BLOGGING | COMMUNICATION | PROFESSIONAL DEVELOPMENT

Build Relationships Through Blogging

You cannot simply ignore your blog, it helps your business.

by **David Feinstein**

687 words | 3 pages

Every business needs relationships with its prospects, even if it's with partners. There are many different ways to build relations with prospects. The best way to communicate around the clock is through your blog. People tend to avoid businesses and areas that do not offer advice or helpful content.

Blogging not only helps increase awareness, but it also builds your authority level on a given niche.

Your industry may be boring, but only you can make it exciting and attractive to your audience. It is important to grasp the power of a blog; it is the blood of a business, especially if search engine marketing is involved.

Driving Prospects to Action with a Great Blog

Your blog should drive prospects to take action in one form or another. Creating a blog that you can maintain is the trickiest element. Blog care can fall to the roadway, especially if you're caught up in other activities.

The biggest piece of advice that can be offered is this "plan out your blog in every little detail, especially the categories."

You can create several series, but the first step is creating a plan of action. Plan out the main category, the scheduling and promotion aspects for it. Document it all down and keep it close at hand. Stick with it and you will grow in it.

Promoting your blog is important, as well as your crafted conversations. Your links back to the individual posts are important to include in social messages. There are short linkers to help you save character counts. A great blog consists of quality information, blended visually with written text and visual evidence. There are niche layouts to make your blog more visually appealing. The bare minimum for written text is three hundred words, but once again it depends on style of the post itself. Start with these areas and watch your blog grow.

Blog Care Tips

Taking care of your blog is very important. If you abandon your blog due to lack of visitors or get overwhelmed with life events, your blog will disappoint you to its maximum power. You cannot simply ignore your blog, it helps your business. You don't have to publish every day, but find a schedule you can live with. You should write on a variety of topics that you know and care deeply about. This will strengthen your blogs power and body. Don't forget to promote old posts as well; you may miss out on new prospects.

One of network marketing's ***premier trainers and teachers***, *David Feinstein* is an accomplished ***motivational speaker and coach*** as well as the ***author*** of many highly successful books. David believes that life is meant to be lived to the fullest, and his personal life is a reflection of what you can achieve when you live fully.

David spends his time spanning the globe with extensive travel and enjoying his ***personal freedom with his lovely wife Ann***. With over ***20+ years of experience in the NWM profession***, David is 100% happy in his daily life, enjoying financial freedom, his love of coaching, animals, family and friends and personal empowerment. David is always welcome to partnerships and learning more about network marketing and personal branding.

David is a self-described ***outside the box thinker*** who has a true entrepreneurial spirit that began when he started managing paper routes with other children at the age of 12. As David entered adulthood he found himself running a highly successful accounting firm. While many people would be pleased with that success alone, David always wanted more. ***Managing fortunes*** for some of the most recognizable names in Hollywood was not enough and soon David began looking into other avenues.

His strengths lie in ***his ability to motivate and craft highly effective marketing plans***. His ability to engage, manage and work with some of the most demanding personalities on the planet has allowed David to truly become a leader in personal marketing.