

A Blog's Life:

GETTING THE MOST OUT OF THIS POWERFUL PIECE

WRITE A BLOG ARTICLE

Not sure what to write about?

The experiences and conversations you have with clients and prospects every day are a great source of content!

[Download Free Template](#)



POST ON YOUR COMPANY BLOG

- + Establish a posting schedule
- + Have fun with headline and article images



SEND TO PROSPECTS VIA EMAIL

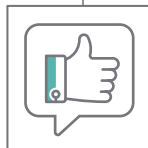
Track who Opens & Clicks Ways to Follow up:

- + Call
- + Connect on Social media
- + Review 5500 form for additional discussion topics



GET SOCIAL

- + Publish as an article
- + Share as an update
- + Post in groups
- + Message to specific people
- + Ask co-workers/COI to like, comment, & share
- + Don't forget #hashtags and @mentions
- + Make posts FUN: Show your personality



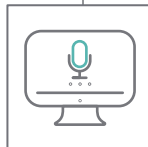
EXPLORE MORE PUBLICATIONS

- + Publish on Brightscope
- + Share with local SHRM Group
- + Send to Industry Publications as a guest writer



HOST WEBINAR ON THE TOPIC

- + Send 2- 3 email invitations to promote
- + Record webinar to use as follow up



MAKE A VIDEO ON THE TOPIC

- + Share on Social Media: LinkedIn, Twitter & Facebook
- + Publish on YouTube

