

# Blogging Basics & Podcasting Pointers To Grow Your Business

**BLOG**



# Why a Business Blog?

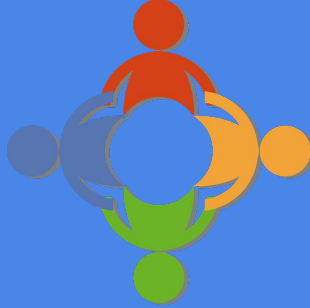
1. Build Relationships
2. SME & SEO
3. Like / Trust / Buy



Social Media Platforms are FREE with a rented audience

# Tips for a Successful Business Blog

1. 3 - C's
2. 3 - P's
3. ABC's



# Why Podcasting?

1. Over 70 million listeners
2. Passive, non-salesly content consumed anywhere
3. Builds onto your brand
4. Intimate Relationship



## 5 Podcasting Pointers

1. Focus on audience and narrow your niche
2. Define your mission
3. Create your brand voice
4. Create your brand presence
5. Be consistent across all platforms



# Creating a Podcast on Anchor FM

1. Download the app on iOS or Android
2. Create an account
3. Add caption and photo or logo
4. Record
5. Share - link can be embed on website/blog or transcribed for posting on social media



# Podcasting Your Purpose Workshop - 3/10/20



Podcasting  
Your  
Purpose



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