



Presents:

Podcast Episode 098: Revamping Your Blog in 2013 - Setting Goals for Success! From #NMX



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 where we're changing the world one blog at a time.

As usual, I have another exciting episode for you today. This is actually a first! I'm here at [New Media Expo](#) in Las Vegas, Nevada right here on the exhibit floor at the Podcasting Pavilion with two buddies, Chris Deals and Crystal Collins. "Chris" and "Crys" – tal – I like it. I like it!

Chris is from dayjobknockout.com and Crystal is from savvyblogging.net. We're excited and pumped to be here. In today's episode, we're going to be talking about revamping your blog in 2013 about how to set goals for success. A lot of us content creators just create content however we feel whenever we feel with no clear direction.

Today, we're going to be kicking that idea in the butt and taking things to the next level. That's what we're going to be talking about today.

Chris and Crystal, how are you guys doing?

CRYSTAL: What's up? [Laughs]

LESLIE: What's up!

CHRIS: Awesome, man.

LESLIE: Oh, it's so good to be here in Las Vegas, Nevada with you guys.

CRYSTAL: I know. This is pretty epic being with you guys here. It's fun.

LESLIE: It is awesome. It is fun. [Chris](#), you and I go back to... 2008?

CHRIS: 2008, yes.

LESLIE: Oh, it's been a while. You're like the first person I met online, huh?

CHRIS: I did know this story, man. The very first time I met him online, I did like him when I met him and can't get enough of him right now.

LESLIE: Oh yes! You can't get enough of the Leslie.

CRYSTAL: [*Laughing*]

CHRIS: [*Laughing*] Okay, I don't like how that sounds.

LESLIE: Okay, I know. Let's change the topic. So, we've been connecting for a while. We've been doing a lot of projects together. We've been blogging now and we've done freebie trading -- remember that stuff?

CHRIS: Yes, freebie trading back then, that ?? forum, had great success with that.

LESLIE: Oh man, times have changed. We've come a long way and it's great to see you here again in New Media Expo in Las Vegas Nevada.

Crystal, we just met you like in June.

CRYSTAL: I know.

LESLIE: And, it's like...

CRYSTAL: Can't get enough of me either, huh?

LESLIE: We can't get enough of Crystal.

CRYSTAL: [*Laughing*]

LESLIE: We just can't enough of Crystal. We just met you in the last BlogWorld...

CRYSTAL: Yes, that's right.

LESLIE: ...in New York City. And, that was awesome. We connected better than we've connected with anyone else.

CHRIS: That's right.

LESLIE: You know what I'm saying? The only person we're missing is Dan.

CRYSTAL: Yes. We are missing him.

LESLIE: Why is Dan not here?

CRYSTAL: I don't know.

LESLIE: I don't know. We got to do something about that guy. But anyhow, it's good to connect with you again and we're here in Las Vegas Nevada. Are you guys enjoying yourselves?

CHRIS: Having a blast so far.

CRYSTAL: It's been awesome.

LESLIE: It's been awesome.

CRYSTAL: Great, yes, a lot.

LESLIE: What's your favorite part Crystal about being here?

CRYSTAL: Probably connecting and networking with and meeting new people, hanging out with you guys, of course but, always with events, it's always the networking that's the best for me and just meeting great people.

LESLIE: Okay, and Chris, what about you?

CHRIS: I am having a great time networking, talking to a few people, meeting people making connections... It's a lot easier the second time around.

LESLIE: [*Laughing*] Definitely.

CHRIS: ... than the first time around.

LESLIE: So, you find that you learned something about connecting and networking between the first time and this time?

CHRIS: I would say you definitely become more confident and it becomes easier.

LESLIE: Okay.

CHRIS: So, now I can... I'm like chatty catty.

LESLIE and CRYSTAL: [*Laughs*]

LESLIE: Now, Crystal, you have been to a number of different conferences, right?

CRYSTAL: Yes. I actually run my own conference the [Savvy Blogging Summit](#). Then, I've been to other things like [Blog Her](#), and New Media Expo. I'm kind of a social media butterfly. I just love meeting new people and going to –

LESLIE: We know that [*Laughs*].

CRYSTAL: Yes, you know that.

LESLIE: Tell us a little bit about the Savvy Blogging Conference.

CRYSTAL: The Savvy Blogging Summit is for bloggers that want to take their business to the next level, make money on their blogs, learn about monetization, learn about the legal aspects of blogging – what you need to know. We have professional lawyers come in to talk about that.

It's everything to do with business. We want to be taken seriously as bloggers. It's not all about just we're just hobby bloggers. We're serious bloggers making money and a lot of our bloggers are making six figures or more.

LESLIE: Oh, that's nice. I like it. So, when is the next Savvy Blogging Summit?

CRYSTAL: The next one is going to be in June in Cincinnati. It's going to be June 20th through 22nd and I hope to see you guys there because my birthday is June 21st. I am expecting a big deal to be made out of it.

LESLIE: Well, now that it's documented, it's on Learning with Leslie, we have no choice but to be there.

CRYSTAL: Yes.

CHRIS: And, she said the expectations.

LESLIE: Well, there you go. She just tells us "I expect you guys to be there. It's my birthday," so, now we got to be there.

CRYSTAL: [*Laughing*] You do, yes.

LESLIE: And, we're going to come and we're going to have a of fun. I think we're going to even have more fun.

CHRIS: Yes, more fun than we're having here so far.

LESLIE: It's a birthday! We have to.

CRYSTAL: And, Summit Blogging is fun because there are professional people during the day, we learn a lot and then, we enjoy the evenings and we dance and have fun and spend time with friends so, it's a great event.

LESLIE: We know how Crystal likes the dancing, oh yes!

CRYSTAL: It's good exercise. I'm a health nut after all, right?

LESLIE: Yes.

CHRIS: Oh, that's it.

LESLIE: Yes, that is why we dance. We dance for the exercise. That is a lot of fun.

All right, so, it is 2013. I like the fact that this is right at the beginning of the year. You kind of kick the year off on a good start and you get into all the things that you have to do for your blog, for your business, for your life, and all that jazz.

Chris, let's talk with you first. What are your plans for 2013? As we go into this New Year that we've never seen before, what are your plans for your blog this year?

CHRIS: I'll make it simple, just to take over the world.

LESLIE: Oh!

CRYSTAL: Oh! That's so simple.

LESLIE: Okay, elaborate on that.

CHRIS: Elaborate on that. So, my plans for this 2013 is to re-launch [Day Job Knockout podcast](#) and on the podcast and the blog is going to be focused on helping people supplement their income, those especially with a day job like myself.



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by CHRIS DEALS on JANUARY 9, 2013

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WELCOME

In todays economy there is a need for many people to supplement their main incomes. Some people choose to go out and get second job, other just work longer hours at their current job. I have decided to supplement my income by building an online business. I have done so for the past five years using Affiliate Marketing, Product Creation, and offering my Services.

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I currently have a day job that I work about 40 – 60 hours a week and I do supplement my income online doing product creation, affiliate marketing, [?] sites, and several other things. I want to share with an audience what I've learned over the last five years in the Internet Marketing space and all the things that I've learned from mistakes I've made and on the

podcasts, going to interview people in similar situations that are having success by supplementing their income while having a day job.

It's not all about getting rich overnight but, slowly moving away from working for someone to working for yourself and it's a process that takes some time and can be accomplished.

LESLIE: And, I know that while we've been here, you've been able to connect with a number of people who were doing just that, working part time on their blog while they do have a full time job and building significant businesses and it's, for me, personally, it's great to see people do that. That's what I've been doing and it's good to see other's doing it in all kinds of different niches.

CHRIS: You know, the funny thing about it actually debunk the myth that everyone is a full-time Internet Marketer and everyone is getting rich overnight. That is not the case. From my experience of doing it for five years, I know that's not the case and meeting other people that are actually doing it on a day-in and day-out basis.

It's very inspirational. I hope to share those stories, share tips from them on how they are able to manage it. And, it's a very good difficult process. It's not easy at all but, "Nothing good in life comes easy." Even mom says that.

LESLIE: Yes, that's something that every mom says.

CRYSTAL: Moms are smart.

LESLIE: Moms are indeed smart.

CRYSTAL: Moms and wives tend to be smarter.

LESLIE: Yes, that's true! Very, very true. And, Crystal is like, "Yes, yes, also wives are really smart."

CHRIS: I think she's both actually.

LESLIE: Oh there you go!

CHRIS: Mom, wife and a blogger. She's three times as smart.

LESLIE: I love it! I love it, I love it.

CRYSTAL: Okay, what do you guys want?

GROUP: [Laughs]

LESLIE: Yes, we're going to send you the bill later on. Okay, so Crystal, 2013 is here. What's up with you and this blogging, this business, and all that stuff that you're doing?

CRYSTAL: Well, I'm more of a long-term goal setter. I set those long-term goals in order to be able to set my short-term year goals.

One of my long-term goals is actually to run and manage my own events in the organic and health niche because one of my blogs focuses on organic living, TheThriftyMama.com. We talked about that [before](#).



So, that's one of my long-term goals. To reach that long-term goal, my year goals are going to be a little different. I'm focusing on going to more events in my niche. So, I love the New Media Expo and I love all of these events that I go to about blogging but, I need to focus more on events this year that are focused on the organic industry.

So, I think I'm going to an organic trade expo in March. That's one of my goals for this year is to visit more of those events and make more connections in the organic and health industry so that, I can help to establish myself as a leader in the natural health, organic, all that stuff.

LESLIE: And, that's something that's very significant in terms of , you know, you get a lot of people trying to start blogs and they think everything is online. Online is great! But, when you can actually get that face-to-face connection with people and dance with them, that's what you do [*laughs*].

CRYSTAL: Yes.

LESLIE: You know, just meet people. Network with people that are in your niche, that are in your industry that are movers and shakers and be able to establish those connections so that, it can help to build what you're building online.

CRYSTAL: Right, yes.

LESLIE: That's when online meets offline.

CRYSTAL: Yes, exactly.

LESLIE: Awesome, awesome. And, for me, when I think about 2013, I think about a number of different things. A big part of what I do is trying to build a community at BecomeaBlogger.com and I've been doing things with [Google communities](http://Google.com/communities) and just trying to encourage interaction and all that stuff. I want to enhance that community-like aspect of my blog significantly more.

I also want to focus on **conversion optimization** so that, when people come to my blog, they know what I have to offer and they go through a very clear funnel so that, they are getting tons of value but, they are very much exposed to what we have to offer so that they can make the decisions that they need to make to help them in their business.

So, there's a lot that I am trying to work on where that is concerned. There's still a lot that I need to write down in terms of my specific goals and so on especially, you know, now I just had a child and everything is all crazy... It's kind of hectic going into 2013. But, I know that there's a lot that that can happen this year. I am looking forward to all those things.

So, as we talk about setting these goals and so on, what are your recommendations for someone that is out there? They have a blog and maybe today, they think about a topic so,

they write about that topic. Or, they're not exactly sure what they're going to write about next week or, they're not exactly sure where their blog fits into the scheme of things. What would you guys recommend for that individual?

Let's start with Chris and then, we'll come down to Crystal.

CHRIS: Actually, you know what? I'm going to pass to Crystal because I think I know what Crystal is going to talk about and then, I'm going to piggy back on that.

LESLIE: I think I know what she's going to talk about, too. So, let's make it happen. Go Crystal!

Setting Goals for Your Blog

Define Your Goals

CRYSTAL: Well, I would say it starts with definitely defining your goals, defining what you want to do. So, if you're going to talk about, if you want a peanut butter blog, for example, and you're going to focus on peanut butter, there are different types of peanut butter, how you can have butter, how you can serve it with... You need to define each month what you're going to talk about.

So, in January, maybe you're going to talk about like the healthier side of eating peanut butter like organic peanut butter. See, I always get out the organic stuff, don't I? *[Laughs]* You're going to plan out your content according to that and it's very important to focus on what your topic is and not get distracted.

I see a lot of bloggers, they have a certain niche but then, they start talking about something else that's completely unrelated. That's fine. There are places for that. That's what social channels are for. That's what maybe an extra blog is for but, specifically, if you're trying to attract a certain type of audience to your blog, you need to have specific things that you're talking about and not branch too far from that.

Then, you know, if it is a peanut butter log, every once in a while, you might want to talk about Nutella or something. So, it's kind of related. It would diversify it a little bit.

Set Up Your Editorial Calendar

You need to have those goals, clear mind, your focus, your topic, what you're going to talk about, and then, next, you need to set up your editorial calendar based on what that is.

So, for the month of January, what are you going to write about? For the month of February? And, doing your keyword research, and planning out so that, you are following the trends as well. So, when are people searching for peanut butter and jelly recipes? When are people searching for Nutella recipes? If you do a Google trend search. It might be happening in April. It might not happen in January because everybody is doing New Year's resolutions and they got to cut out the Nutella. They're not going to do it.

But, April come around and in April, they're like, "Oh man, I just deprived myself. I'm going to binge on Nutella." So, that's when the trends are happening. You need to know when that's going on in planning out your content strategically so that, you are in front of those people when they're searching for you.

LESLIE: I like that concept because even myself, I find myself just, you know, "What am I going to talk about today? What am I going to talk about today? Okay, let me think about something that I can talk about."

But, if you plan it out in advance, I had you on the show before and you spoke a little bit about that and I want to talk about something that you have that can help people with that but, if you plan it out in advance which I started doing after your podcast, you can take credit for this, but after the [episode](#) that I did with you, I planned out the content for the rest of the year, of 2012.

CRYSTAL: Good for you!

LESLIE: I started creating the content based on that schedule and it was much easier to do it that way.

CRYSTAL: Yes, it takes away the stress.

LESLIE: Exactly. You got to start thinking, "Okay, what am I going to do today..." Once you've sat down and you've strategically outlined what's supposed to happen, what you want to happen, it makes it much easier to get it done.

CRYSTAL: Yes.

LESLIE: Awesome. Chris, you wanted to piggy back on that.

Plan Out Your Schedule and Commit Yourself to It

CHRIS: So, when it comes to planning out your content and all that, first of all, think you need to plan on the time that you're going to do this. That's actually from my perspective where I'm doing this part-time or if you're doing this part-time, you don't have many hours in the day.

So, I treat it like if it's a second job, because if you have a second job and you're working 15 hours a week, you are committed to that, all the job of four hours a day or whatever the schedule is, so you need to come up with a schedule where you plan out that time and commit yourself to it.

So, if you know it's Monday, Wednesday, and Friday, you're going to spend four hours between seven and eleven doing it, if you have a part-time job and you're there, your kids will not be interrupting you, your spouse will not be interrupting, you will not be watching TV. So, plan your schedule way in advance or, a month in advance, and you can put out in your calendar where these are the days I'm working and let your spouse, or your kids, or whatever, you know, whatever situation you're in, figure it out because that's the same way you'll be committed to going to a job. That's basically you're in a time out and finding a space where you work.

A lot of people try to sit in front of the television with the laptop on their lap while they are watching American Idol Auditions. You're not getting anything done. If you're there for four hours, you've gotten 30 minutes of work done if you want to call it work.

So, be committed to clearing your schedule and being focused on those tasks. You'll be able to get those things accomplished especially when as Crystal talked about, planning your content. You have those things planned out so you know where your content is, and then, next week, you know I only have four hours to get this together.

It is a Business

CHRIS: One other tip I think I'm definitely going to focus more is doing, I don't want to say, it's weird but, doing the money making task first. If it's sending an email to my mailing list to nurture a relationship, do that first. If it's sending an email to an affiliate for someone being an affiliate of my product, do that first and then, do everything else second because those are the, for me, it's important to do those things and get them out of the way but, all the other social

things, social media and all of the other things that come along, they're important, too but, I tend to want to do the money making task first and you can break it up.

If you have four hours, well for the first hour you can focus on that and then, spend the other three hours on the other tasks.

LESLIE: That's interesting because a lot of people will hear that and they will immediately think, "Oh, that Chris guy. He's all about the money. That's all he cares about. It's not about adding value. It's not about helping people."

However, and this is something that I have struggled with in the past, when you think about your business, and when you think about creating products and all these different things that are going to make you money, that allows you to be able to do the things that's going to help others.

I also think that that's a very good idea. What are the things that are going to help your business to grow the most so that, you can reach as many people as possible and give them that helpful information that's going to help them to accomplish their goals.

And then, ...Oh, you want to add something on that?

CHRIS: Here's another thing about what people don't realize. **It's a business.** You're doing it to definitely make that profit and to make money but, at the same time, you can offer value. You can teach people. You can help people and all those things that come along with it but, it comes down to a business where you have to have something for sale. If you don't have something for sale, it's not a business. To me, it's a hobby.

CRYSTAL: Yes.

LESLIE: I agree with you. There needs to be a strong revenue model behind your business, if you're doing it as a business.

If you have a blog and the purpose of your blog is to update people on what's going on in a certain industry or whatever the case might be, and you don't care about building it into a business, that's fine. There is absolutely nothing wrong with that.

CHRIS: Right.

LESLIE: If you are building it as a business, you want to make sure you are thinking about creating products, or promoting affiliate products, or offering services or something of that sort so that, you can generate revenue.

Now, Crystal, you have something that deals specifically with this thing of planning out your year, your content schedule and all that kind of stuff. Tell us a little bit about that.

The Marketing Calendar Blueprint

CRYSTAL: It's called the [Marketing Calendar Blueprint](#) and it's all about planning strategically for your long-term goals working backwards through the calendar. We give you the tools to be able to do that so that, you're setting up your whole marketing strategy and it's more than just an editorial calendar.

I know a lot of people attempt to do an editorial calendar. This will help you do that but it takes it a step further and helps you plan out your **marketing strategy**.

So, what events do you need to be at this year? What kind of hash tag marketing are you doing? Are you following the hash tags that are relevant in your niche and are you tweeting in them and connecting with people at certain times of the year when those hash tags are in use?

Figuring out when that's going in, putting all of these stuff together into your calendar so, you know exactly what you're doing, when you're doing it and it's not waking up in the morning, wondering, "Oh, what am I supposed to do next? I'll find out."

LESLIE: Awesome. If anyone is interested in checking that out, you can go to becomeablogger.com/marketingcalendarblueprint. You'll find out all about it. It's a great resource to help you to plan out your year, plan out what you want to do, plan out how you want to grow your business and all that kind of stuff. I definitely recommend for people to check that out.

Now, okay so that's the main thing that I wanted to talk about. But, I just want to talk about really quickly – what is your number one tip that you would give to anyone, someone that's here walking around. They just came to New Media Expo because they found out about this blogging thing. They want to get into it. They're excited about it and all that kind of stuff. What

is your number one tip to that person? Very generic question and we'll see what comes out of it.

More Tips

Be Genuine about Helping Others

CHRIS: I've learned this over the years from Leslie. Whatever you do in blogging make sure you're doing it to help people. Be genuine about it but, don't be bashful to sell behind it. But, be genuine about helping people first. I've learned that from you over the years. That definitely stuck with me.

Find Something You're Passionate About

CRYSTAL: I like that. I agree with that completely. I'll probably sound like a broken record because I said this before but, my number one tip is to find something that you're passionate about and do it. Don't just do this because you're wanting a get-rich-quick. Don't do this because you're friends are doing it. You need to do something that you love to do, what you're passionate about because that's what life is about – doing what you're passionate for.

If you're not passionate, it's probably not going to succeed anyway. So, focus on what you love to do. If you like talking about peanut butter, then, you know what? Go out there and talk about peanut butter. Do it!

LESLIE: And, do it awesomely.

CRYSTAL: Yes.

Infuse Your Personality in Everything You Do

LESLIE: My number one tip would be, and I love those two things because they go hand in hand with what I'm going to say. My number one tip would be don't be afraid to infuse your personality in whatever it is you're doing. It doesn't matter what kind of a personality you have.

Don't try to be like somebody else. Don't try to be like Chris. Don't try to be like Crystal. Don't try to be Leslie. Try to be like you because there is absolutely no one else out there that is exactly like you and that's going to make your blog unique.

CRYSTAL: Amen.

LESLIE: I think those are three solid tips. I think that someone could listen to this and go off and be inspired to do something significant, create content that's going to inspire others and even change the world.

CRYSTAL: Yes.

LESLIE: If people want to check you out, Chris, they can go to...

CHRIS: DayJobKnockout.com.

LESLIE: DayJobKnockout.com

CHRIS: Feel free to send me emails. I reply to all my emails.

LESLIE: Awesome. That's good. And then, Crystal, if anyone wants to check you out, they can go to...

CRYSTAL: Savvyblogging.net and I would love if you just friend me on Facebook. Look me up. I'm [Crystal E Collins on Facebook](#).

LESLIE: Awesome, and if you want to check me out online, you know exactly where to go. I need to start some music, don't I? Yes, let's do that. Music.

Hey, there we go. I had so much fun on this with you guys. This was awesome. Thank you so much for taking your time out to listen to this if you're listening to this on the podcast, and thank you guys so much for being here with me today.

CHRIS: It was a pleasure.

CRYSTAL: Thanks for having us. This was a blast!

LESLIE: Awesome, awesome. So, hey guys, as usual, this is Leslie Samuel from becomeablogger.com. If you want to check me out, you can come to becomeablogger.com.

If you want to get started with your own blog, you're not exactly sure where to start, you don't know what this Wordpress thing is that you keep hearing people talking about, you don't know how to choose your domain, set up Wordpress, start adding content and all that kind of stuff, head on over to freebloggingvideos.com. You're going to get ten free videos that's going to help you to set your blog up to get it up and running fast.

Head on over there, sign up and yes, all that good stuff.

From New Media Expo in Las Vegas Nevada, this is Leslie Samuel. I'm so glad that you are able to join us today. But, that's it for this episode. Until next time, take care and God bless!