

# GROWING A SMALL BLOG

CIERA FROM CIERA DESIGN ..... @CIERAHOLZENTHAL

PJ FROM A GIRL NAMED PJ ..... @PJFEINSTEIN

MARIAH FROM OH, WHAT LOVE ..... @MARIAHDANIELSEN

MELISSA FROM LULU THE BAKER ..... @LULUTHEBAKER

TAN FROM SQUIRRELLY MINDS ..... @SQUIRRELLYMINDS

# #GROWINGASMALLBLOG

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## Growing Your Blog By Positioning Yourself as an Expert - @cieraholzenthal

1. What are people always asking you? What topics do you know a lot about?

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2. Write down a few topics you could blog about that would position you as an expert.

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## Growing Your Blog Through Self Promotion and Networking - @pjfeinstein

1. What is Your Elevator Pitch?

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2. Write Down 5 Bloggers You Want to Build a Relationship With.

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## Growing Your Blog Through Guest Blogging - @mariahdanielsen

1. Write Down a Few Blogs You Think Your Ideal Readers are Already Following.

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2. What Blogs Would You Like to Pitch To?

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## Growing Your Blog Through Collaboration - @luluthethebaker

1. Write down at least one idea for a fun collaboration post, series, or event you can get started on in the next few weeks.

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2. Who would be the perfect collaborator(s) on this project? Aim high, but be realistic!

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## Growing Your Blog Through Giveaway & Social Media Collaborations - @squirrellyminds

1. Write Down the Social Media Platforms You Enjoy Using. Circle the One You Want to Grow.

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2. Write down 5 bloggers you'd like to collaborate with.

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*GROWING A SMALL BLOG*  
**BY POSITIONING  
YOURSELF AS AN EXPERT**

**@CIERAHOLZENTHAL**

**#GROWINGASMALLBLOG**

**YOU DON'T HAVE TO  
WAIT FOR SOMEBODY  
TO CALL YOU AN  
EXPERT IN ORDER TO  
GIVE EXPERT ADVICE.**



**CAN YOU  
HELP ME  
WITH...?**

**HOW THE  
HECK DID YOU  
DO THAT?**

**WHERE DID  
YOU LEARN  
THAT?**

WHAT DO YOU  
KNOW THAT CAN  
BENEFIT OTHER  
PEOPLE?

**1ST DETERMINE WHAT CHALLENGES  
YOUR READERS HAVE**

**AND THEN FIGURE OUT HOW YOU  
CAN SOLVE THOSE PROBLEMS**

A STEP BY STEP GUIDE

# ADDING APPS TO YOUR FACEBOOK PAGE



EXPLORE THE  
BLOG

CHECK OUT THE  
SHOP

FOLLOW THE  
TWEETS

PRETTY  
PINS

INSTA  
GRAMS



YOU CAN  
HAVE A  
LEARNING  
EXPERIENCE  
***WITH*** YOUR  
READERS.

**DON'T  
EVER  
LOSE YOUR  
READERS'  
TRUST.**

# POST FORMATS

HOW-TO TUTORIALS OR VIDEOS

—

RESOURCES

—

CURATED POSTS

—

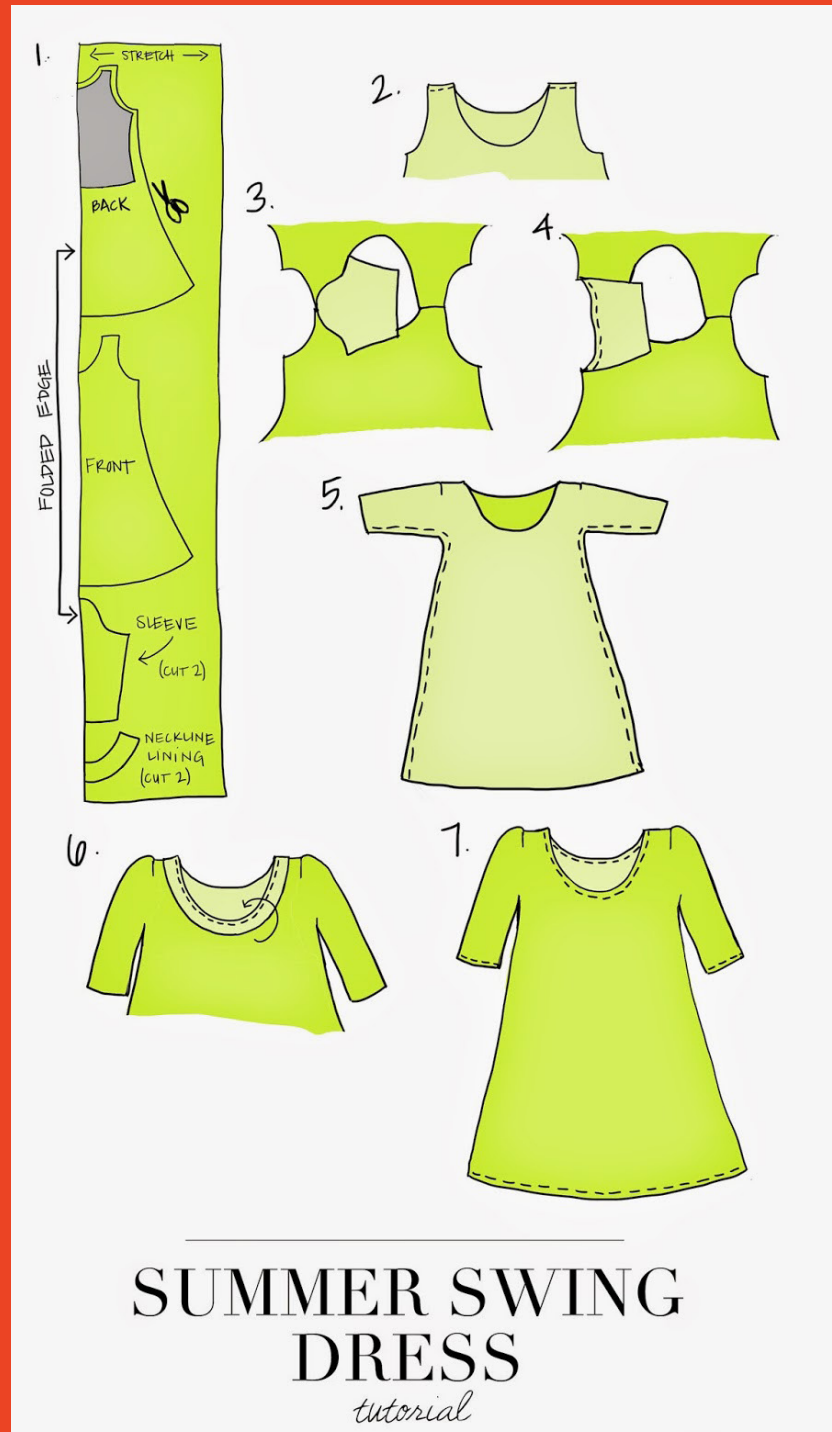
LISTS

—

FEATURING OTHERS

# HOW-TO POSTS OR VIDEOS

MERRICKSART.COM



PUGLYPIXEL.NET



@CIERAHOLZENTHAL

#GROWINGASMALLBLOG

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# SHARE VALUABLE RESOURCES

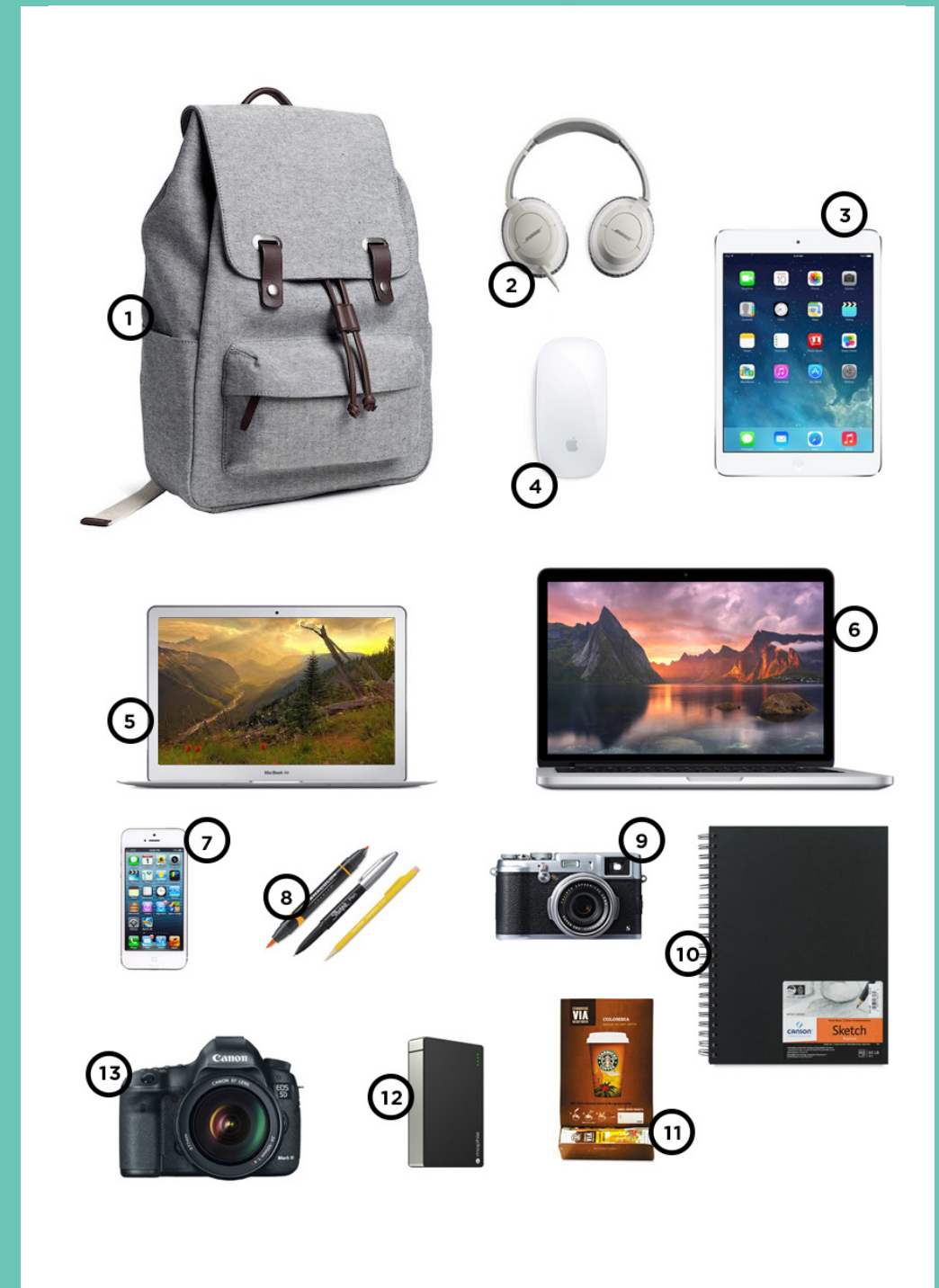
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# CURATED POSTS

OHWHATLOVE.COM

THEFRESHEXCHANGE.COM



# LISTS

BYREGINA.COM

ELEMBEE.COM



@CIERAHOLZENTHAL

#GROWINGASMALLBLOG



FEATURING PEERS IS  
A GREAT WAY TO  
SHOW SUPPORT AND  
RECOGNIZE OTHERS  
DOING A GOOD JOB  
IN YOUR FIELD



**PEOPLE  
APPRECIATE  
FREE  
ADVICE.**

# *“People need experts.*

*They have value because they have done the research, legwork, and training that we can't do on our own. Not only that, we rely on experts to see further down the road than we can. We cherish their insight and lean on their wisdom. Having an expert means that you can shortcut the process and achieve your goals quicker.”* –Stan Smith, Founder of PushingSocial.com

**CONSIDER WHAT YOU DO  
REALLY WELL AND WHAT  
YOU LOVE AND START  
SHARING COMPELLING,  
INFORMATIVE AND  
UNIQUE CONTENT.**

*GROWING A SMALL BLOG*  
**BY SELF PROMOTING  
AND NETWORKING**

**@PJFEINSTEIN**

**#GROWINGASMALLBLOG**

**CONTENT IS  
KING, BUT  
PROMOTION  
IS QUEEN.**

THE SIMPLE TRUTH IS  
THAT *YOUR BLOG IS*  
*GOING TO GO UNREAD*  
UNLESS YOU TELL  
PEOPLE TO READ IT.

**“PROMOTION,  
HOWEVER TRICKSY  
OR INGLOARIOUS, IS  
JUST A WAY TO FIND  
YOUR PEOPLE OR TO  
LET THEM FIND YOU.”**

**—JAMES PARKER, WRITER**

# WHERE CAN YOU SHARE YOUR CONTENT?

## FOOD

Foodgawker, Tastespotting, Foodie

## CRAFTS/DIY

Craftgawker, Whimseybox, Ravelry, Kollabora

## FASHION

Stylegawker, Luckymag, Lookbook.nu

*(Basically, there's a "gawker" for everything!)*



**IT'S NOT  
WHAT YOU  
KNOW, IT'S  
WHO YOU  
KNOW.**

# **YOUR ELEVATOR PITCH ANSWERS THE QUESTIONS:**

**Who are you?  
What is your blog about?  
How can I help?**

[Login](#) | [Create an Account](#)

craftstylish

discover

share

mine

Google Custom Search

SEARCH

GO FASTER WITH THE FASTEST IN-HOME WIFI

UPGRADE NOW

COX High Speed Internet

Sign up for Free emails from CraftStylish
 e-mail address

pjinomaha

Pamela Jaye, Omaha contributor

Follow me on Twitter @pjinomaha  
craft interests: home decorating, jewelry making, knitting, paper crafts  
Gender: Female  
Birthday: 06/16/2014  
Member Since: 07/15/2008

contributions

RSS Subscribe to my RSS Feed

**The Name Game**  
Nov 9, 2008  
4 comments

How I finally picked the perfect name for my store.

**The Money Man**  
Nov 2, 2008  
4 comments

I never felt as incompetent as I did after meeting with our small business banker. Was I in over my head?

**Getting Down to Business**  
Oct 26, 2008  
2 comments

My business partners and I were strong out of the gate but suffered a few setbacks a few weeks later. Could we pull through?

**Can Friends Be Business Partners?**  
Oct 19, 2008  
2 comments

When two of my friends showed interest in opening the store with me, was I being naive to think that friends would make good business partners?

**Rocktober Sale at Michelle Brusegaard**  
Oct 14, 2008  
3 comments

From now until October 16, save money when you order from Michelle Brusegaard's Etsy shop.

**How I Changed My Life by Quitting My Job**  
Oct 12, 2008  
11 comments

Getting married enabled me to quit my job and pursue my dream of opening a stationery store.

Stay connected with CraftStylish

Envelopes.com

new on craftstylish

**Messy Wire Wrap Bead Charm Bracelet**  
Nodan | June 16th, 2014

**Tiny Album Book Pendant Necklace**  
Nodan | June 16th, 2014

**Five-strand Wire Twisted Bracelet with Gorgeous Glass Beads**  
SophiaKing | June 16th, 2014

**How to Make Rainbow Coiled Wire Earrings within 15 Minutes**  
SophiaKing | June 16th, 2014

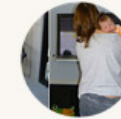
discover other categories

crochet  
embroidery  
jewelry making  
knitting  
paper crafts  
quilting  
sewing

# ALWAYS TALK ABOUT YOUR BLOG

*(And make sure your friends and family are talking about it, too!)*





A bit shy, I've always been more comfortable sharing my thoughts and feelings by writing them down. I love blogging for its ability to connect me with other like-minded women.

Follow [PJ Feinstein](#)



PARENTING



How Bad Is It If I Let My Jewish Son Go On An Easter Egg Hunt?

BEAUTY & STYLE



Get the Look: Emily Henderson's Maternity Style

# PICK 5

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# **TWITTER CHATS FOR BLOGGERS & CREATIVES**

**#CREATIVESCLUB**

**#SUPERSOCIALCHAT**

**#BLOGTRENDS**

**#BLOGCHAT**

**#BLOGELEVATED**

**“I’M A GREAT  
BELIEVER IN  
LUCK, AND I FIND  
THE HARDER I  
WORK, THE MORE  
I HAVE OF IT.”**

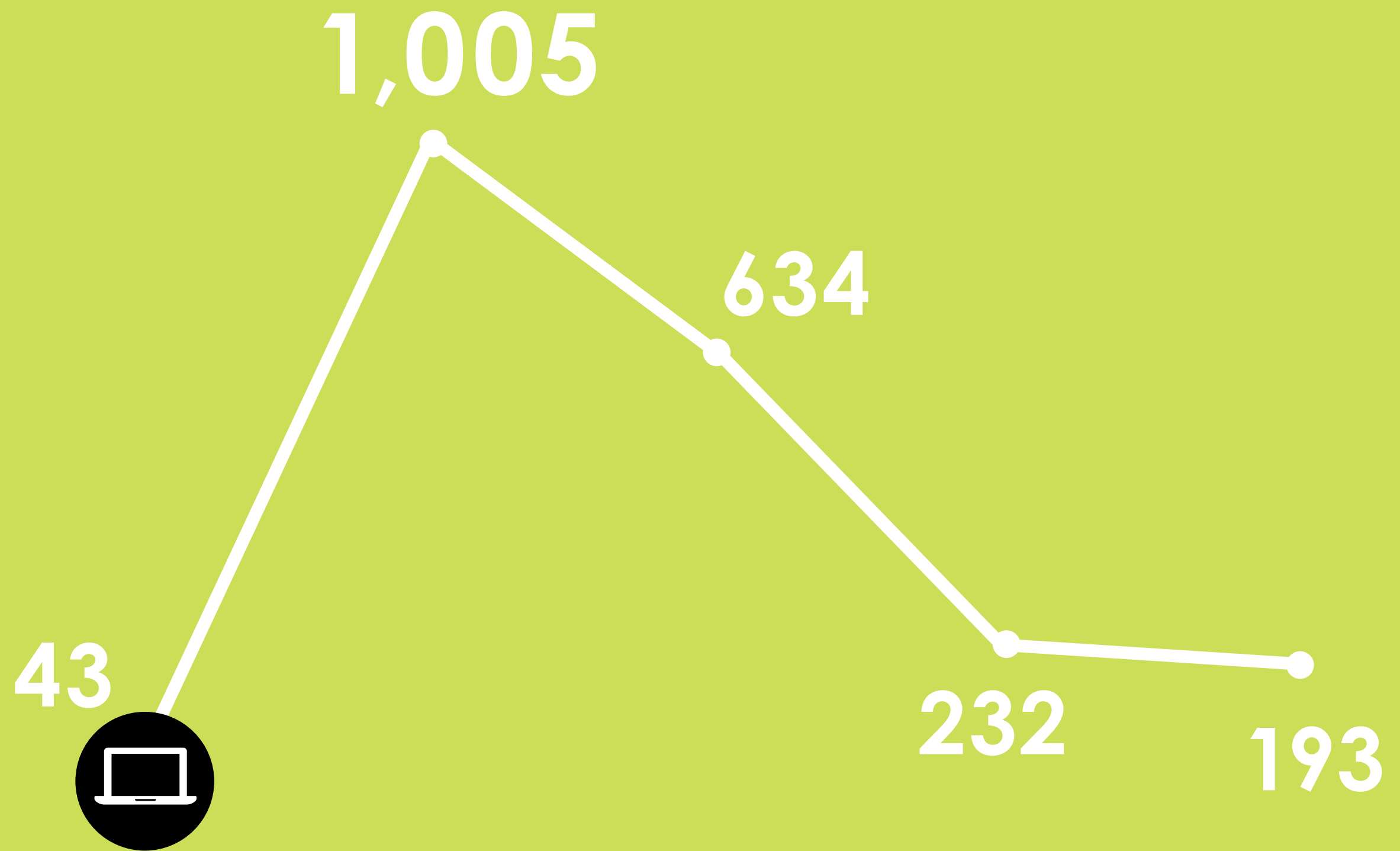
**–THOMAS JEFFERSON**



*GROWING A SMALL BLOG*  
**BY GUEST POSTING  
ON OTHER BLOGS**

**@MARIAHDANIELSEN**

**#GROWINGASMALLBLOG**



**GUEST POSTING ON BLOGS  
YOUR IDEAL READERS  
FOLLOW MEANS YOUR  
CONTENT GETS SEEN BY  
THE PEOPLE YOU WANT  
SEEING IT.**

**WHICH BLOGS  
SHOULD YOU PITCH  
A GUEST POST TO?**

**WHAT BLOGS DO YOUR  
IDEAL READERS FOLLOW?**

**WHAT CONFERENCES DO YOUR  
IDEAL READERS ATTEND?**

GROW YOUR  
FOLLOWING BY  
POSTING ON BLOGS  
WHO ARE ***ALREADY***  
REACHING YOUR  
IDEAL READERS.

MAKE A  
CONNECTION  
***BEFORE***  
YOU MAKE THE  
PITCH.

# PITCH PERFECT

Quick, one sentence intro - who you are, what you love about their blog - BE SPECIFIC

---

Explain what you do and what makes you qualified to guest post

---

Explain your ideas - 2 to 3, title and description

---

Wrap it up - mention a follow up and your contact info



# PITCH PERFECT

Hi Stephanie!

My name is Mariah Danielsen and I am LOVING the Biz Ladies section on Design\*Sponge.

I'm am a full time Graphic and Web Designer by day and a wedding consultant and blogger by night. Around 6 months ago I figured out that I could create a business around my hobbies: wedding blogs, letterpress, DIY projects and color swatches, so I started [Oh, What Love](#) where I help brides create a custom and personalized wedding day, partly through my [Wedding Style in a Week](#) program.

I have an idea for a post that I think would be beneficial for Design\*Sponge readers: **5 Ways to Craft the Business of Your Dreams** - how to turn your hobbies into a career.

I know your readers have a love of design and DIY, and I'd love to help show them how to turn that love into a profitable business.

You can learn more about my business and my story here: <http://www.ohwhatlove.com>.

Let me know if you are interested and we can discuss how to move forward. I can be reached via email or phone at 563.271.2947.

Thanks!

Mariah L. Danielsen | Graphic Arts and Web Design | Wedding Design and Consulting  
[mariahleigh@aol.com](mailto:mariahleigh@aol.com) | [ohwhatlove.com](http://ohwhatlove.com) | [@mariahdanielsen](https://twitter.com/mariahdanielsen)

# **FOLLOW UP**

Forward your original email to them  
so it's attached to the follow up

---

Tell them you're following up from previous email

---

Contact info if they have any questions

---

Thank them

# FOLLOW IT UP

Hi Stephanie!

Hope you're having a wonderful week. I'm writing because I sent an email to you last week about possibly guest posting on Design\*Sponge's Biz Ladies section and wanted to do a quick follow up!

My original email is below, let me know if you have any questions.  
Thank you so much!

COORDINATE  
ALL OF THE DETAILS,  
MAKE IT AS **EASY**  
**AS POSSIBLE** FOR  
THEM.

**ANSWERING READER'S  
QUESTIONS IN THE COMMENTS  
OR ON TWITTER CREATES A  
ONE-ON-ONE CONVERSATION  
WITH PEOPLE WHO FOUND  
YOUR POST HELPFUL.**

**ALWAYS  
SAY  
THANK  
YOU.**

*GROWING A SMALL BLOG*  
**THROUGH BLOG  
COLLABORATIONS**

**@LULUTHEBAKER**

**#GROWINGASMALLBLOG**

**“EVERY  
COLLABORATION  
HELPS YOU  
GROW.”**

**–BRIAN ENO,  
MUSICAL GENIUS**



# **BENEFITS OF COLLABORATION**

FUN

NETWORKING

KEEP THINGS INTERESTING

STRENGTH IN NUMBERS

**INCREASE EXPOSURE AND  
GROW YOUR READERSHIP**

**BY COLLABORATING  
WITH OTHER BLOGGERS,  
YOU CAN INCREASE  
YOUR EXPOSURE  
WITHOUT INCREASING  
YOUR WORKLOAD.**

# COLLABORATION IDEAS

AN INTERVIEW OR FEATURE SERIES

—

A ONE-TIME COLLABORATION

—

AN ONGOING COLLABORATIVE SERIES

—

LOCAL WORKSHOPS OR EVENTS

# In My Kitchen



*Ciera Holzenthal*  
cieradesign.com

"In my kitchen, I stick to the drinks, snacks, & sweets!"

AN INTERVIEW OR FEATURE SERIES

IN MY KITCHEN ON LULU THE BAKER

#INMYKITCHEN





A ONE-TIME COLLABORATION

THE PARTY HOP ORGANIZED BY  
SARA OF CONFETTI SUNSHINE  
@CONFETTISUNSHIN

#THEPARTYHOP





## AN ONGOING COLLABORATIVE SERIES

### ENDLESS SUMMER PROJECTS

WITH MELISSA OF LULU THE BAKER @LULUTHEBAKER,  
ALI OF ALEXANDRA HEDIN @ALEXANDRAHEDIN,  
AMY OF THIS HEART OF MINE @THISHEARTOMINE,  
JENNIFER OF CLASSIC PLAY @CLASSIC\_PLAY  
MJ OF PARS CAELI @PARSCAELI

#ENDLESSSUMMERPROJECTS



## LOCAL WORKSHOPS OR EVENTS

THE CRAFTERS BASH BY THUY  
OF MY PAPER PINWHEEL

@MYPAPERPINWHEEL

#THECRAFTERSBASH



# BLOGGERS WHO HOST LOCAL EVENTS

THUY FROM MY PAPER PINWHEEL ..... @MYPAPERPINWHEEL

TAN FROM SQUIRRELLY MINDS ..... @SQUIRRELLYMINDS

CIERA FROM CIERA DESIGN ..... @CIERAHOLZENTHAL

SARAH FROM SARAH HEARTS ..... @SARAHHEARTS

LEXY FROM THE PROPER PINWHEEL ..... @PROPERPINWHEEL

MIRANDA FROM ONE LITTLE MINUTE ..... @LIVEFREEMIRANDA

ANA FROM WE LOVE CITRUS ..... @WELOVECITRUS



**“ALONE WE CAN DO SO LITTLE;  
TOGETHER  
WE CAN DO SO MUCH.”**

**—HELEN KELLER**

*GROWING A SMALL BLOG*  
**THROUGH SOCIAL MEDIA &  
GIVEAWAY COLLABORATIONS**

**@SQUIRRELYMINDS**

**#GROWINGASMALLBLOG**

**GROW YOUR SOCIAL MEDIA  
TO GROW YOUR BLOG BY  
COLLABORATING AND  
SPREADING THE BLOG LOVE.**

# THROW A SOCIAL MEDIA PARTY!

*It's like a pajama party with  
your BBF's (best blog friends).*

#bloggerspotlight  
#altpanellove

# SOCIAL MEDIA COLLABORATIONS: HOW IT WORKS



CIERA



MARIAH



MELISSA



TAN



PJ



## **SOCIAL MEDIA COLLABORATIONS: TIPS**

**KEEP IT SMALL  
KEEP IT BALANCED**

**GIVEAWAYS ARE EXCITING,  
BUT WHEN YOU HOST  
ONE WITH A GROUP THAT  
EXCITEMENT HAS MULTIPLIED  
BY THOUSANDS!**

**1**

## **THE SHOW OFF GIVEAWAY**

**Big Prize = Big Buzz**

**Head honcho**

**Corina: @cocorrina  
Janee: @JaneeLooker**

**2**

## **THE RAIN SHOWERS GIVEAWAY**

**Collaboration = Community**

**Many hands light work**

**Jeran: @oleanderandpalm  
#14daysoflove / #14daysofsummer**



# THE ORGANIZERS ROLE

## THE SHOW OFF GIVEAWAY

**Contact bloggers**

**Collect money**

**Provide post details**

**Run giveaway**

## THE RAIN SHOWERS GIVEAWAY

**Contact bloggers**

**Provide post details**

**Set up and run main info point**

# THE PARTICIPANTS ROLE

## THE SHOW OFF GIVEAWAY

**Pay fee and fill out form**

**Post**

**Promote**

## THE RAIN SHOWERS GIVEAWAY

**Connect with brands**

**Set up your giveaway**

**Promote**

# PROS AND CONS

## THE SHOW OFF GIVEAWAY

### PROS

Exposure

Exciting

### CONS

Labour Intensive

Costly

## THE RAIN SHOWERS GIVEAWAY

### PROS

Even workload

Community

### CONS

Dependant



+150

-2

People won't like you just  
because of a giveaway.  
You have their attention so  
give them a reason to stay.

**CONNECT WITH  
PARTICIPATING BLOGGERS**

**DON'T ENTER THE  
GIVEAWAY YOURSELF**

**PROMOTE LIKE CRAZY**

# THANK YOU!

CIERA FROM CIERA DESIGN ..... @CIERAHOLZENTHAL

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## #GROWINGASMALLBLOG