



Thinking Outside The Box

Other Ways To Gain Readers
& Spread The Word

Getting Off The Beaten Path

Regularly publishing high quality posts and following hot topics can definitely help bring people to your blog. They are the corner stone of all good blogs. But they are all internal actions, are based upon a 'build it and they will come' thinking. Eventually you have to put yourself out there, reach out to others, actively court your readers instead of waiting for them to come to you to experience what you have to offer. The following are the not so common, ways bloggers can use to reach out to their audiences.

Reports

Have you written some thing that is just way too long for a blog post? Turn it into a white paper or even a full blown report. Package it into PDF format and let other people share them on their blogs. Make sure links to your blog is prominent in that PDF.

As a matter of fact, what you are reading now and the other reports we have released at BlogEnergizer.com are perfect examples. While our first 5 reports are not open for distribution, you can bet your bottom dollar we have already planned some that we will allow you and any interested blogger to freely share on their blogs.

Help it along by adding a note in the PDF report to encourage readers to pass it along. The idea is if people like it, they will share. The more they share, the more your blog name gets out there and eventually bring new visitors with it.

So what can you write about? Everything and anything particularly topics that will be of value or help others. Example:

“How to survive the holidays & stick to your budget”

“The single's guide to getting through Valentines day”

“Lose that last 20 lbs permanently”



You'll also see more examples when we show you the list of free reports you can begin to give away on your blog. We'll get back to that towards the end.

Be Interviewed

The Internet is chock full of Internet radio shows and podcasts on every imaginable topic there is. Podcasters and hosts are always on the look out for guests to interview, co-hosts, audio segments packed with content. I've personally contributed short 5 – 7 minute audio recordings to a podcast that is relevant to the audience I want to reach. It was very effective, did not cost me money and since it is recorded, did not intrude too much into my daily routine.

Another way to appear on a podcast or Internet radio show is to accept interviews. Don't just sit back and wait. Seek out shows that are highly relevant and pitch them an idea. If your

idea is accepted most hosts will gladly mention your blog, products and services on the show and often you may get a link in their show notes too.

Be Reviewed

As bloggers, our common problem is – generating posts. One quick and easy way is to do reviews. One of the best ways to get the word out there about your products, services or blog is to have them reviewed by others.

We aren't talking about paying for reviews, unless you have the money to spend. Rather, consider offering bloggers a free pass to your paid event, or service, a review copy of your book or product.

Online TV Shows

This is the new Internet revolution. Live online TV shows on sites like Ustream, Justin.tv and Yahoo! Live. Many of them have quickly become regular shows people watch just like TV. Apply the same principles as podcasts and radio shows. Pitch them an idea to be a guest on your show or record segments that they can air during their show to help fill up the time.

Be A Guest Blogger

Find other bloggers who reach the same audience as you do. Write up a super high quality post and pitch it to them. See if they would be willing to publish that post on their blog in return for a link back to your blog and short bio about you.



We at BlogEnergizer thoroughly enjoy the guest blogging process. We get introduced to other blogger's readers and we also get to interact with them. There are several ways you can approach this. Offer one off posts on occasion or if things go really well, pitch a more long term column style guest position. Works really well for complimentary topics. For example, if your specialty is blogging about making gourmet meals for under \$5. I'm pretty certain many mommy blogs out there would just love to have a regular column like that on their blog.

Sponsor A Contest Prize

In our last report, we talked about traffic generating activities on blogs and contests was one of them. Here's the reverse. Instead of holding a contest yourself, find out who's holding one and donate your products or services. If you don't have your own products or services, maybe you could donate something you purchase or something you own but don't need and never used.

Many contest hosts are generous with their linking to you. They would also mention you repeatedly to their readers. Good way to get noticed.

Host A Round Table Discussion or Webinar

Every industry has their own experts. Seek them out, invite them to a round table discussion or to talk about a particular topic that your audience is interested in. Well known names get their attention and help bring people to your discussion or webinar. They will also return to your blog after the event if you offer the recording for them to listen to.

There are so many people who would love to be your guest at such an event. We know, we've got a list of them at BlogEnergizer and the list keeps building.

Host An Expo / Event

Just like the webinar which may be one off, you can extend it and make it an event lasting a few days, giving each speaker a time slot of their own. By spreading it over a few days, your speakers get more exposure, you get more opportunities to get the traffic coming in.

Hourly Sale

This works well if you have your own products. For that one day, offer a deep discount that is only available for that hour only. The next hour, another discount on another product. You can do this all day or limited hours. Another variation is pick a day of the week or month and offer a deep discount valid on that day only. You might want to pick and choose discounts for specific products only. This way, the special doesn't get old too quickly and you expose people to the different products you have.

Don't have your own products? That's OK. If you are an affiliate of any product, approach the affiliate manager. Pitch them an idea. At BlogEnergizer, we'll also seek some of these out for you.

Badges, Buttons & Widgets

There's just something about these that some people cannot resist but put them up on their blog. Get a few tastefully done and offer your readers the code so they only need to copy and paste onto their blog. It can be something simple like "Proud member of..." or "I get my daily laughs from..." Here's a good idea. Pay attention to bumper stickers then see if there's any way you can slant it towards your blog. Oh, and always make sure the button links back to your blog.

As for widgets, maybe a fun ticker. If you blog about pregnancy, how about creating a pregnancy count down ticker that others can put on their blog? Be sure the ticker displays your blog name or url and gets linked back to it.

Free Software

Are you the technical type? Maybe you know someone who is and can create simple software programs for you. Then distribute it and let others know how they can distribute it on their blog too.

Printables

People love printables. From coloring pages and activity sheets for their kids to calendars, planners, and checklists. Remember the blogging calendar we sent out? We've done something similar a few years ago and it still remains a hit. It is the most downloaded of all our reports.

Always remember the key to these things are, prominently display your URL and have it linked to your blog.

Free Tools

Have you seen online badge creators like [Web 2.0 Badges](#)? Nice free tool that gets linked to over and over again. Have a free tool like that created for you. We are not talking about making the exact same thing. Ask yourself what kind of things would your audience find useful?

Women may find a grocery list builder helpful. Dieters may like a calorie calculator.

Free Graphics

Have a talent for creating beautiful graphics? Create some to give away. Computer desktop wall papers, icon sets, buttons, Twitter or MySpace backgrounds.

Ring Tones

Very popular. Make them funny, create catchy tunes. Be careful not to violate copyrights though.

Photos

Put up photos that other bloggers can use. Photos help support a post and they also dress up blog posts. Tie them closely with what you do. If you are a food photographer, offer a selection of your work for bloggers to use. You can require credit or add small but tasteful watermarks that advertise your URL.

Go Offline

Create goodie bags. Put together a really nice goodie bag your audience would love, put your URL on the goodies. Offer a limited number on your blog or if you have more to give, allow other bloggers to give away limited quantities on their blog.

If you're short on cash, ask for donations. To help build up the goodie bag.

People Are Eagerly Seeking Bloggers Like You

Over the few reports you have received from us, we've put out many suggestions to fill your blog with content and to get people to come to your blog. While ideas are a plenty, very often it is not the ideas that are lacking but how and where to find the right partners, the stuff to give away, the people who are accepting blog post submissions. That is the tough part that consumes hours of your time.

That is one of the reasons we built BlogEnergizer. To connect you with people who are of the same mind and more than willing to accept your blog post, distribute your reports and printables, offer free stuff for you to give away, offer review copies to you, review your products, have you as a guest on their radio or Internet TV shows.

Here's the good news. You get **FREE** access. Click the link below to see who would love to work with you now.



[Go There Now](#)