



## Checklist: Offline Places to Show Off your Blog

If you have a blog, especially a business blog, then most likely you want to show it off. After all, you built your blog to be a promotional tool for your business and therefore giving it a boost can only be of help to you. The following checklists gives you some great ideas for showing off your blog offline:

### **PREPRINTED BUSINESS FORMS & MARKETING MATERIALS**

1. Business Cards
2. Stationery
3. Letterhead
4. Brochures
5. Pamphlets
6. Order Forms
7. Invoices
8. Postcards
9. Christmas Cards
10. Business Checks

### **DIGITAL MARKETING TEMPLATES ON YOUR PC**

1. Letter Templates
2. Memo Templates
3. Fax Cover Letter Templates
4. Your Signature File in your Email Settings



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### MARKETING & PROMOTIONAL PRODUCTS

1. T-shirts
2. Pens
3. Mugs
4. Candy
5. Bookmarks
6. Calendars
7. Product Labels
8. Rubber Stamps
9. Bumper Stickers

### EXTERIOR MARKETING AND SIGNAGE

1. Car Decals
2. Put a Sign in your Yard
3. Billboards

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### LOCAL MEDIA

1. Your Yellow Pages Phone Book Listing
2. All Other Phone Books in your Area

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3. Newspaper Ads
4. Press Releases
5. Radio Ads
6. TV Ads
7. Church Bulletin Advertising
8. Place Mat Advertising
9. City Bus Advertising

### **ONLINE DIRECTORIES**

1. Online Listing at Google – <https://www.google.com/local/add/>
2. Online Listing at Yahoo - <http://local.yahoo.com/>
3. AOL Listing - <http://www.yellowpages.com/advertising/aol/>
4. Local Chamber of Commerce Website

This thorough list should give you a head start on promoting your blog. Why do all the work of creating and keeping a blog up to date if no one ever visits it. Generate the traffic you need, even from those in your local area by using the above list to market your blog offline as well as you do online.



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