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Blogging Basics

What is a Blog?

A blog is like your internet newsletter. A blog can be a journal, news and industry information, entertainment, photos and/or videos, or just a column you write for the internet.

Why have a blog?

A blog is like a website that becomes more interactive, personal and current. A website is static. Once you go there, typically there isn't a reason to go back. But, a blog is like a store with new inventory. It is current and constantly changing. Blogging can be part of your media strategy to connect with current and past clients as well as friends and family. In addition, you can drive traffic to your blog to build your business with new and prospective clients.

I don't know if I have time to blog?

It is a matter of determining your marketing and communication strategy. There are many things we have done in the past in real estate that now are almost obsolete including newspaper advertising, bulk mail and homes magazines.

Who will read a blog of mine?

You will drive traffic to your blog with every email signature, business card and profile online. Your sphere is your primary audience. Or you can target a blog toward a particular audience. For example, you can blog about fishing in the Northwest or a hyper local blog about your neighborhood. But, primarily YOU need to drive the traffic to the blog.

What can I write about in a blog?

Make sure that you only blog about what you are passionate about. If that includes industry information, then find statistics and current topics that you like to talk about when you are out with people having coffee. If you have other passions, don't hesitate to focus on them.

How will a blog bring me real estate business?

A blog is like a column you might have written in the newspaper or a newsletter you used to send to your sphere. It is not a coupon that will sell a pizza within hours of receiving it. A blog is a form of communication between you and your readers. It will bring you business to the extent the readers connect with you and form a relationship.

How much does it cost?

There are hundreds of people that want to help you create a blog and can charge you in the hundreds of dollars. My philosophy is to start **FREE**.... You can always spend money. You can always upgrade. But, you can't go back to FREE... so start free and build from there. I usually recommend Wordpress.com, Blogger.com or Tumblr.com. But, you can use even YouTube and Flickr and Facebook for blogging!

What is SEO?

Search engine optimization helps drive traffic to your blog by putting it higher in search engines like Google. First, write a blog, find your voice, and grow your own readership by driving traffic to your blog. Who cares if someone in France or Florida finds your blog? Decide your target audience (your fans...your sphere) and work on reaching them. Do not pay for SEO unless you understand what you are paying for. Create your own presence on Google!

I am not a great writer!

You can write articles. You can just take a daily photo. You can do videos. Even just a quote!

Don't wait...

You have time to start trying new ways to use the free resources on the internet. Build a social media strategy. Don't stress! Think of a name and just click to create a blog. Don't worry about what others say. Don't try to copy the ideas of others. Follow your own interests! Go try it.

***Email Natalie Danielson or visit her website if you have questions!
See the animated videos on YouTube.com/clockhour .. My channel***

***Schedule "Blogging Basics" Class in your office
3 clockhour class only \$30***