



Presents:

094 How To Use Social Media To Build Your Blog - With Natalie Gouche



By: Leslie Samuel



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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

LESLIE: Hello, hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it. I'm your host, Leslie Samuel, from becomeablogger.com. I have another exciting interview for you today.

I'm on the line with Natalie Gouche, from nataliegouche.com. She's the "Mogul Mom," definitely does it all from being a wife, to being a mom, a model, a blogger, and an entrepreneur... all these things. Despite having her plate full, she still does amazingly well helping business owners build businesses with focus on Social Media Marketing. That is her passion. She quit her corporate job to take care of her daughter, working her way through in building her business without spending a dollar on any ads to build it. I know you're going to be interested in that.

What we're going to be doing is we're going to be talking about how to use social media to build your blog. That's what we're going to be talking about today.

Natalie, how are you doing today?

NATALIE: I'm wonderful. Man, you got me excited giving that introduction there. *[Laughs]*

LESLIE: Hey, you got to start on a high note. You just got to come with it because we got some exciting stuff to talk about so, I like to start that way.

NATALIE: Wonderful. Well, thank you so much for having me. I'm really excited to be here.

The "Mogul Mom"

LESLIE: Awesome and I'm glad to have you here. So, Natalie Gouche, the "Mogul mom," what does that even mean?

NATALIE: *[Laughs]* Well, you hear people talk about big business men and they're moguls. People maybe moguls in the music industry or moguls in finance or things like that. You never really think about a woman. You always think about a man. The reason that came up is because quite honestly, before I had my daughter, I really didn't think it was possible to run a successful business and still be a family woman because that's not really what we were taught growing up.

And so, I just thought to myself, "Forget that! I can do it all. Nobody's going to tell me what I can and can't do." So, the "mogul," that whole title is not really just for me. It's for anybody that is a mother that's doing a million different things and still running a business and being a wife and being a mom and doing all of those things. That's really just where that name comes from.

LESLIE: I like it. I want to talk a little bit about that because my wife and I, we're expecting a son, November 25th. His name is going to be Noah. We're all excited getting prepared --

NATALIE: So special!

LESLIE: I know. Okay, let me try to contain myself... But anyway, --

NATALIE: *[Laughter]* You're jumping off of the screen here.

LESLIE: I am trying! I am trying to keep myself, okay, restrain yourself, Leslie.

All right. We're expecting a child and there's so much going on in life. I'm working a full-time job. I'm building my business online and so on. My question to you is this and this has nothing to do with, well, I guess it has something to do with social media somehow. But, how does life change when you have a child and you're trying to build this business online, offline, whatever it is you're trying to do. How does it change where that's concerned?

NATALIE: Well, first things first. Let me just prepare you, Leslie because you don't have any quiet time until your child's eighteen *[laughter]*. But, aside from that, they pretty much, they run the show. I mean, everything is about them and especially if you are already extremely busy and if you're building online, for anybody who's just starting off, I think that it creates this urgency to find tools and find things that make you more productive and that can still allow you the time. That's really what I focus on pretty much with anything that I do, whether it's me teaching about social media or me even just talking to other women who do what I do.

It's all about doing the most you can do in the smallest amount of time so that you can have that time spent with your family.

LESLIE: We're going to have to unpack that a little bit as we go into this interview.

NATALIE: Yes, definitely.

The Days before the Online Business

LESLIE: But, for now, I want to go back. I want you to go back in time and kind of give me an understanding of who you were before getting into all these online stuff and what were you doing? What was life like before what you're doing now?

NATALIE: Wow, well, how far do you want me to go back, Leslie? [*Laughter*] I got a lot of stories.

LESLIE: In terms of right before getting into what you are getting into what you're doing now with this online stuff, social media and so on. What were you doing before that?

NATALIE: Well, before that, in about two thousand and -- My daughter is over here saying, "2012!" She's just ... You might hear her every now and again.

LESLIE: That's okay, we like it.

NATALIE: Anyhow, she's five years old and I was working when I had my daughter and I was working until she was about a year and a half old.

LESLIE: Okay.

NATALIE: But, I wasn't an entrepreneur. I wasn't someone who dreamed of building a business and even if I had that in my subconscious mind, I just believed that like it wasn't possible because I didn't grow up around anybody like that that had their own business. And so, I was working at a financial firm. I was going to school full time at night. I had my daughter and there was just this itching thing inside me that wanted to find a way to stay home. So, like a million other people online, what do you do?

You go on the Internet and you start looking up how to make money online or how to be a stay at home mom. Whatever might come to your mind but it's all the same thing. We're all looking for the same thing. I actually happened to get involved with a company, a health and wellness company that allowed me to work from home. So, I just was this before I even really knew how

to do anything online. I was just independently going out talking to family and friends about these products and stuff like that.

But, what I found was that I was getting totally burnt out with all these in person stuff because remember, my daughter was still young. So, I didn't have all the time in the world and I just thought to myself, I need to learn how to use this Internet thing so that I can do stuff online and not have to go to all these meetings. Although, I love meeting people in person, the reality was at that time, I just couldn't do it.

That's where I was before I started to really utilize social media and blogging, Internet marketing and all that stuff.

LESLIE: Okay, so you're doing all these stuff in terms of you're actually, you're working for this company and...

NATALIE: Yes, I work full time at a financial firm, going to school at night, modeling on the side, and trying to build a health business from home like one to two days a week.

LESLIE: [*Laughter*] Okay.

NATALIE: It's a lot, right?

LESLIE: Yes, okay, so this is a lot. I can imagine with so much going on, there had to be maybe a breaking point. Where it's, "You know what? Forget this. I cannot do this anymore." Was there something like that with you?

NATALIE: Well, yes, like I said, I was doing all of these like meetings and parties and I was just really burning myself out and I was taking my daughter with me everywhere. She would come with me and she would witness all these stuff at a really young age.

But, I think what dawned on me was, first of all, let me say this, I quit my job in three months of working for myself because by that time, even just doing one to two days a week, that was enough for me to leave my corporate job but, with that being said, I was running around so much that it got to the point where I said, "Wait, the reason why I quit my job is so that I can have more time with my daughter." But, it turned out I'm actually spending too much time working and not enough time with her.



That's when I said, "I got to learn how to work this thing online because I just cannot keep doing this. She's getting older and she needs to have me."

Starting the Online Business

LESLIE: Got you. Okay, so you decide that I need to find a better way of doing this and you decide to go online.

NATALIE: Yes.

LESLIE: How did you get started online?

NATALIE: Well, you know what? It came from me going to an **email marketing workshop** for you know, one of the local companies around here in my area. It just opened up my mind to all the possibilities and I got super-duper excited about it.

So, I went to this workshop on my own and I learned all these great information, just kind of some intros about social media and email marketing and that sort of thing. And then, I came home and I shot a video about it. I was so excited about it and I just thought, "I want to share with people what I learn." This was not me trying to be trainer or me trying to be the know-it-all. I was just genuinely very excited about what I taught.

So, I shot this video and I said, "Hey guys, stay tuned. I'm going to be sharing with you what I'm learning." That's kind of where social media trainer ballooned because I was learning the stuff on my own and I realize there was a ton of other people in the same situation as me who didn't know how to use it and everybody kept saying, "Get online. Get on social media. Do email marketing. Do blogging. Do all these things."

But, nobody knew how to do it.

LESLIE: Okay, so you made this video. At that point, who was your audience? Who were you making this video for? Are you just making it just so you have the video? You said, you were saying, "Hey..."

NATALIE: You know what? It was for other people that were growing companies like me who maybe were working full time jobs still and they were just trying to build companies on the side, maybe independently as a sales rep for a company. That was kind of just who I was talking to and it really was anybody who wanted to be in a better place. I didn't know who my niche was in the beginning. I didn't know who I was talking to. This really just started off as something genuine and really was for anybody who cared to listen to it really.

LESLIE: Got you. At this point, do you have a website? Do you have a blog or anything of that sort? Online presence?

NATALIE: Here's what's interesting. This is actually where the blog came into play. I had a generic website that the company gave me and a lot of people out there, they end up listening to this, they probably are in the same situation where they get involved with the company that allows them to sell a product from home and they give them this generic website and 99% of the time, the website totally sucks. There's nothing exciting about it. There's nothing that shows your personality. It's just all products.

From there, I just thought to myself, "I need to find a way to show people who I am and not just make them think I'm just trying to sell them stuff," because I truly was enjoying what I was doing and I just felt like the website that the company gave us didn't show me, didn't show my personality. So, I decided to start a blog and to shoot videos and testimonies and just stuff that was circulated around my business. But, it didn't always have to be about sales. It was just the fun stuff that happened behind the scenes.

LESLIE: Got you, and how long ago was this?

NATALIE: Believe it or not, that was actually at the end of 2009. I think I seriously started doing it in 2010. So, it's really only been a good full two years.

Introducing and Growing the Business through Social Media

LESLIE: Awesome. Okay, all right. So, you started your blog. You started sharing personal stories and all that kind of stuff. How did you initially get people to come to your blog?

NATALIE: Well, I definitely utilized social media. [Facebook](#) was my favorite at the time because I was already on it. I was pretty comfortable using it. I would just share my blog post. If I did a blog post showcasing one of the parties that I just had. I would show all the ladies having fun in the video from the party and the photos and all of that, those exciting things.

And so, people started to take note of the consistency. For those that are listening to this, that's probably one of the most important things about blogging is that you have to **be**



consistent.

I think that people can respect that on a weekly basis sometimes, twice a week, I was sharing my experiences and they can kind of look forward to coming back next week. So, I just shared it like crazy on Facebook.

LESLIE: Awesome, okay so Facebook, social media and all that stuff. I'm really interested in it because I love social media. I'm not a social media expert or anything of that sort. I use social media to connect with people. But, I know that I can learn a lot in terms of what I do on social media and there are a lot of people that will be listening to this podcast that can probably also learn a lot when it comes to using social media for marketing their blog.

So, what I want to do is I want to kind of switch gears now and talk specifically about that. We can talk... I know Facebook is big for you, we can talk specifically about Facebook and some strategies for really maximizing your success when it comes to using Facebook to get exposure and get traffic to your blog. So, what do you have to teach us? Go!

Automate Your Social Media – Facebook's NetworkedBlogs

NATALIE: Well, one of the first things I think is just a super simple thing and maybe you've heard it before. But, anyone that has a blog should have it automatically going out to their social networks as soon as they post it.

It shouldn't be a case of posting a blog article and then, once it's live, going to Facebook and posting and then, going to [Twitter](#) and posting, and then, going to all these other sites. It's important to have something like [NetworkedBlogs](#), with something that I use on Facebook that automatically syncs my Facebook page to my blog and it just goes out automatically.

So, that's super no-brainer thing to do because you don't have to think about it. As soon as you post your blog, it goes out to all your different social networks.

LESLIE: Okay, I've heard a number of different perspectives on that because I've heard about this and it's not something that I do but, I've heard other people say that when you post a link to your latest blog post, you want to make it personal. You want to add some information in there or you want to add a picture or something of that sort. What's your perspective where that's concerned?

NATALIE: Well, are you asking... Can you repeat that? My daughter jumped up for a second so, I lost my train of thought, Leslie. Sorry about that.

LESLIE: Not a problem. Not a problem. I've heard a number of people say, well, both ways. I've heard exactly what you said. You have a plugin or something of that sort that automatically

posts to Facebook whenever you make a blog post. I've heard other people say, "When you post something to Facebook, you want to tailor it to Facebook, maybe add an image or add your own commentary to it to get the discussion going."

Use Facebook Groups to Promote Your Posts

NATALIE: Leslie, that's a great point. That's a great point. But, that's not the only thing that you do. That's just something that you have set up automatically but, you are definitely going to want to put your commentary on top of it and promote and depending on where you're sharing it, you'll change the verbiage.



For example, that's my first step. So, [NetworkedBlogs](#) will have my posts syndicated on all the different social networks. But then, what I'll do on Facebook for example is I'll choose some of my favorite groups that I'm a part of and these are not groups that are full of spammers. They are groups that I truly interact with people in. So, they know who I am. I know who they are. So, I'll go in and then, I'll post that blog post in maybe five to eight different groups that I'm actively using and ask people for their commentary. I'll very often will post the group name.

So, let's say, the group is called, "L.A. Men and Women in Business." I'll start off my title with, "Hey, L.A. Women and Men in Business, have you ever had this problem? Let me know if this helps."

I definitely will tailor it to whatever group I'm talking to but, the first step is syndicating it.

Search for Your Ideal Facebook Groups

LESLIE: Okay, I like this concept because this is something for some reason I haven't thought of doing at all in terms of joining groups that are relevant to your content, to your niche, and sharing stuff with them. How do you recommend someone go about finding the right types of groups? Let's talk about that first. How do we find the right types of groups for your niche?

NATALIE: Well, this is kind of a little exercise that I do with my students in the class that I have. I tell them to close their eyes and to think about who it is that they really want to do business with. And, I hate to break it to most people but, it's not everyone. A lot of folks say, "Well, everyone who can use my product or my service." While that may be true, I think everybody should have a focus.

Close your eyes. Think about who your ideal audience is and I'm talking down to what they eat, how they dress, where they came out, what kind of music they listen to... all of those things that make a person a person.

Once you know those different kinds of things, you can go online and find them. For me, if I say that my ideal client is a working mom who loves *The Real Housewives of Beverly Hills*, let's say for example, I'm going to go on Facebook and I'm going to look for a group that has to do with *Real Housewives of Beverly Hills*.

Once you get into that group, you already have people's attention because you're in the same space as them. You're already interested in what they're interested in so now, you just have to tailor your content to that group.

LESLIE: Okay, I like that. So, we've thought about our ideal audience or our ideal client and we know what they like. We know who they are and down to as much detail as we can, we found some Facebook groups. What do we do now that we have or we've joined a few... Well, first of all, how many Facebook groups do you typically recommend for someone to be a part of?

NATALIE: I haven't actually thought of that. I had to narrow it down for me because Facebook is a little tricky. It allows people to add you to groups without your permission. So, before people used to have to add you and you would know about it but now, people can add you to tons of groups.

What I've done is maybe once a week or so, I would go and monitor whatever groups I've been added to that I don't want to be a part of. For me, what works for me is I have about five groups that I'm pretty active on on a regular basis and for me, five works perfectly fine.

LESLIE: Okay, okay. I like that. It's not an overwhelming number. It's not like you're trying to find groups every week and all that kind of stuff. I think that's a bit more manageable.

So, we found our groups, whether it's three, five whatever the case might be, what do we do as a member of that group? How do you recommend for us to go about interacting and so on?

Let People Know You Are There

NATALIE: Well, the first thing is to let people know you're there. To be very honest, sometimes, it's not the best idea to post your blog right away. If you're just joining a group, you want to take a minute to get familiar with the people. Say hello, comment on other people. I always say I can't stand a drive by a poster. I get a lot of those. A drive by poster is somebody who literally goes in a group, post their thing and then, gets out. They don't talk to anybody else. They don't say hello. They don't interact. They don't get engage and they really don't care what's going on in that group. That's how a lot of the groups on Facebook become full of spam.

And so, to really get the best out of these groups and keep in mind, all these stuff is free to do. Even though it's free, it still takes time so time can cost money. You want to take a little bit of time, not a lot, but maybe fifteen minutes out of the day the first time you joined the group or maybe even ten and just interact with some people. Let them know you're there. Once people have started to interact with you then, you can start posting in that group.

LESLIE: Oh, so simple and I love it. When I got into blogging, the way I first got a bunch of traffic to my blog is because I was interacting on a forum. People knew me from the forum. They knew who I was and I was relatively well-respected in the forum so that, when I launched my blog and I put a link to my blog there, it was almost an instant success because I had established myself in the forum and it's the same concept when it comes to these Facebook groups and I've never for some reason thought about doing it that way. So, I'm glad you brought that out.

Anything else on Groups before we move on to the next topic?

NATALIE: Nope, that's about it.

LESLIE: Okay, sweet. All right, let's continue on now with just general Facebook tips especially for someone that has a Facebook page for their blog or for their business or anything of that sort. What are some of the tips or strategies for really maximizing engagement and then, translating that to traffic to your blog?

Write What People from Your Niche Would Like to Hear from You

NATALIE: Well, first, you want to know what people want to hear and I always say don't just write about what you want to write about. Write about what other people are looking for. One of the things that I do outside of Facebook just in general is I'll use the [Google keyword tool](#) that allows me to search different topics for blogs.

If I'm thinking about doing a video on how to get more fans on a fan page, it might just be something as simple as tweaking a word in that title that might get more traffic outside Facebook but just online period when people are looking for this. That's one of the things that I do when thinking going to the blog.

But then, also directly on Facebook, I'm asking questions constantly. What it does is it creates **free market research** for you so you're going to be able to tailor your content to what people need. But then, not only that, it makes people feel like you really, truly and generally interested in them.

And, I think that it's one of those things online that people kind of get disgusted with is that there are so many things going out there, so many different messages but, sometimes you feel

like no one's really listening to you. And it's really refreshing to go to a page on Facebook or go to someone's blog where they actually are making content for you. They are answering your questions and they're making you feel like you are a part of their brand.

LESLIE: I like it. So, don't just post content. You want to be asking questions and not just asking questions. But then, responding to the answers that people are giving.

Come Up with “Homeworks” at the End of Your Post

NATALIE: Absolutely and creating some fun little tool inside of your blog that allows people to really interact. That might mean telling them to do something. Like maybe you might say at the end of your blog, tweet #learningwithleslie and tell me what was your favorite tip in this blog?

So, giving them kind of a little bit of homework to do at the end and directing them to do something because people most of the time, if you tell them to do it, they'll do it but if you don't give them anything, they don't do anything.

LESLIE: So, that's kind of like a call to action.

NATALIE: Absolutely.

LESLIE: All right. I like it. Okay, so we spoke about [NetworkedBlogs](#) and using it to just sync your blog post to your Facebook feed and automatically update their Facebook, Twitter, and all your social media.

NATALIE: Right.

LESLIE: Facebook Groups and joining relevant Facebook groups for your **target audience**, engaging, interacting and then, also sharing some of your content, doing some keyword research to make sure that the stuff that you're talking about is stuff that people are looking for and not just that, you can make little tweaks to make sure that it increases the likelihood of people actually finding it, asking questions constantly. That's a very good tip and giving people "homework." I love the word homework because I'm a teacher.

NATALIE: There you go.

LESLIE: So, giving people homework or a **call to action**, something that they can do that allows them to interact with you, interact with your brand.

NATALIE: You got it.

LESLIE: All right, anything else?

NATALIE: Hmm, gosh! I have so many things that I think of at the top of my head. Those are probably one of the most important tips when it comes to blogging.

"My Story" Video Marketing

LESLIE: Awesome, you know what, when I go to your blog nataliegouche.com, the first thing I see is a video about "My Story" Video Marketing. I want you to talk about that concept of "My Story" Video Marketing.

NATALIE: It's actually probably the simplest form of marketing because every single person has a story. And nobody's story is exactly the same. But, in my opinion, one of the reasons I've been so successful in connecting with people is because I'm okay with being transparent meaning that, sometimes, I talk about struggles that I'm going through or I talk about what's on my mind, or I talk about what I've been through.



The reality is there are more and more people popping up online and what's going to help you find and connect with your target audience is relating to them on the deepest level of just being real and in the video on my website, I talk about how one of the ladies that attended my workshops that I've never met in person but yet she's bought coaching sessions with me. She's attended my workshops. I call her pretty much a brand ambassador meaning that whenever I put something, she's sharing it for me. The reason that that is is because she immediately connected with me and said, "That's me," or "That's who I want to be."

So, I encourage everybody wherever they're at in whatever stage of their life, just be okay with sharing it because I really feel like you're meant to bless other people and you're meant to connect with them and just always trying to be perfect or always trying to say the right thing, that's not always going to work. It's when somebody hears what you've gone through when they go, "Oh my gosh! I can totally relate to that."

Social Media for More Private Bloggers

LESLIE: I can imagine that you've heard this a few times because I've heard it a few times in terms of someone would send me an email and say something like, "I love what you're doing. I love how you put your personality into what you're doing. However, I am a very private person. I don't like to share a lot of details of my life." What do you tell that person that's trying to build an online business with a blog and using social media. What do you say to that individual?

NATALIE: Well, you have total control over what you care and that's the first thing I tell people that it's totally up to you what you decide to disclose and what you decide not to but, whatever you do, there has to be a human side to your business. Even if you don't talk about anything that has to do with personal stuff, there still has to be a personal side to every single person's business because we don't do business with business cards. We don't business for the website. We don't do business with blogs. We do business with people.

So, if you're setting out to connect, you have to be somewhat okay with sharing some things and it doesn't have to be personal things. It can be things that maybe you have an opinion on or maybe you saw a TV show that came out and you just want to write about your opinion on the quality of the film. That's still injecting your personality into a post without talking about your personal life.

Community Question – How much Social Marketing effort to invest?

LESLIE: Got it. Got it. I like it. All right so, I posted on Facebook about a few hours ago, I should have done this earlier, but I posted on Facebook, "I'm going to be interviewing someone on social media tonight. If you have any questions, you can call the hotline." I got one person that called the hotline with a great question that I want to playback for you and then, you can go ahead and answer it.



So, this is Steve Newman. Here is his question.

"Hi, this is Steve from pneumaticmethod.com. My question is how much of your marketing effort as far as time and budget, would you recommend putting into social media marketing? That's it. Thanks!"

LESLIE: So, that was his question. What do you think about that question? What's your answer to that?

NATALIE: Wonderful, wonderful question. We talked about this a little bit in the beginning where I said my goals were really to just give people resourceful tools where they don't have to spend all day online and I do have a checklist and anybody that is listening, if they want the checklist, I'll be more than happy to send it to them.

My checklist has pretty much your daily social strategy. That consists of reaching out to a certain amount of people a day, responding to messages, posting your content and getting

your butt offline. So, it's something that shouldn't take all day. While social media is fun, it's free but it can cost you a lot of time and time is money.

So, fifteen minutes a day I honestly think is efficient and I'm not just saying this because I think it's a great checklist. There are people that are on my fan page who have used the checklist and they have taken... of their productivity and some people's traffic to their fan page and their engagement has increased 600%, one lady told me by 800%. It was insane how much traffic she was getting and she was spending less time online but, she was doing more productive things in that short amount of time.

So, Leslie, if anybody is listening, if you guys want to email natalie@nataliegouche.com I will send that checklist right over to you.

Another question he asked was how much of your budget? I say that you have to figure out what your overall budget is for your business period, for marketing and at least 20% of whatever you're making should be going back into marketing.

By no means, this social media has to be the only thing but, you can make a Facebook ad for as little as \$50. What I talked about a little earlier, Leslie, when I said find out who you want to do business with, here's a tip for running a Facebook ad.

If you have someone that's a thought leader in your industry that you would like to be liked, or that you aspire to work like, they can be the person that you put into your Facebook ad. So, when Facebook says, make an ad connected to a certain brand or a company, you can actually put that person into your ad and Facebook is going to target their audience. As little as \$50 can get you 20, 30, 50 plus new fans and that can turn into money if that's what your goal is. You can definitely convert those with great content and good calls to action in your post -- not all the time but, about 20% of the time.

LESLIE: Got it. Got it. Love it. So, if anyone is interested in the checklist, they can email you at natalie@nataliegouche.com. I'll have that in the show notes. That sounds like... I'm about to email you for that checklist myself.

NATALIE: That's so awesome. I was so excited when I put that together and I love when I hear that people are getting results for it because that is what I set out to do is to help people not spend a whole day online to get some really, really great results that they can actually monitor.

LESLIE: Got you. Well actually, can you share maybe one tip that's in that checklist that would help someone save some time?

NATALIE: Absolutely. I have a figure of ten people a day that I say to reach out to. So, these ten new people can be people from a Facebook fan page and again, this all goes back to

targeting. So, let's say that your ideal customer is a lover of Starbucks in L.A. Well, you're going to find Starbucks L.A. fan page and you're going to connect, when I say, "connect" I mean add ten new friends from that page. You'll send them a personal message and the message can be a copied and pasted message but you don't want to include any links in there.

So, it might be saying something like, "Hey Leslie, I just noticed you on the Starbucks fan page. I am a huge lover of coffee. I just wanted to reach out to you and say hello. I look forward to networking with you."

That can be something that you have in a document that you can just copy and paste into your ten new friends and your engagement is done for the day. So, you don't necessarily have to be online doing anything else once you connect with those ten people and you have scheduled your postings. You've done about 90% of your work on social media for the day.

LESLIE: Oh, I love it. I need to get me that checklist. We'll talk about that afterwards. It's great because a lot of times, what people do is you post something to your blog, you go and you post it on Facebook and you wait and then, that's it. *[Laughter]*

You expect all of a sudden a hundred thousand people to come to your blog but, you're not going out there and actively networking with people. I say that because I don't do that as much as I should be doing it. I interact with people on my fan page but, that's a great way just going out there and reaching out to individuals because it's really something... When it comes to business, an online business and everything that you're doing, it's not you with 10,000 people. It's you with an individual and another individual and these are real people and we tend to kind of lump everyone together and lose that individuality. But, I think that's a very powerful thing.

Natalie's FB Fan Page Questions

NATALIE: So, Leslie. I have a few questions. I hope you'll allow me to answer because like I told you before, I'm all about asking questions. I actually posted on my fan page and have people post questions that they wanted me to go over so, can I go over a few?

LESLIE: Yes, go ahead. I like it.

NATALIE: Wonderful. Okay so, someone on my fan page asked how many times should you be posting a blog? And also, where do you get your content from?

LESLIE: Famous questions, I love it. Go ahead.

How Often Should One Write a Blog Post?

NATALIE: Yes, so for me, and this is just for me, I actually, first, I have my own blog, I have two separate blogs as a matter of fact, and then, I blog for a national company as well, a blog for hellobeautiful.com. I blog for them once a week. I blog for my own personal sites at least once a week as well. I think that's sufficient to start off with your extremely busy, I think you can get away with doing twice a month if that's all you can do. But, if you can, I would say once a week is pretty sufficient.

You don't want to just write the post and leave it to get tons of traffic. You want to promote that on different sites as well.

LESLIE: That's an interesting answer because there are different perspectives where that's concerned. What I found, even I myself, I've taught both of the perspectives where there's one that the more content you get out there, the more entry points you have into your blog. So, if you get three to five out a week, that's a lot more content, that's a lot more that's getting indexed by Google and a lot more traffic potentially.

NATALIE: That's very true. Actually, one of the blogs that I have that's not directly connected to my website but the blog that I actually make money from, that blog I do blog more frequently on. My website blog for nataliegouche.com, I usually keep it to about once a week.

LESLIE: Both perspectives work because there's one way just putting a bunch of content and then, there's another where you're putting less content but, you're marketing that content more.

NATALIE: Yes, and here's the thing too. I think that everybody kind of has a different reason for having their blog and some people are monetizing their blog where they're making money from it. So, yes, you might want to blog more often. Some people are just looking to start to create a little bit of brand awareness. So, they might not need to do it everyday and I think it really depends on what you can afford as far as time and then, what your goal is, your ultimate goal is.

LESLIE: Definitely, and I love the fact that there are so many ways that you can do it. All right, you have another question.

How Do You Come Up with Content for Your Blog?

NATALIE: Let's see here, one person says, Alicia says, what do you write about? That totally has to do whether you're writing for your business or you're writing just for personal. If you're writing for personal, you can write about whatever your heart desires. I think that's the beauty of blogging is that it's your online journal and you can totally be yourself and be okay with that and just knowing that whatever you're saying is going to attract the right kind of people to you.

So, if it's for personal write whatever you want. If it's for business, actually, now that I'm thinking about it, you kind of want to do the same thing, just add a little more strategy behind it. So, write about what you want to write about, title it in a way that's going to get you more traffic.

LESLIE: Got it, love it.

NATALIE: And, that's actually all I have. And there are a few other questions here but, those were the two main ones that stuck out to me.

How to Balance Your Life and Everything You Do

LESLIE: Awesome, awesome. One more thing, I want to make sure I get this right. Okay, so, professional dancer, mother, so family, daughter, self, business, Social Media training, list goes on and on and on.

My question is, what is your number one tip? I'm going to need, this is the tip that I'm going to really need to hold on to because I'm expecting here. What is your number one tip for maintaining balance in your life while doing everything in the world it seems? What's your number one tip?

NATALIE: The number one tip is prioritizing the top things in your life and everything that you're doing on a daily basis needs to fit in those priorities and I think that everyone that has a million things on their plate also has to be okay with saying the word, "No."

That goes for a life in general. That goes for business because there's lots of things that you can potentially do. There are lots of glittery things that gets you excited. There are new programs and new products and new opportunities coming up everyday. So, you have to get into the habit of saying, "No. I'm going to focus on these three things or on these four things," or whatever are your top items and really sticking to a schedule with where everything goes.

In my life, there's time for my husband. There's time for my business. There's time for my daughter. There's time for me which is extremely important because nothing can run the way it's supposed to if you don't have yourself in order. But, everything has its time and you have to really just know that at the end of the day if one of those things suffers that's on your priority list that affects you in the future.

LESLIE: Love it, love it. Solid advice. Okay, so someone is listening to this right now and they're thinking to themselves, "Man I need more. I need more of this Natalie Gouche girl." Where should I send them?

NATALIE: Well, I have really awesome updates via email on my mailing list. I think that's super important. So, anybody out there here's the big tip, you got to be building your email list.

LESLIE: Oh yes.

NATALIE: You can find my email list on my site if you go to nataliegouche.com and once you sign up you actually get the **Social Media Checklist** right away. So, if you want that checklist, that will be your free download that you'll get there and you got to come over to my fan page. I have something so awesome that I do every Friday Leslie and it has just grown beyond what I can even imagine.



But, I do fan page Friday on my fan page which is [Facebook.com/mogulmom](https://www.facebook.com/mogulmom), and it's not only for moms. It's for anybody that has a business and family and whatnot or somebody just wants business tips.

But, every Friday, I do fan page Friday where I basically post a... I say, "Hey, it's fan page Friday. Post your links to your fan page below." I allow people to post their links and interact with people. I get up to 200 plus comments on there from different people and I've had people get 80, 30, 40, 50 new Facebook likes because one of the rules is that if you post there, you have to post other people by liking their page as well.

LESLIE: Got it. Love that idea. I'm going to be checking it out this Friday.

NATALIE: We have lots of fun there. We grow our business. We interact with one another and we just help each other from there. It's a really great Friday activity. I totally look forward to it every Friday. So, I hope whoever is listening will definitely join me. It's at 12 noon. I do it every Friday at 12 noon. So, look at my Facebook page then.

LESLIE: Awesome stuff. Well, Natalie, thank you so much for joining me on this podcast today. It was a pleasure.

NATALIE: Thank you so much.

LESLIE: Awesome. So, hey guys, you want to check out what Natalie is doing, head on to her blog at nataliegouche.com. Get on her mailing list to get that checklist. I'm about to do it myself so that I can get me that checklist too because that sounds like some valuable stuff there. I need to figure out how to spend less time and be more productive on social media.

As usual, I like you to know that this program is brought to you by my free blogging videos at freebloggingvideos.com. Head on over there. Sign up and you can learn how to get your blog started. I teach you exactly how I've done it and go through the steps so that, you can know how you can do the exact same thing and build your blog that can change the world. It's all about reaching the world one person at a time and with your blog, you can do that.

Thank you so much for joining me. I hope you enjoyed this episode. If you did enjoy, feel free to share it with everyone in the world.

NATALIE: Yes!

LESLIE: But, that's it for this video, this is Leslie Samuel from becomeablogger.com. Until next time, take care and God bless!