

Index (Click to jump to each speaker):

1. [April Holgate on Freebies](#)
2. [John W. Dawe on Social](#)
3. [Jennifer Crawford on Podcasting](#)
4. [Sally Black on Dreaming Big](#)
5. [Indra Lahiri, Keynote on Animal Rescue & Blogging](#)
6. [Tim Gillette on Livestreaming](#)
7. [Valerie Deneen on Video Content](#)
8. [Christina Carrell on Audience Awareness](#)
9. [Britney Kolodziej on Social Video](#)
10. [Amanda Fox-Rouch on Blogging & Social](#)
11. [Tim Buckley on Mobile Engagement](#)

Want to learn how to use your blog to increase your ROI?

[Download my free eBook now!](#)

April Holgate - Speaker #1

"Freebies: Boost your blog with item giveaways"

People who are dissatisfied with your products are more likely to review the product than people who enjoyed it.

How do sellers get reviewed when they're new to Amazon?

Find "professional sellers"

Make a separate email address for your blog, don't use your personal email

Goodreads.com <- Go there and ask if you can review / read their books

October 3rd, Amazon put out a new policy:

"Offering compensation or requesting compensation including free/discounted products in exchange for creating, modifying, or posting content."

Study on average review rating for incentivized versus organic reviews:

Incentivized: 4.73 stars

Organic: 4.42 stars

Sellers who cannot find people to review their products on Amazon will find outside sources to rate/review their content - like your blog!

DO NOT BE AFRAID TO CONTACT SELLERS!!!!

Use the "Ask A Question" button on their websites.

Link back to product on Amazon in your blog (or facebook, instagram, twitter) using an "affiliate link" to make money if the user buys.

You can get started by going to:

- Elite Deal Club
- Ilovetoreview
- snagshout
- uberzonclub
- reviewsie
- reviewloop

^ ALL WANT YOU TO REVIEW THEIR PRODUCTS ^

You must have a certain amount of views, friends, etc on blog in order to review and get free products.

Not only will you receive an item for free, you will be able to host a giveaway to your followers and allow them to win that same item. (AWESOME way to get followers!!)

Blog Hops are set up by different bloggers who have a bunch of bloggers to sign up for a list of sites. Most of the time it's on a weekend, HUGE on holidays too. Everyone is trying to get a prize, or a grand prize (and individual prizes for all bloggers).

Blog Hops are made for those who wish to raffle off their items and boost your blog. (Generates traffic to your blog).

There are all types of blog hops, and you don't need to be a part of a certain blog in order to partake in them.

John W. Dawe - Speaker #2
"Small Shop Social Strategies"

Decision making:

Ask yourself...

What is my goal with social media?

Who is my audience?

Does my strategy serve those goals?

How much does it cost?

What skills do I need to develop or find?

Three main goals:

1. Build Awareness
Use facebook to engage
2. Increase Engagement
Make them click on things
3. Trigger Action
Purchase something

Demographics: Age, Generation, Culture, Gender, Defining Factors
Stereotyping VS Targeting

Psychographics: Job/Career Goal, Sociopolitical (Social/Fiscal), Religion/Faith/Belief System, Hobbies/Interests, Bookshelf Test

Other influences: Income, Consumer History, Morning Person VS Night Owl, Coffee Addict, Computer Gamer, Star Trek Fan, Etc.

Download the 2016 Social Media Map: ovrdrv.com/social-media-map

Tied To Goals:

Awareness = Retention (Recognizing your brand)
Engagement = Small Action (Like, follow, comment, share)
Action = Committed Action (Purchase, subscribe, contact)

If you want your products...

Good & Cheap = Will take time to deliver

Cheap & Fast = Not the best quality
Fast & Good = More expensive
All three = You're dreaming!

Design Software for Non-Designers:

[Canva](#)
[MoIDIV App](#)

Distribution:

[Buffer](#)
[Dropbox](#) (Paid version with mobile app)
[Google Apps/Drive](#)
[Slideshare](#) / [Issuu](#) / [FuzeMeeting](#) / [Anymeeting](#)

Engagement:

[Hootsuite](#)
[Canned Response](#)

Analysis:

[Google Analytics](#)
[Facebook Insights](#)
[Twitter Stats](#)

*Make sure you're formal if you deny using an app / product that someone sends you.
Don't just say no!*

Make sure you schedule posts

Take an hour out of each day to fill in your Roadmap / Plan

Roadmap/Plan		
ABSTRACT		GOAL (Pick ONE) ☐ Build Brand/Awareness ☐ Increase Engagement ☐ Trigger Action
AUDIENCE		THE MESSAGE
COPY		Distribution:
		Engagement:
CHANNELS	TOOLS	Analytics:
Timeline:		

The bottom right box says "Timeline:"

Take three minutes to review what worked yesterday, review peak time when post was viewed the most.

Take time out of the day to review what worked, and what you want to do differently the next day.

At the end of the day, post a gratitude post. (Something like, hey thanks for all the views today. GET THE READERS ENGAGED!)

Things to do weekly: Figure out what specials will be for following week to set up events.

Sit down with someone to strategize about what you've learned each week. Create a roadmap for the following month.

Want to learn how to use your blog to increase your ROI?

[Download my free eBook now!](#)

Jennifer Crawford - Speaker #3

"You've got the eyeballs, now get the earholes: Convincing bloggers to podcast."

On average, people spend 4 hours listening to audio.

"Two thirds of listeners say they listen to most or all of an episode (48% actually listen to the whole thing), proving that podcasts provide an engaging environment that really captures the attention of their listeners."

-MIDAS Spring 2016 Study

Why do people stick to podcasts?

- Podcast listeners are less distracted by pop-up ads, side bars, and newsfeeds.
- This longer attention span gives bloggers an opportunity to expand on their messaging and stories.
- You don't need to be tied to a screen. 47% of podcasts are consumed outside of the house.

50% of listeners listen at home, 50% listen on the go.

- We hate ads!!!
- Ad blocking increased by 94% between 2015 and 2016. About one-third of all smartphone owners block the ads that make all the great free content possible.
- People prefer ads on podcasts over any other medium. Especially live reads.

"Two thirds of podcast listeners have engaged in various research and/or purchase related behaviors as a result of advertising exposure from podcasts. And among all forms of digital advertising, podcast ads are considered the least intrusive."

-2016 ComScore Study

Podcast Growth is being driven by mobility. 64% of podcasts are consumed on a mobile device. More opportunities for consumption. You can literally be in your audience's pocket and be with them while doing day to day activities.

Audio content gives the ultimate respect for audience's most valuable resource: their time. It's the least selfish of all forms of media.

You establish a deeper connection with your audience through the intimacy achieved by having your voice in their ears. This more personal connection leads to more engagement and turns to a casual consumer into a great fan.

Podcasts increase your influence in our niche or industry by inviting influencers on your podcast. Having a podcast (even a small one) is a door opener.

An opportunity to give the gift of authenticity to your audience. Less polish, no over-editing, less filtering in an over filtered world. We crave imperfection/realness.

Podcasts are powerful lead magnets. Even if you choose not to have ads. [The Introvert Entrepreneur](#) is a good example for this. (Beth BueLow is a business coach for entrepreneurs.)

A Podcast can establish your authority in your industry or niche.

You can turn your old blog posts into podcasts and embed a player on your post. More “content mileage”!

Why is this?:

“Average Americans read 19 minutes a day, yet spends three hours watching television.”
-2016 U.S. Bureau of Labor Statistics

How do you handle getting over “ruts”?

Find what you love talking about, what you’re struggling with daily, and focus on that.

A lot of the time, things you wouldn’t think are important to your audience, they want to listen to!

Niche your audience by focusing on one major topic.

Use [Audacity](#) and [Podbean](#) to record your first podcasts.

Sally Black - Speaker #4

“Dream Big”

Wrote a book called Fearless Family Vacations

People put a large value on vacations. In reality, taking vacations are good for you (helps reconnect and recharge your batteries).

“The way to get started is to quit talking and begin doing.”

-Walt Disney

Travel creates amazing and intense memories.

When your blog gets big enough, set up group travel vacations. Allow a year or two for planning (so your followers can save enough money).

Indra Lahiri - Keynote, Speaker #5

1. When you tell stories, they become alive.
2. When you speak from your truest, most vulnerable self, your words bleed into the hearts and minds of others.

Tim Gillette - Speaker #6

“Rock N Roll Keys to Business Success”

Has channel on Fire Talk / www.NotTomPetty.com

Blog about what matters to you.

If you're filming a video, be natural! Have fun with it!!

Keys are usually something that starts something bigger.

How to use Live Stream Video to Build your Brand:

1. Tell a story.
2. Teach from the story that you tell.
3. Give a call to action.

Three categories for life stream video:

1. Solo Broadcast
2. Conference or Group
3. Instant Quick

Some Conference/Group Software: [Zoom](#), [Bluejeans](#), [Huzza](#), [Firetalk](#), [Crowdcast](#), [Smiletime](#)

How to use Live Stream video and change your life and business in the next 28 days or less:

1. Be yourself.
2. Build or use a simple system.
3. Engage with those that attend your LIVE broadcast.
4. Have a strong open / close and Compelling Title.
5. Motivate and Move people to do something.
6. Have a purpose in what you're doing.

Great ways to put everything into use:

1. Research or create a Think Tank for a project.
2. Share a process or system.
3. Interview people.
4. Wow your audience.

Start doing testimonials to become known.

Valerie Deneen - Speaker #7

"The three biggest excuses for NOT producing video content and how to overcome it."

Innerchildfun.com

The three big excuses to not produce video content:

1. Camera Shyness
2. Short on Time
3. Low on Budget

Faceless Video Options (for those who are camera shy):

1. Table top demo videos
2. Desktop screencasting
3. Animations
4. Photo slideshow
5. Pre-recorded intro & outro
6. Record three versions (pick the best one)
7. Produce content in batches
8. Focus on sound quality
9. Practice!!!
10. Join [Toastmasters International](#)

Short on Time:

1. Record, edit, upload on the go
2. Schedule a regular time
3. Outsource editing
4. Hire a camera person
5. Create reusable Intro & Outro

Short on Money:

1. Equipment

You can use your smartphone to film (no reason to pay a large amount of money on a camera you'll hardly use).

2. Quality sound

If you have a small room, test out what you sound like to see how the quality is.

Maybe record in a closet.

3. Lighting

Mainly in a shaded spot, or in front of a large window. You want natural light, nothing fluorescent.

You've overcome the obstacles... Now what? Recreate them using:

- Blog posts
- Podcasts
- Pins (Pinterest)
- Photos for Instagram (As well as Twitter and Facebook)
- Series for email subscribers

- Video courses
- Vines/Facebook Live updates

Easy editing software: [iMovie](#)

Want to learn how to use your blog to increase your ROI?

[Download my free eBook now!](#)

Christina M. Carrell - Speaker #8

"Using Audience Awareness To Engage Readers"

[Momswithpain.com](#) / Click on resources for bloggers

Listen to Podcast beyond your blog

Rethinking Audience For Better Content.

1. Engaging your audience.
2. Get editors to notice your work.
 3. Return Traffic.
4. Decrease your bounce rate.
5. Convert visitors into dollars.

How to perform with your audience? Ask yourself:

- What do I know about my audience?
- What does my audience value?
- Does my audience need any accommodations?
- What are the demographics of my social media platform?
- What do my readers want?

Tools for audience analysis:

1. [Google Analytics](#)
2. [Google Keywords](#) & [Google Adwords](#)
3. [Facebook Insights](#)

4. [Twitter Analytics](#)

5. [SumoMe](#)

Stay active within your community: Study your audience and your competitors' audience!

Invent a character - Give your character a name and identity and write to him / her. (Picture your audience as a character, and tailor your posts to what you think they want / need.) We connect better with one person, rather than connecting with a larger group of people.

Come up with content based on audience analysis with The Overlap Method. Tailor your content to engage your audience.

Brittany Kolodziej - Speaker #9

"Social Media Visuals That Engage & Convert"

If we don't have engaging visuals to go along with our blog content, it's going to be left hanging. Content with relevant images gets seen 94% more often than any other content. Articles with an image once every 75-100 words gets double the shares. Random images won't work, make your images relevant!!

Sales Funnels = HUGE deal!

Step one: Choose your dimensions (One Wide & One Tall)

Step two: Choose your platform (Canva)

Step three: Fill in the background (Solid color or high-quality image)

Step four: Add text - Stick with one to two fonts ONLY

Step five: Add logo / branding elements that are your own

Step six: Repeat process for opposite layout

Wide visual = featured image

Tall visual = inside of your post

Amanda Fox-Rouch - Speaker #10

"How to use blogs and social media to boost your business"

If you want your internet marketing to work for you, it has to work for your customers.

The intention of blogging and social media has been to vent and share stories since the beginning. Now, companies advertise through blogs and social media feeds.

There are 7 principles to follow:

1. Value (establish trust).
2. Know your audience and what they want.
3. Make it easy to create content.
4. Attract email subscribers but don't send them junk mail.
5. Show, then tell.
6. Strategize.
7. It's not about you, it's about me (the customer).

Focus on the benefit for the customers more than the features.

The evolution of blogging and social media has made them great tools for business. To fully harness their power, keep your customers in mind.

Tim Buckley - Speaker #11 FINAL SPEAKER (From Google!)

"Improving engagement in today's mobile/social world"

Three main parts:

1. Building for today
2. Engaging your users

3. Unlocking revenue

Mobile first strategy tips:

Make it fast, easy, and consistent. 88% of users are less likely to return a site after a bad experience.

1/3 of users say speed is the most important factor when using the mobile web.

74% of people will abandon a mobile website that takes more than five seconds to load.

Google developers has PageSpeed Insights.

Accelerated Mobile Pages:

1. Articles are loaded instantly.
2. Everyone has access to use it.
3. Deepen engagement with related articles.

61% of users will leave a mobile site if they don't see what they are looking for right away. (They also leave if the font size is not custom. You can ruin experience for users JUST by a font!)

Be consistent across your screen. (Make it look the same on your laptop as you would your mobile device).

Take the [mobile friendly test](#) on Google to guarantee your website is mobile friendly as well as desktop friendly.

Engage users by:

- Unique content
- Video and visual content (40 min/day is spent watching videos)

Types of content that we share:

- Emotion - when we care what we share

- Social Proof - we'll share what makes us look cool, smart, and savvy
- Practical Value - If your content is useful, people will spread the word
- Stories - The undercurrent of contagious content. People don't share information, people like to share stories.

Ideas for new content:

1. Evergreen
2. Trending
3. In-depth

Social media best practices:

- Post on a regular schedule
- Create catchy snippets
- Have a clear call to action

Unlock revenue - multiple ways to earn money from your content:

- Access to 1M Google advertisers
- Right ads at the right time for your audience
- Yield management for more control

Ad alternative: Contributor by Google

- Empower your users
- Option to not see ads
- Educate your users that it costs money to remove ads
- Monetize through user friendly surveys

Match your content. It's a simple way to promote your articles to your users. When ads are served, they'll be formatted to match the other recommendations within matched content.

So, what's your strategy?

1. Think mobile first.
2. Make your content unique.
3. Leverage social to drive more traffic.
4. Unlock revenue.

Want to learn how to use your blog to increase your ROI?

[Download my free eBook now!](#)