



The Blogger Playbook

Less than 10k Pageviews? Focus on these 2 areas!

TRAFFIC

Concentrate on Pinterest

- ▶ Create visually stunning vertical pins for each blog post
- ▶ Join Group Pinterest Boards
- ▶ Use Boardbooster to pin your content regularly to the group boards
- ▶ Follow Pinners that pin your content and your competitors content.

Boost your Instagram

- ▶ Post regularly to Instagram (3x a day is best)
- ▶ Fill out your bio to include what you do (your elevator pitch)
- ▶ Use Likestagram to find people to follow
- ▶ Use Crowdfire to follow & unfollow people

Join FB Share Groups

- ▶ Join FB Share Groups
- ▶ Share your content (Focus on Pinterest shares, Stumbleupon shares & comment threads)

Find Link Parties

- ▶ Find weekly link parties and join them
- ▶ Find out what time they start and try to be the first one posted.

CONTENT

Write Often

- ▶ Write content multiple times a week
- ▶ Write your best content and share it across all of your social platforms

Offer Opt-ins on your Posts

- ▶ Create bonus opt-ins for your blog posts & start to build your email list
- ▶ Email your list with a daily or weekly update with your new blog post,

Guest Posts

- ▶ Find guest post opportunities and write your best work for those sites.