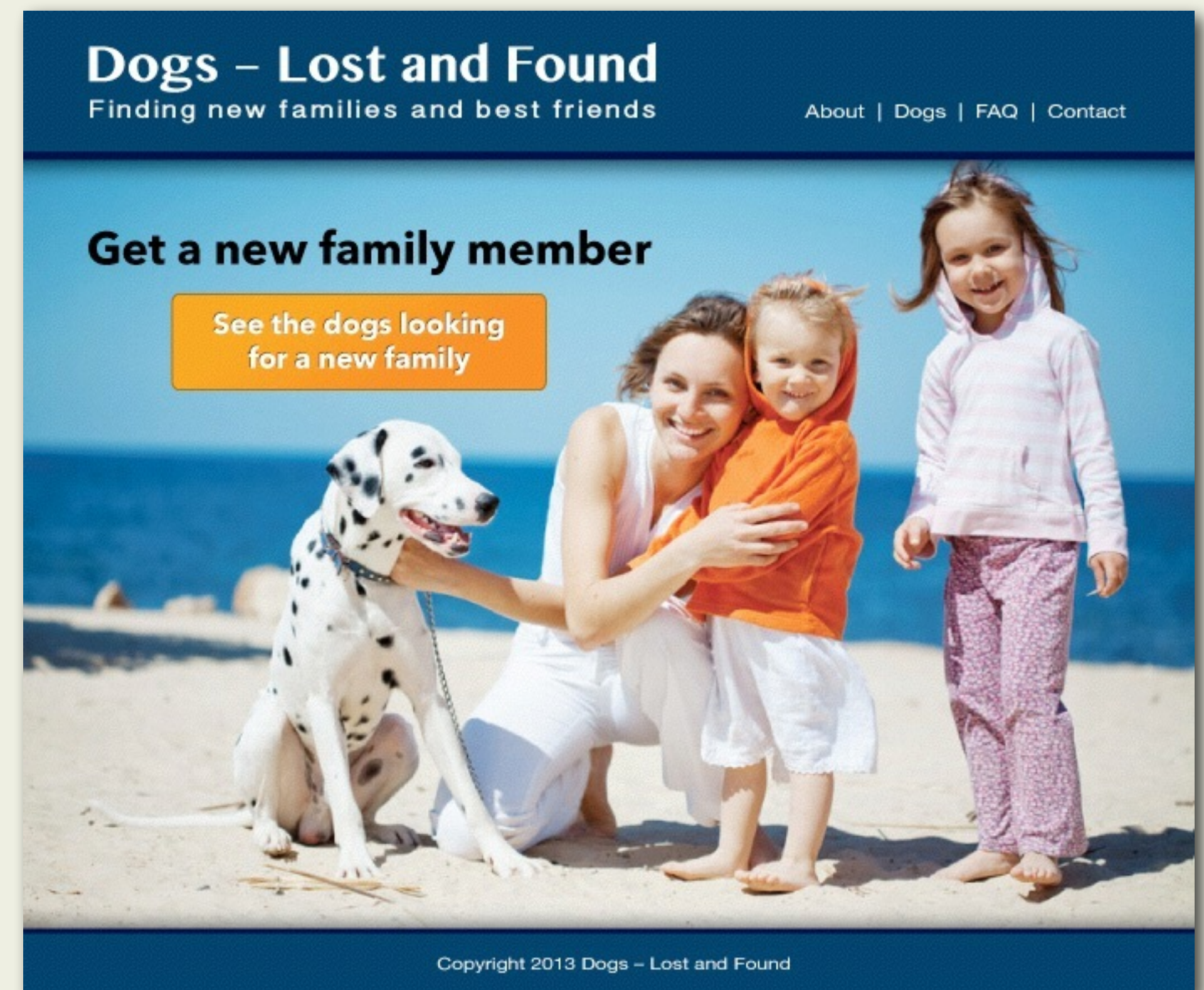
## 3. Testing like a pro





# Improve your landing page conversions

## 3. Testing like a pro





# Improve your landing page conversions

## 3. Testing like a pro





# Improve your landing page conversions

## 3. Testing like a pro





# Improve your landing page conversions

## 3. Testing like a pro





# Track results deep enough into the funnel

1. What you need to track
  - Which lead sources create the most leads
  - Which lead sources create the best leads
  - Which lead sources create the fastest sales
  - Which topics work at different sites
  - Which freebies work best

# Track results deep enough into the funnel

## 2. How to track everything you need to track

- Google Analytics
- Google Campaign-tracking URLs (utm-codes)
  - [www.petersandeen.com/value/?utm\\_source=bbt&utm\\_medium=byline&utm\\_campaign=guest](http://www.petersandeen.com/value/?utm_source=bbt&utm_medium=byline&utm_campaign=guest)
- Hidden form fields for tracking

# Track results deep enough into the funnel

## 2. How to track everything you need to track

- Example code for catching the utm-codes into sign-ups (Infusionsoft & WP) — between <head> and </head>

```
<?php
add_action( 'template_redirect', 'child_url_variables' );
$GLOBALS['utm_campaign'] = "null";
function child_url_variables() {
    if(isset($_GET["utm_campaign"])){
        $GLOBALS['utm_campaign'] = $_GET["utm_campaign"];}
    }
?>
```

# Track results deep enough into the funnel

## 2. How to track everything you need to track

- Example code for catching the utm-codes into sign-ups (Infusionsoft & WP) — example hidden form field

```
<input name="inf_custom_GACampaign" type="hidden"  
value="[php]echo $GLOBALS ['utm_campaign'];[/php]" />
```

NOTE: I use “Allow PHP in Posts and Pages” WordPress plugin.  
Normally “[php]” would be “<?php” and “[/php]” would be “?>”.



# Track results deep enough into the funnel

## 2. How to track everything you need to track

- Example code for catching the utm-codes into sign-ups (Infusionsoft & WP)

### Google Analytics

1. bbt / byline	485(100.00%)	62.06%	301(100.00%)	40.82%	2.36	00:03:20	44.33%	215(100.00%)	€0.00 (0.00%)
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### Infusionsoft

GA Source equals

1-20 of 193 20 per page < 1 2

# Build and leverage relationships

## 1. What can you get?

- More guest writing opportunities
- Free promotion
- Interview requests
- Co-authoring opportunities
- Joint venture promotions
- More “involved” joint ventures (e.g., co-creating products)

# Build and leverage relationships

## 2. Action steps

- First contact (guest post pitch)
  - Tell them who you are and what you do, so they have an idea of “you.”
  - Don’t ask for anything beyond the guest post spot. If you do, you’re likely to just seem overeager or pushy.
  - At the most, casually tell them that, “Let me know if I can help with anything.”

# Build and leverage relationships

## 2. Action steps

- After your post is published
  - Thank them for the opportunity.
  - Offer to write another post for them\*.
  - Make a general offer to help.
- OR
- Make a specific offer to help. Consider what you can do to really help them.

# Build and leverage relationships

## 2. Action steps

- Offer for specific help (ideas)
  - Ask them if you could promote their product.
  - Send them a link to an article you believe they'll find especially interesting (based on what they write about on their site).
  - Introduce them to someone you know who might be a valuable connection for them (both).
  - Send them a copy of your product (if it's quick to consume).

# Build and leverage relationships

## 2. Action steps

- Later after your guest post went live
  - Write more guest posts for them.
  - Offer to promote their product (if they reacted positively previously, but you didn't already promote anything).
  - Ask to interview them.

# Build and leverage relationships

## 2. Action steps

- Once you know they know you
- Ask if they'd like to create a bonus for one of your products.
- 500–1,000-word article about something they're especially knowledgeable about.
- Short interview with them.
- Discount or sample of their product/service that relates to yours.



# Build and leverage relationships

## 2. Action steps

- Once you know they know you
  - Ask if they'd like to create a bonus for one of your products.
  - Ask if you could create a bonus for one of their products.

# Build and leverage relationships

If an influencer doesn't accept guest posts, mention them in a guest post you write for another major site and let them know about the post.

# Business Considerations to Guest Blogging