

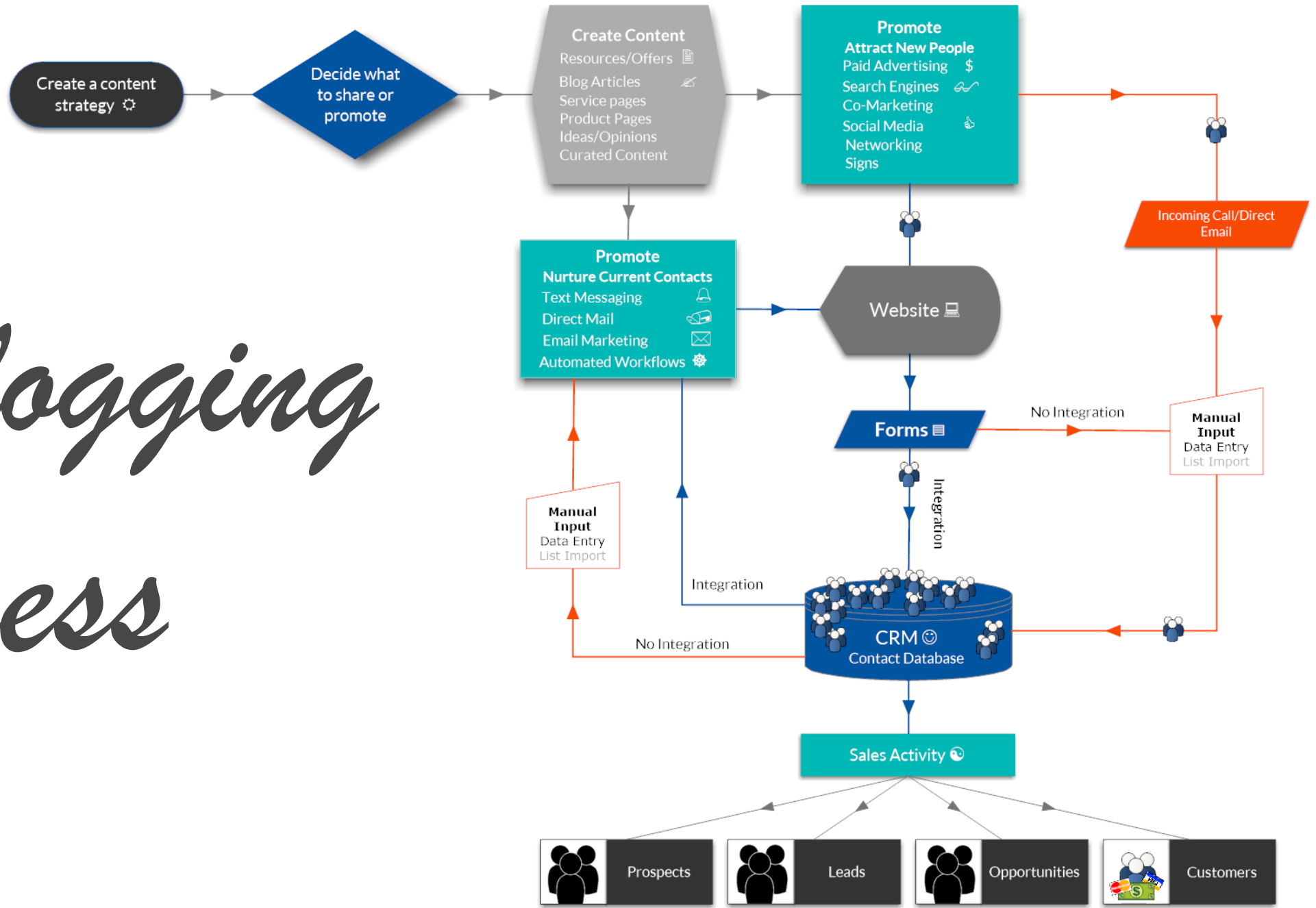
Blog Training Boot Camp for Business Owners

Week 1

- Set Success Metrics
- Identify Your Target Audience
- Outline Key Blog Topics



The *Blogging* Process



Set Success
Metrics

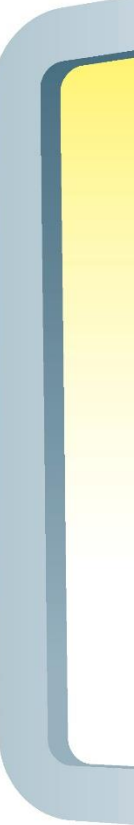
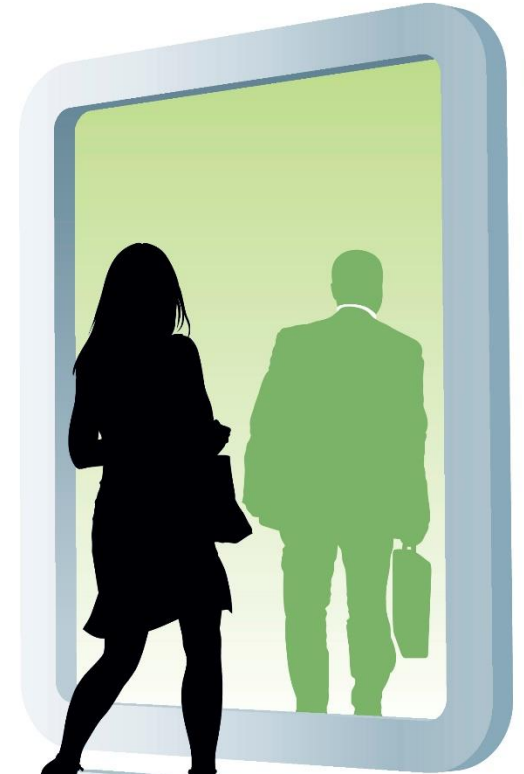
Common Blogging Goals and Objectives

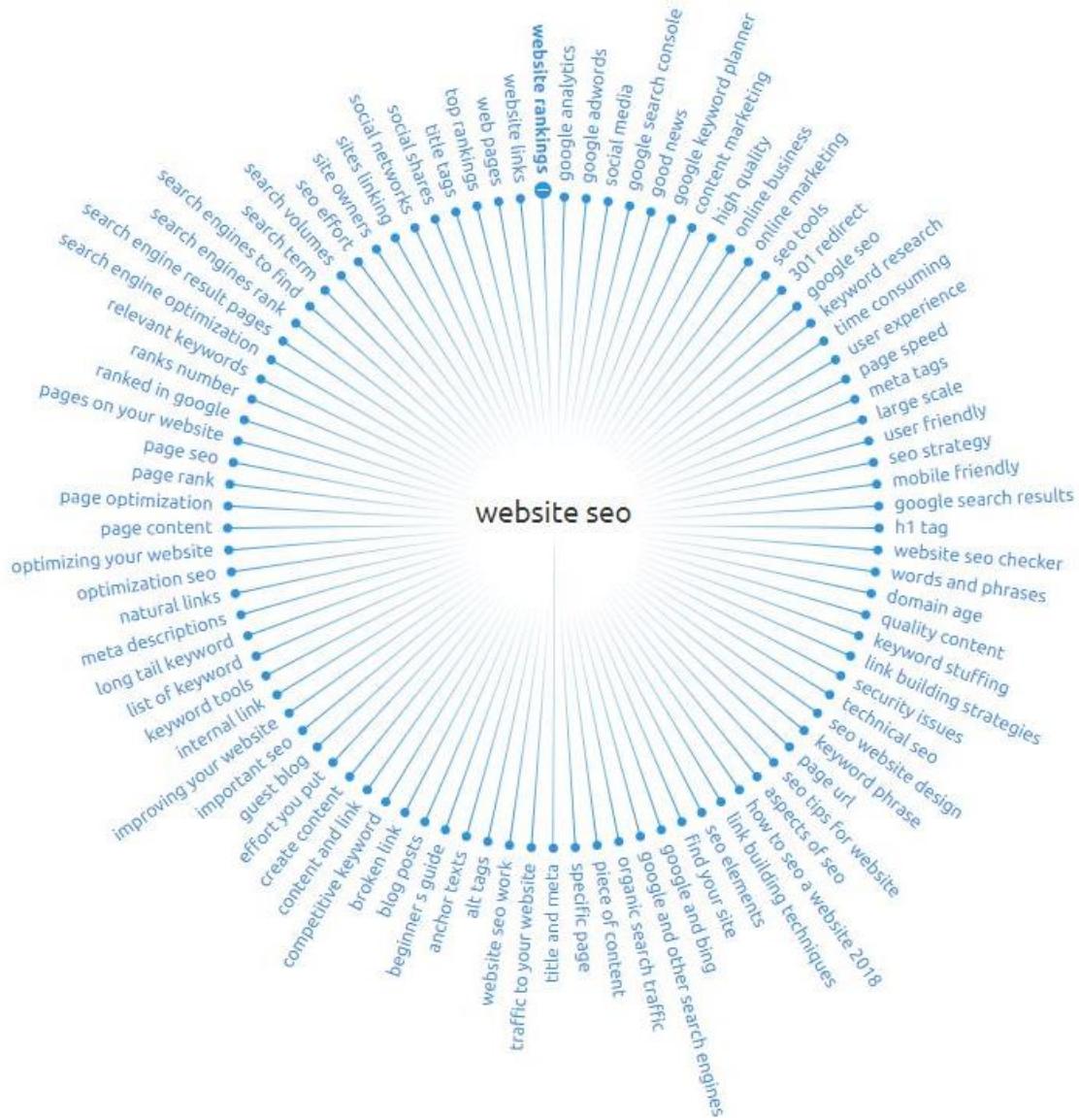
Attract

New Prospects &
Increase Awareness

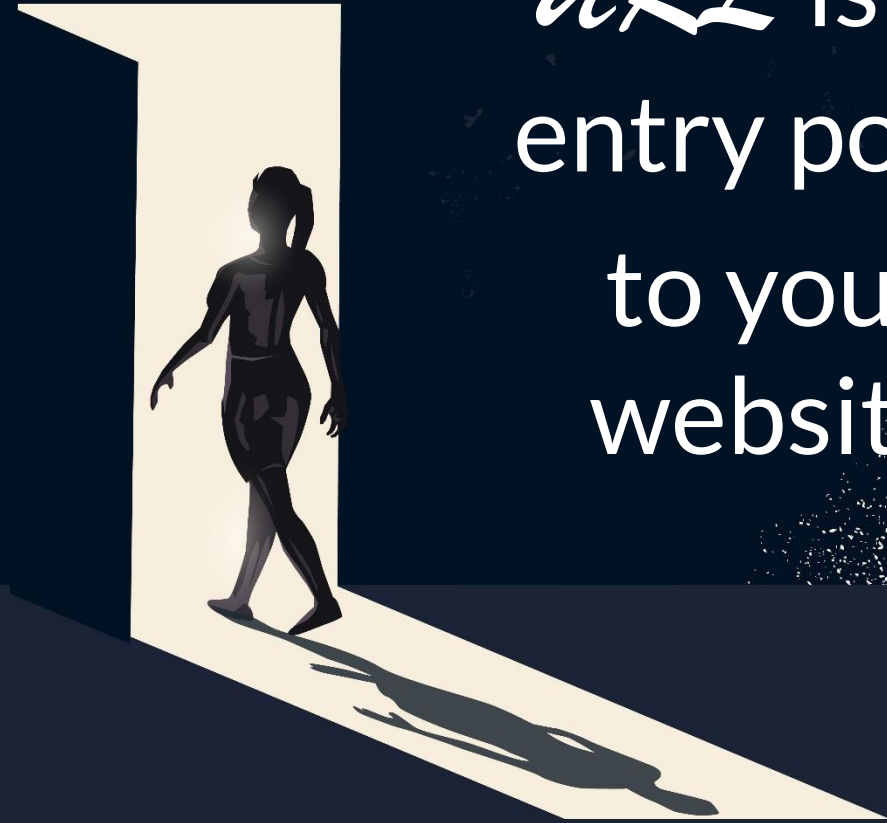


Open More *Doors* to Your Website





Each *blog URL* is an entry point to your website



Get Found Online



Google

do I need an arm rest on my office chair





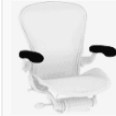


All Shopping Videos Images News More Settings Tools

About 56,800,000 results (0.68 seconds)

Showing results for do I need an **armrest** on my office chair
Search instead for do I need an arm rest on my office chair

See do I need an armrest on my office chair

Sponsored

 <p>Replacement Office Chair... \$16.99 Amazon.com</p>	 <p>Alera Height Adjustable T-... \$34.97 OfficeSupply.com ★★★★★ (9)</p>	 <p>Classic Aeron Leather Armpad... \$75.00 Herman Miller</p>	 <p>HON Height-Adjustable T-... \$36.52 OfficeSupply.com ★★★★★ (5)</p>	 <p>Aloudy Ergonomic... \$17.99 Amazon.com</p>
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Office chair armrests provide place for you to rest **your** forearms and relieve strain on **your** shoulders and wrists. Perhaps what is even more important is what **armrest** are not meant to be. If you are resting **your** elbows or forearms on **the armrests** while you are typing and working, then you **need** to adjust **your chair**. Mar 13, 2017



[The Ultimate Buying Guide to Office Chair Armrests](https://www.btod.com/blog/2017/03/13/ultimate-buying-guide-office-chair-armrests/)
<https://www.btod.com/blog/2017/03/13/ultimate-buying-guide-office-chair-armrests/>

About this result Feedback

People also ask

Are armrests bad for posture?

How do you adjust the armrest on an office chair?

Are armrests good for ergonomics?

Should I use armrests while typing?

Feedback

[To Arm Rest or Not to Arm Rest... This is the Dilemma!](https://www.worksiteinternational.com/blog/to-arm-rest-or-not-to-arm-rest)

<https://www.worksiteinternational.com/blog/to-arm-rest-or-not-to-arm-rest>

Apr 22, 2019 - Historically, **armrests** have been on **chairs** for hundreds of years. ... resting **the arms** on **the desk** surface or **chair armrests** is associated with reduced ... **Armrests** can support the muscular system of neck and shoulders and can ...

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Richard Young · 1st
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10h

Sales Process Flexibility: Keeping Up With Changing Buyer Preferences
<https://bit.ly/2VjzbzI0> via @CSOInsights #sales #buyerjourney

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Get Found On *Social*



Be a Thought Leader and Build

Relationships



Get Repeat Exposure on

Email



Industry News - krista@moonmarketingssystem.com - Outlook

File Home Send / Receive Folder View Help Grammarly Acrobat Tell me what you want to do

Change View Settings View Use Tighter Spacing Show as Conversations Conversation Settings Message Preview Flag Status Flag: Start Date Flag: Due Date Flag: Size Reverse Sort Add Columns Expand/Collapse

Folder Pane Reading Pane To-Do Bar People Pane Reminders Window Open in New Window Close All Items

Search Industry News Current Folder

From	Subject	Received
Unflagged: 14 item(s)		
Team Databox	New in Databox: Your own personalized home screen (and other cool stuff)	Thu 5/16/2019 9:02 AM
JUST™ Creative	JUST™ Creative Blog	Thu 5/16/2019 8:52 AM
Lisa Leitch	How To Close the Sales Gap	Thu 5/16/2019 7:30 AM
DragonSpears	Developer Onboarding Checklist for Successful Agile Teams	Wed 5/15/2019 3:56 P...
Quicken	Just extended: BIG savings on Quicken!	Wed 5/15/2019 2:57 P...
PR 20/20	Are You a Marketing Technologist?	Wed 5/15/2019 2:33 P...
Paige from Cultivate	The ultimate guide to your business stage	Wed 5/15/2019 12:38 ...
Small Business Association of Michigan	House Passes Insurance Reform With Mandated Rate Rollbacks	Tue 5/14/2019 2:44 PM
Anthony Iannarino	A Choice of Two Stories	Sun 5/12/2019 9:31 AM
RevGrow	How to use #hashtags on LinkedIn...	Thu 5/9/2019 3:46 PM
Jamie Shanks	Why Frontline Sales Managers are Critically Important?	Wed 5/8/2019 7:41 AM
Terri Brinston	How School Administrators Can Support Teachers Duty of Care	Tue 4/30/2019 6:35 AM
Meredith, HubSpot Sales Blog	No response?	Mon 4/29/2019 9:12 ...
Jill Konrath	Why flexible slides are the key to conversational sales	Wed 4/24/2019 9:41 ...

New in Databox: Your own personalized home screen (and other cool stuff)

Team Databox <hi@databox.com>
To: Krista Moon

Thu 5/16/2019 9:02 AM

If there are problems with how this message is displayed, click here to view it in a web browser.

The Product Newsletter

MAY 2019

Now in Databox: Your Personalized Home Screen

The all-new home screen is the one place where every user in your Databox account can get a personalized look at how their most important metrics and goals are trending, as well as open their 'favorited' Databoards quickly.

[Customize your home screen](#)

My Favorite Metrics: +12.4%, +4.5%, +3.51%

Revenue Goal: +5.4% better goal

Visitors Goal: +8.4% better goal

My Goals

Favorite Databoards




Improve

Engagement

Find Prospects Earlier in the Buying Process


NAME ↕	ASSOCIATED COMPANY	JOB TITLE ↕	NUMBER OF FORM SUB... ↕	NUMBER OF PAGE VIEWS ↕	LAST PAGE SEEN ↕
John Higgins	Pace Automation	Service Manager	1	2	https://www.moonmarketing...
Holly McPherson	-	-	1	3	https://www.moonmarketing...
Peter King	dredhalls.com	-	1	2	https://www.moonmarketing...
Philip Probst	Pace Automation	Unknown	1	3	https://www.moonmarketing...
Tom Bricker	Shawn, Inc.	Owner	1	4	https://www.moonmarketing...
Randy Weber	-	-	1	5	https://www.moonmarketing...
John Roberts	R&B Universal Technologies...	President	1	2	https://www.moonmarketing...
Ken Wood	Privacy Intelligence Inc.	CEO	1	2	https://www.moonmarketing...
Steve Bennett	-	CEO	1	4	https://www.moonmarketing...
Steve Bink	Chambers Group, Inc.	Principal	1	2	https://www.moonmarketing...
Brittany Wood	-	Owner	1	2	https://www.moonmarketing...
Mike Kelly	Precision Specialized Remedi...	Owner	3	27	https://www.moonmarketing...
Crystal Savage	Reliable Rehabilitation & Co...	Rehabilitation Consultant	1	3	https://www.moonmarketing...
Steve Conroy	-	-	1	2	https://www.moonmarketing...
Matt Halls	Signature Consultants	Vice President of Cybersecur...	1	3	https://www.moonmarketing...
Steven Hilde	The Wood Group	Channel Development Exec...	1	2	https://www.moonmarketing...


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3 Ways to Ease the Burden of Blogging

Posted by Krista Moon on May 13, 2019

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The thought of sitting down, hashing out ideas and forming them into a blog post for your business blog is daunting. It's so hard to find the time and make it a priority! I even struggle myself: do I do client work or my own blog?

For example, so I'm writing this, I feel a lot of pressure because I have a meeting tomorrow that I HAVE to prepare for. Technically, I should be doing that right now. Instead, I'm writing this blog because I know it is a critical part of my business growth strategy.

So that begs the question: how do you find time to blog in an already over-worked schedule? Here are 3 ways you can ease the burden and make blogging easier.

1. Ask Your Team to Contribute

The task of blog writing becomes much less dreadful if it only happens once a month or less, as opposed to writing several posts a week. So why not ask members of your team to contribute to the blog, too?

Many times, team members have valuable expertise and ideas that they'd like to share anyway. After all, everyone brings something different to the table and two heads (or five, 10 or 20) are better than one.

2. Accept Submissions for Guest Bloggers

Another option for attaining blog content is accepting submissions for guest blog posts. Whether you're in a position to pay guest bloggers or simply offer an opportunity for free publicity (you may be surprised how many writers will write for the exposure if your blog has a decent audience), guest bloggers can be a great way to get content on your blog.

3. Hire a Blog Writer

Let's face it...we all like to do what we're good at and what comes naturally to us. Writing isn't necessary for everyone. Sometimes the best solution – and one that often pays for itself in terms of time, efficiency and ROI – is to collaborate with a blog writer. I mean, why not pass the torch over to someone whose forte is, in fact, writing?

Take Away

I'm not going to lie, no matter which route you go blogging is going to take some resources, either time (to some degree) or money. But these 3 tips can ease the burden of blogging. The good news is that if done correctly, your investment in blog articles will drive leads and sales for your company.

Free 4-Week Webinar Series Starting May 16th

Blog Training Boot Camp for Business Owners

Gather pen and paper, sit in the warm summer sun, and share your knowledge!

[Sign Me Up!](#)

[Search Moon Marketing...](#)

Topics

- Alignment (4)
- Analytics (15)
- Blog Benefits (6)
- Blog Ideas (5)
- Blog Results (5)
- Blog Strategy (10)
- Blog Writing (11)
- Blogging (28)
- Co-Marketing (2)
- Competitive Advantage (5)
- Content (21)
- Content Strategy (4)
- Data Management (5)
- Design (6)
- Email Marketing (11)
- Landing Pages (6)
- Lead Generation (14)
- LinkedIn (21)
- Marketing Spend (10)
- Outsourcing (6)
- Results (15)
- Sales (32)
- SEO (6)
- Social Media (16)
- Strategic Planning (8)
- Strategy (34)
- Target Audience (5)
- Technology (12)
- Video (16)
- Vlog (1)
- Website (19)
- Website Copy (4)

Blog Training Boot Camp for Business Owners

Fill out the form to save your seat today!

When business owners and executives have the full picture of how to write effective blog posts, they can engage in the process themselves and ensure that the articles others are writing and promoting on behalf of the organization truly add value to customers and prospects - and get maximum ROI.

Sign up today! Sessions will be recorded for on-demand viewing.



Register for the Webinar Series

[Sign Me Up!](#)

Convert Readers Into Sales Leads

Delight Customers
and Advance

Growth



The *Inbound* Methodology



Measure Your Progress

www.MoonMarketingSystem.com

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What content is most popular?

- Top viewed posts
- Top lead/customer generating posts

How do readers find your blog posts?

- Traffic source
- Organic Search Rankings
- Inbound links

How engaging are your posts?

- Blog Subscribers
- Comments
- Shares
- Email Subscribers
- Email Open and Click Rate
- Social Followers
- Social Clicks, Shares, and Comments

How relevant are your posts to the sales process?

- Click through rate
- New leads and customers
- What posts to sellers share the most?

How engaged is your company in blogging?

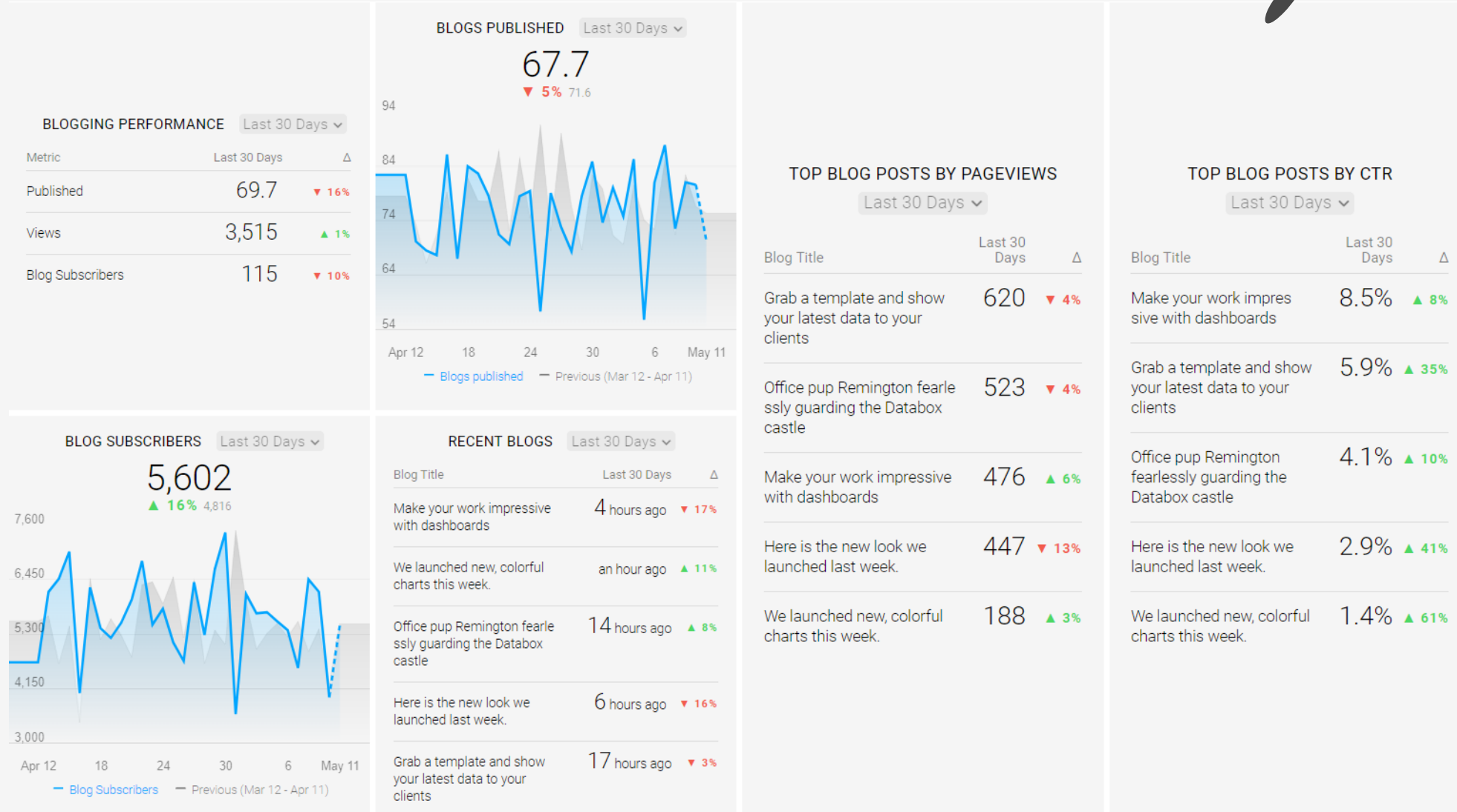
- Number of posts published
- Number of authors

Common Blog

KPD9's



Blog Performance *Tracking*



Identify Your
Target Audience

Define Criteria for Your *Ideal* *Profitable* *Customer*

The screenshot displays the LinkedIn Sales Navigator search interface. At the top, the navigation bar includes 'HOME', 'LISTS', and 'DISCOVER'. A search bar prompts 'Search by keywords or boolean'. Below this, a 'Filter your search' panel is open, showing '0 results' and a 'Search' button. The filters are organized into sections: 'Top filters' (Keywords, Relationship, Profile language, Past Lead and Account Activity, Industry, First name, Geography, School, Last name), 'Role & tenure filters' (Seniority level, Function, Years in current position, Title, Years at current company, Years of experience), and 'Company filters'. A toggle for 'Apply your sales preferences' is visible in the top right of the filter panel.

Buyer Persona

Prototype - Business Owner Bob



Background	
Job Title	Executive
Age	45-60 Years
Education	University or College Degree in Business, MBA, CA
Income	\$100,000 - 1M+/year
Years in Role	8
Situation	
Highest Priority	Fuel Growth
Pain Points	Limited Time
Motivation	Maintain Growth Trajectory
Needs	Stay on top of trends
Objectives	IPO
Habits	
Media Consumption	Reads Wall Street Journal daily, has subscription to The Economist
Likes & Dislikes	Likes when information can be quickly digested at own pace
Habits & Skills	Good decision making skills, trusts gut instinct
Research Methods	Cost/benefit analysis, Trial
Trusted Resources	Talks to other owners about vendors & best practices, reads Analyst reports
Decision	
Reports To	Board of Directors
Buying Power	Has sign-off authority for all purchases
Budget	\$40,000/year
Key Stakeholders	Executive Team, Sales
Purchasing Process	Identifies trends, researches solutions, identifies requirements and contracts

Create a

Buyer

Persona

Outline Key Blog *Topics*

Company-Centric vs *Customer*-Centric

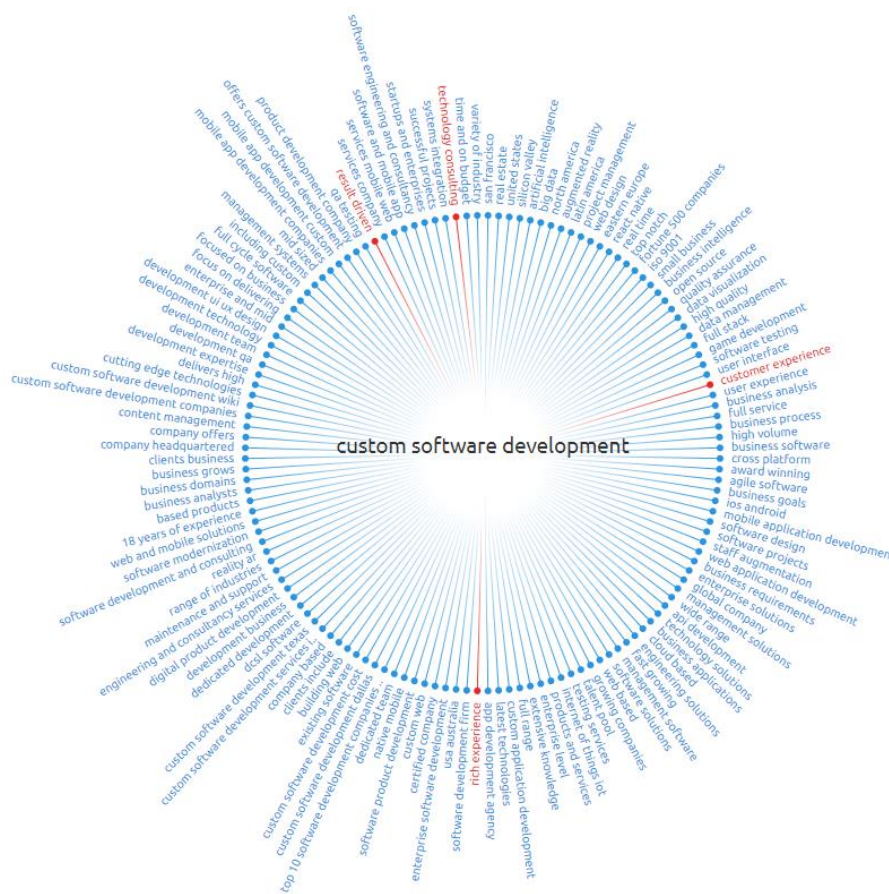


Brainstorm

Challenges
Pain Points
Triggers
Questions
Concerns
Obstacles
Objections
Priorities
Market Forces
Competitive Advantage



Create a
Prioritized
List of
Topics
And Subtopics



Headlines:

- XB Software: Custom Software Development Company
- Oxagile: Custom Software Development Company
- Custom Web Software Development & Consulting
- Top Web Development Companies
- Top Custom Software Development Companies
- Top Custom Software Development Companies 2018 – Hacker Noon
- Custom Software Lab: Web Development Company
- Custom Software Development, Mobile & Web Apps
- Custom Software Development | Custom Web Applications
- Customize Software Development

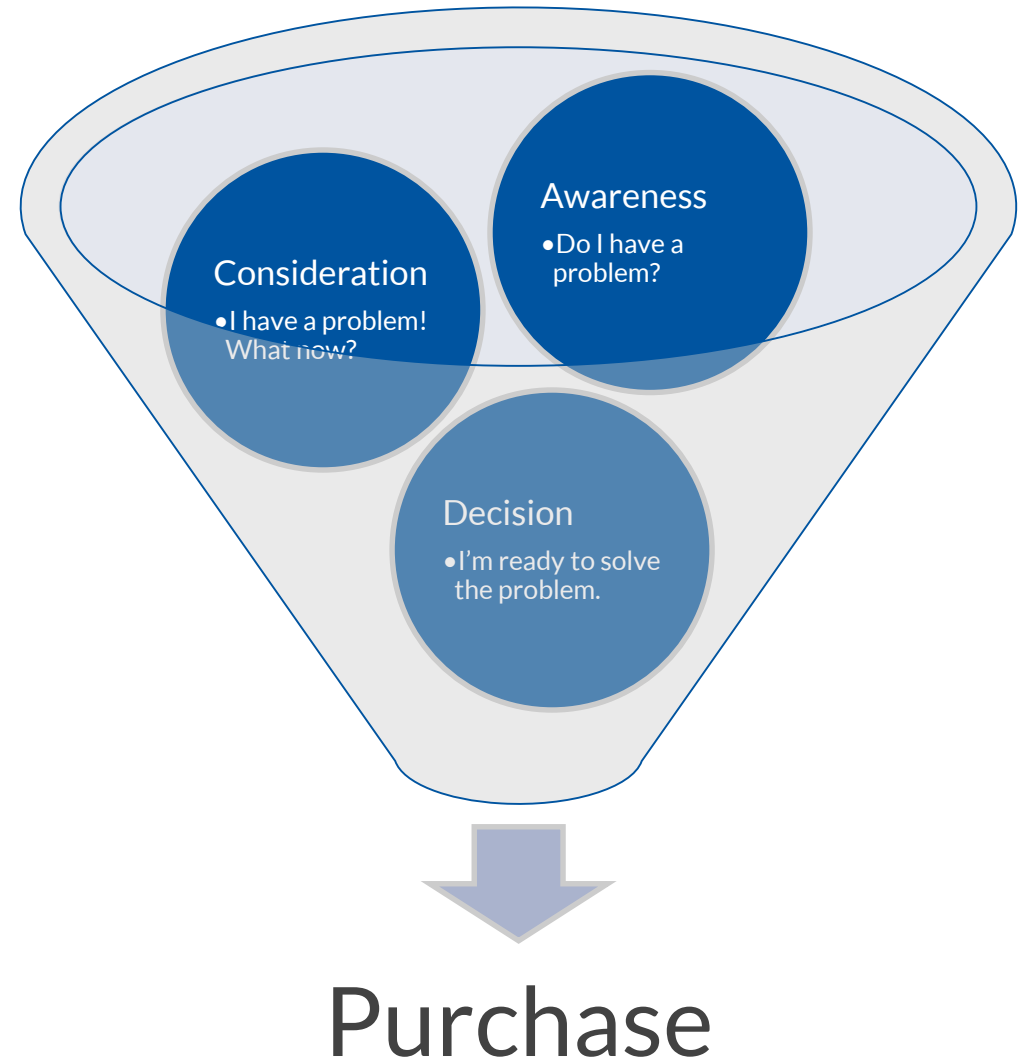
Questions:

All	Which	What	How	Who
-----	-------	------	-----	-----

- What will be custom software development?
- What is custom application development in IT services?
- How to find and choose a custom software development firm?
- What are some big custom software development companies?
- Is there still a market for custom software?
- How to choose the best software development company?
- How can we find the right software development company?
- What are some good website development companies in the USA?
- Which is the best software development company in the world?
- Which is the best software development company in Gorakhpur?
- Which is the best software development company in florida?

Map Content to the

Buyers'
Journey



Get Started



- Set goals and create reports
- Identify criteria for your ideal profitable customers
- Create your buyer personas
- Brainstorm and research topics and subtopics
- Map topics to the buyers' journey

Training Provided By



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