

# Year Long Marketing & Blogging Plan

From IndieBizChicks.com

## PREVIEW

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## How To Use This Book

This book is divided into two parts, Blogging and Marketing. There are 52 Marketing Ideas. If you completed one each week, this marketing plan could last you an entire year.

There are 156 Blogging Ideas. If you wrote 3 posts per week, these ideas would, again, last a whole year.

You do not have to go down the list and finish each list, item by item (although, you could if you wanted to).

You can look through it and simply complete the marketing ideas that appeal to you most at that moment or write the post that interests you the most.

The marketing ideas will work for everyone. To save time and space, I refer to the word “product” instead of “product or service.” If you have a service based business, I haven’t forgotten about you.

With the blogging ideas, you will want to put your own unique spin on them. For example, the blogging prompt might be "Write a blog post on your favorite season" ... Now, you could do that. You could simply write a post about summer or fall, etc...

But to write a post that SELLS your product, you have to bring your product up in the post. For example, you could write a post about summer and include a photo of one or two of your products that remind you of summer. Or maybe you write about winter and how you love the smell of food cooking on the stove while watching the snow fall... Then, include a photo of one of your products that relates to cooking or snow.

Of course, not every post has to be about business. It’s okay to let your readers see your personal side, too.

**\* This is a preview – there are 5 Marketing Ideas & 10 Blogging Ideas \***

To order the COMPLETE ebook, visit:

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## Marketing Ideas

1. “Recycle” Your Magazines: If you have a stack of magazines or catalogs laying around the house, get out your business cards and tape them to a few pages in each magazine. Then, take your stack and drop them off at your doctor’s or dentist’s office. The people in the waiting room will definitely appreciate your donation (and when they see your business card, they may turn into your customer, too).
2. One of my local television stations does a “mug shot” each day on the morning news. Local businesses send in a coffee cup or some other promotional item with their logo on it (and a small treat, like cookies). The TV station will announce who that day’s featured business is and they display a picture of what the business sent in. Send in something to your local tv stations and see what happens!
3. Drawing Boxes: Take a small to medium sized cardboard box and wrap it up in festive gift wrap. Cut a slit in the top and attach a flier to the outside that says something like “Enter To Win <your product or service here>”. Your local office supply store can make up some drawing slips for you to attach to the outside of the box. Make sure they have a place for a person’s name, email, address, and phone number. Ask local businesses if you can drop the boxes off at their place of business for a week. As you collect the boxes, add each name to your mailing list. Once a month, draw a name from all of the names you received that month as your monthly winner.
4. HARO: Sign up for the Help A Reporter Out mailing list at [www.helpareporter.com](http://www.helpareporter.com). Each day, you’ll receive emails listing the stories that reporters are working on. These reporters are looking for people to interview, so if you match the query, email them! You may end up getting featured!
5. Guest Blogging: Guest blogging will introduce you to a whole new audience! Find some blogs that your target market reads and ask the owner if you can submit a guest blog. This should be an original post, not one of your old posts. At the end of your guest post, include a short bio with the link to your site.

# Blogging Ideas

## You

- Reflections on what you've learned in your business
- The people who have taught you things
- The software that you use on a daily basis and can't live without
- The essentials that you use for your business (for some, this could be their laptop, for some it could be post-it notes – whatever you need to get you through the day)

## Family

- One post for each member and how they influence you
- Your favorite activities from childhood and how they compare with your children's favorite activities

## Food

- Compare the process of growing food to growing a business

## Relationships

- Do you have any joint venture projects with another business?
- Tips on creating good relationships with your customers

## News

- Create a mini "Digg" style post – where you list the links to a few different stories (or past posts on your own blog) and have your readers leave a comment with their 'vote' for their favorite post

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## Do You Want MORE Ideas?

To Purchase Your Copy Of The Year Long Marketing & Blogging Plan, Visit:

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Remember – you will receive 52 Marketing Ideas – enough to complete one idea each week for a WHOLE year

PLUS, you will receive 156 Blogging Ideas – enough for 3 posts per week – For a WHOLE year!

## The Year Long Marketing And Blogging Plan Is Only ~~\$30~~ \$20

(discounted price until 11/15)

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