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**WRITING**  
**TO GET BUSINESS**  
with Pat Iyer



C-SUITE  
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## Get the Most out of Blogging

Is there value in blogging or it is old school? Is it really worth the time it takes? I'm Pat Iyer with Writing to Get Business. This podcast is carried by C Suite Radio Network, the largest business podcast platform in the world. A shout out to my listeners in 6 countries: the Philippines, Chile, India, Canada, Ireland and the United States. Welcome!

It is a commitment to start and continue a blog. I hesitated in 2009 when I sat down to write my first blog post. I knew I was deciding to continue blogging. Michael Jackson had just died of a drug overdose and it was not immediately clear what drug was the culprit. I wrote my first blog post about him. Since that first post, I've written thousands more - for attorneys, patients, legal nurse consultants, and writers. You'll find my writing tips blog at [patiyer.com](http://patiyer.com).

This podcast episode will help you focus and finetune that commitment to blogging so that you reach your potential customers.

Too many people think of a blog as an extended advertisement. That's exactly what it's **not**. A blog helps you form a relationship with your readers and build trust by providing a resource that will help them. A blog is not all about **you**; it's all about **them**.

A blog **is** about selling, but in order to gain and maintain your readers' trust, it must be the softest selling imaginable. Figure out who your readers are and what concerns them. Write about subjects that interest and entertain them. When you talk about your services, make that an organic part of a larger subject.

Here's what I focus on in this podcast:

- Your blog must have a clear focus
- Why it's essential to teach your readers something new
- The importance of patience and consistency in building relationships
- The questions you must always ask yourself in order to succeed in blogging
- The critical importance of the soft sell and how to do it

### Bloggging and Relationship Marketing

As a beginning blogger, you may mainly be concerned with getting posts written. As you gain confidence, learn to think of blogging as a vehicle for relationship marketing. They go together.

Blogging shows your expertise – you're connecting with your readers and sharing your knowledge. You are a resource for them and provide them with good information on your web site that can help them.

A blog doesn't focus on selling. It's geared to educating, communicating, and giving readers a resource that's going to help them do things faster, better, cheaper, or whatever is the focus of your business. It's an investment in a relationship with your target audience.

Your buyers are inundated with marketing messages. Think about it from the online marketing perspective. They are being bombarded with calls saying, "I can help you get #1 on Google," "I can help you with your SEO." Lots of unwanted emails fill their inboxes.

### **Blogging and Relationship Marketing go Hand in Hand**

Use your blog to educate your potential clients, train them and teach them something new. By doing that you start to build that "Know, Like and Trust" factor. It's about them.

People listen to two different radio stations, especially on the Internet and face-to-face.

This is what I mean: Some people like to broadcast on the radio station **WIIAM**. What WIIAM stands for is "What Is Interesting About **Me**".

When people are searching out content on the Internet or they are on Facebook, LinkedIn, Twitter or reading blogs people are listening to **WIIFM** "What's in It **for Me**".

People are much more interested in "How Can You Help Me?" as opposed to "Who You Are" and "What You Do." One of the biggest mistakes that people make is constantly trying to sell and promote themselves. If, instead, they find a way to give great information on a blog that helps readers, they are going to see the results.

Many small business owners have the misperception that it's effective to say, *"Let me tell you all about the services that I offer."* Blogging and relationship marketing supply information to the prospect that will entice that person to be able to engage your services and find out more. This is one of the primary purposes of a blog.

A real relationship takes time. It takes caring and giving equal benefits to both sides. Building a relationship is all about asking “What’s in It for Them?” that I can provide in a unique way. Here's the foundation of that relationship. You are asking,

- “How can I be a resource?”
- “How can I be a support mechanism?”
- “How can I give them something that everybody else in the marketplace is not doing *other than* trying to come in, get work and take their money?”

Blogging and relationship marketing are perfect together.

Once you’ve established that relationship, you can get more involved with selling, but in the blogging format, it’s always a soft sell. You continue to provide valuable information. Within that context, you can talk about your company’s services—but always structure what you write in terms of the reader’s needs.

### How A Business Blog Can Help Your Business to Grow

A business blog is your opportunity to let potential clients know who you are and how you can help them.

The most immediate effect of a business blog is to provide a method of sharing free content that demonstrates your expertise. It provides information to establish that relationship.

When you use a business blog this way, you are specifically selling products and services, but **not overtly**. While it offers helpful information to your audience, the purpose is to highlight what your company does.

You wouldn’t blog about grooming dogs if you had a service that provided overnight delivery. You would talk about the important values, the things that your audience is concerned about. They will see you as a source of helpful tips, tools, and ideas that will stimulate them.

**A business blog provides a soft sell when it’s used in a business perspective.**

Blog for exposure, to tell people about your company, and to have links at the end that lead to sections of your web site for further content.

Know, Like, Trust

The people with whom you wish to connect in a business sense should feel comfortable with you, know who you are, and what you offer. They like you; they trust you, and then they're ready to move into a buying arrangement.

Who comes to your website? You can do online surveys, you can ask people about their age, their interests, and what are the most important challenges that they face.

If you have a service-based business, for example, you will want to know about the pain points. In marketing language, these are the things that are really challenging for people:

- What makes them worry
- What makes them anxious
- What preoccupies them

How can you help with these issues?

If you aren't sure about this, assemble a focus group, ask questions, and do surveys.

These are popular questions:

- If you could ask me any question, what would it be?
- What is your biggest challenge about \_\_\_?

And please don't ask, "What keeps you up at night?" It could be a sexy partner, indigestion, a twitchy bedmate or a fretful infant.

Gather information about their needs. You can go on forums that are made up of the people whom you're targeting and find out what people are talking about. What are their concerns?

These topics form the topics for your business blog.

## **Be Consistent**

A lot of blogs are started and abandoned. As many as 50 percent of them never get launched in any consistent way. Pick a reasonable, realistic schedule for blogging. It might be once a month. It might be once a week. It might be every day, depending upon how many resources you have in your company.

What really looks bad from a business perspective is blogs that have dates on them, particularly when you are not regularly blogging.

Even though I blog routinely, I remove the date settings – just in case. I confess I look at other company blogs to see when they were last updated. If the last blog was 6 months ago, which I've seen, there are cobwebs on that site!

In summary, know the purpose of your blog, find out who your target audience is, and be consistent.

Here's my summary of the key points:

1. Know **your intended audience**.
2. A blog **educates, communicates, and provides resources**.
3. Your blog isn't about **you**; it's about **your customers**.
4. Always ask yourself **how you can better serve them**.
5. Make your key focus to **develop a relationship**.
6. Provide **valuable information** in order to **highlight** what your company does.
7. Remember that **building relationships takes time**; don't get **discouraged**.
8. Be consistent; **blog regularly**.

Now that you've written your blog, how do you keep website visitor returning for more? I share that secret in the next podcast. And meanwhile, check out my blog at [patiyer.com](http://patiyer.com).