99 Problems, But Content Ain't One
Design

Open Graph

Copyright

Engagement

Site Performance

SEO

Getting Traffic

ROI
Username

Password

☑️ Remember Me

Log In

Lost your password?

← Back to Joe Manna
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."
Tool #1: Solve Real Problems
Tool #2: Curate Other People’s Content
Tool #3: Share Your Own Experiences
Tool #4: Create Content for Your Customer Lifecycle.
Tool #5: React to Current Events
Tool #6:
Be Controversial
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
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?
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  blog.infusionsoft.com
• Slides 5-12, 14: iStockPhoto.com

• Slides 13, 15-22:

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