

# design to sell

Resources for making design  
your strategic marketing partner

## How to map your blog's success

Maps make it easy for you to create relevant blog posts and recycle them into new projects

Use maps to plan and recycle blog content

Maps can play an indispensable role in your blogging success.

A steady diet of unrelated, “spur of the moment,” blog posts undermines your firm’s position and weakens your marketing message.

Maps, like those created with [Mindjet's MindManager](#), however, make it easy to create a *focused content plan* for your blog. Maps help you balance current topics with information of lasting value to your market, such as ideas, hints, and tips.

### Step 1: Plan

Start by identifying the key topics you want to address in your blog: such as:

- *Current challenges* and trends.
- *Resources* for clients and prospects.
- *Upcoming events* in your field.

- *Tips and shortcuts* for software programs used in your field.

- *Websites* with lessons for your market.

Next, add ideas for posts appropriate for each category. Think of each post as a “nugget of information,” or content unit.

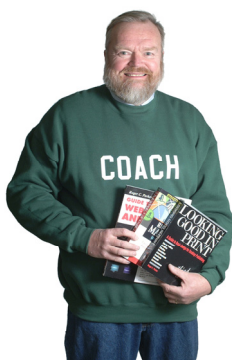
Adding ideas for future posts *as they occur to you* is important. It ensures that you won't inadvertently overlook them. It also helps you avoid repeating information contained in previous posts.

You can use a word processing or spreadsheet program to select categories and add ideas. You can even use a felt-tip marketer and a yellow pad! But, maps help you get far more done in less time working in a visual environment.

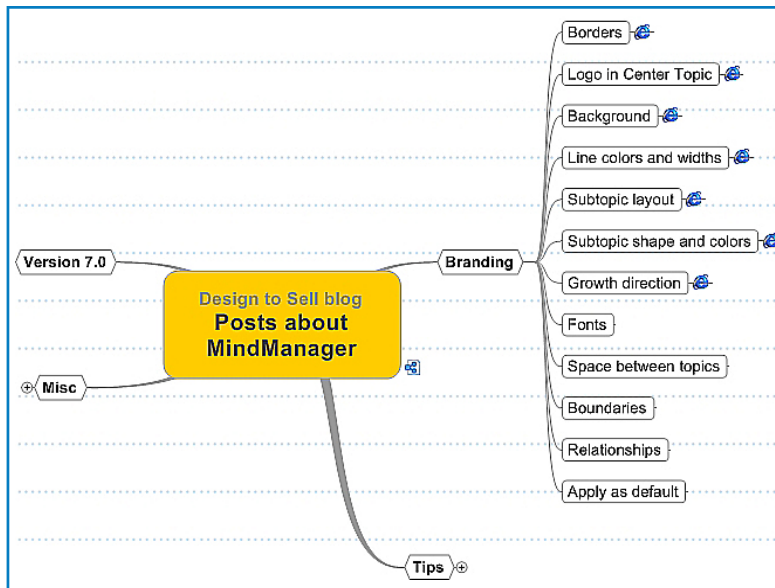
### Step 2: Link

Each time you update your blog, add a link to the new post's *permalink*, or its unique URL. Use Mindjet's **CTRL+K** keyboard shortcut to save time adding links.

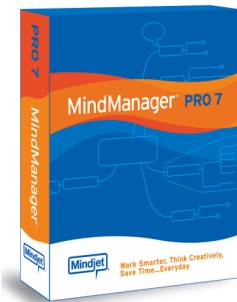
Each link adds an icon to your map that helps you see at a glance which topics have been posted and which remain for you to complete.



Roger C. Parker has been helping firms and individuals profit from design since 1985



Map, created with [Mindjet's MindManager](#), contains links to completed posts as well as topics not yet completed.



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### Step 3: Recycle

Over time, blog posts tend to become invisible. Although blogs can be searched by category or month, this is not enough to keep previous posts alive and circulating.

Maps with links make it easy for you to recycle blog posts into new marketing projects and profitable information products. For example:

- After you have posted 8 or 10 “how to” ideas, you have the basis of a very useful article, newsletter, tip sheet, or podcast.
- Once you have created 10 or 12 tip sheets or newsletters, you have a strong foundation for a book, report, or presentation!

To recycle blog posts into other formats:

1. *Click the link* to each post's permalink.

2. *Select and copy* the text in each post.

3. *Paste* text into a file created with Microsoft Word or a page layout program.

After assembling your posts into a single file, your new projects become ready for final editing and distribution.

### Linking maps

If you post frequently, your map may become cluttered with topics and links.

Keep your maps simple by creating individual maps for the main categories of blog postings. For example, the map at left displays just posts about MindManager.

Link these category specific maps to a “master” map showing all blog categories.

### Getting started

Ask questions like these when creating an effective blog content strategy:

1. What are my market's key concerns?
2. What specific information can I offer to address these concerns?

Maps will soon become a habit that you'll use planning content for all sorts of marketing and profit opportunities.

### For more information

[E-mail me](#), or call me at 603-742-9673, for personalized assistance setting up a blog marketing content strategy for your firm. Let me help you turn your *ideas and words into dollars in your pocket!*