

*Stand out in this noisy world and finally attract the online exposure you need!*

# BE HEARD



# CHECKLIST

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If you've read the full ebook then you should now be brimming with ideas and raring to get going with your own brand and your own message.

But on this journey you might find yourself needing a little more guidance and a few reminders and prompts to push you in the right direction. That's where this checklist comes in: keep this with you and follow each point and you can be sure that you haven't missed any of the crucial steps to being heard in a noisy world!

## Creating Your Brand

- Choose a niche
- Think about what you're interested in but also what kind of audience you want to reach
- Find a niche that is big enough to expand into but not too overcrowded
- Identify *where* that audience will be found
- Think about your existing contacts and routes to market
- Come up with a mission statement
- Design a brand and a 'visual language'

## Creating a Platform

- Create social media profiles on as many sites as you can manage. Consider:
  - Facebook
  - Twitter
  - Instagram

- Google+
- LinkedIn
- Pinterest
  
- Get a hosting account and domain name. There are many providers but Bluehost is a good all-rounder.
  
- Create a blog. Use WordPress and look for plugins to link it with your social accounts:
  - Round Social Media Buttons
  - YouTube Channel
  - Twidget
  - Minimalist Instagram Widget
  - Shareaholic
  - Facebook Comments
  
- Choose a look for your blog. Make it:
  - Responsive
  - Easy to read
  - Consistent in terms of the color scheme and your logo
  - Modern and professional quality
  
- Add an Autoresponder. Consider using:
  - Aweber
  - MailChimp
  - GetResponse

## Posting

Now you have your platform, it's time to start using it! That means posting to social media and your blog. Here are some tips that will help:

- Think of your social media channel as a service
  
- And your blog posts as products
  
- Make sure you always deliver value

- Be consistent
- Choose high quality images that grab attention and that people want to share
- Consider a specific persona for each of your articles which will help your content to share more rapidly and more easily
- Make your content stand out with titles that attract interest and spark curiosity/debate/emotion
  - But then ensure that the actual posts deliver on that!
- Post third party trending content using tools like BuzzSumo
- Update people with photo and images using Instagram – these should promote the lifestyle you want to communicate
  - You can do this even more if you decided to create a ‘personal brand’.
- Be consistent – using tools like IFTTT.com and HootSuite can help you to stay active across accounts
- Use Insights to see what’s working and what isn’t!

## **Gaining More Readers**

Want to increase your audience? These tips will help you to grow more rapidly:

- Invite people to Like and share your content – sometimes a nudge can help a lot!
- Find communities and groups that are interested in your niche and post there
  - You can even make posts especially for them
  - This is another reason to write with a specific ‘persona’ in mind

- This is much more effective if you take the time first to build up a reputation
- Work with influencers – find people who already have a large audience and ask them to share your content
- Guest post
- Consider using advertising such as Facebook Ads
- Learn the basics of SEO
- Run competitions and promotions on your social media pages to attract more people
- Try using newer platforms like Periscope if you are catering to a younger audience
- Ask questions and engage your audience!
  - You can even use social media to ask your audience directly what they want to see more of!

## **Closing Tips**

This should all help your brand to be much more successful online than many others because now you actually have something to say and now you're building trust with your audience.

At the same time, make sure that you have a commitment to quality and that you're proud of what you do. If you get all this right then you'll build a massive audience that will also be made up of highly loyal fans!