

**“Love The One You’re With” – Seven Tips Song Titles Can Teach You  
About Marketing Your Blog & Your Brand  
Jackie Gordon Singing Chef — TECHmunch NYC June 11, 2011**

**I Can’t Make You Love Me If You Don’t  
(Bonnie Raitt)**

Marketing is like being in a relationship. When it works, it’s good. But it feels dirty, hard, pushy, desperate, ineffective, annoying and even stupid at times. We all want what we do -- our blog, our brand -- to be LOVED by all. When you put yourself out there and you don’t get back that LOVE it feels bad. So many people don’t risk that in the first place -- they don’t market. Or they are looking for love in all the wrong places -- they market ineffectively.

**FACT: You have to market your blog/  
brand to grow it.**

The most powerful way to market your blog/  
brand is to create value for your audience and shout it from the right rooftops... not every rooftop.

Marketing opportunities are everywhere and that can be totally OVERWHELMING and a huge time suck if you are not getting the results you want from your efforts. The most IMPORTANT thing is to DO SOMETHING -- take action. Here are seven tips paired with easy, actionable steps you can take to market your blog/brand.

**I Still Haven't Found What I'm Looking For (U2) - Know what YOU want**

What are the results you are trying to achieve with your blog/brand? Fame? Fortune? Community? Influence? Credibility?...Self Indulgence? If you could project the best possible outcome for your blog/brand what would it be?

**ACTION:** Grab a piece of paper, find a quiet place and answer this question: “If there were no shame, nothing to hide or prove, or nothing to maintain or lose, what would you want?” If you don’t feel a bit sick when you write this, you’re not looking hard enough. Write three action steps



that will move you towards getting what you want and take them. They do not have to be HUGE. Take the size steps you can manage, but make sure you do them.

## **Chain Of Fools (Aretha Franklin) - Ooze Value**

How do you (read: your blog/brand) create, convey, deliver and capture VALUE?

Picture value as a circular chain that never ends. Your blog/brand is a vehicle for creating value for your audience -- like a bus. If there is a break anywhere in this chain, then the bus has no place to go, it becomes a chain of fools because the circle has to keep going around in order for it to be sustainable.

**CREATE VALUE:** When you create a blog/brand that appeals to people they will want to ride the bus.

*Ex. A recipe blog for busy parents creates value by providing them with nutritious, fast, easy recipes for dishes their kids will eat.*

**CONVEY VALUE:** The better you are at conveying the value -- spreading the word -- and reaching the people who would love to ride the bus the more they will ride it and tell others to ride it.

*Ex. A recipe blogger conveys their value by sharing content with other recipe bloggers, by making it easy for their readers to share their recipes; by sending emails with valuable content to their community on a regular basis; by creating a Facebook community around their blog; and, by networking with people who are in their community, etc.*

**DELIVERING VALUE:** The better you are at interacting with the people on the bus and delivering them what THEY VALUE (not what you value) the more frequently they will ride the bus and the longer they will stay on the bus. They will likely invest back in the longevity and sustainability of the bus driver if you ask them.

*Ex. A recipe blogger delivers value by creating new quality content to their readers on a regular basis, by reading and responding to their comments, by developing strong relationships with readers, etc.*

**CAPTURING VALUE:** This is how the bus driver gets paid.

*Ex. The recipe blogger who delivers lots of value will build a community that they are connected to and with whom they have influence, and can sell their products (i.e. cookbooks, cooking classes, workshops, etc.). That blogger can attract paid writing gigs. That blogger can rent their influence to advertisers and brands that want to reach their audience.*

**ACTION:** Examine your value chain. Where is it strong? Where is it weak? Come up with three ways to make the weak links stronger. If you need help find a person in your community who has strong links and model your strategy after their strategy.

## Everybody (Madonna) - Know Your Audience

Not everybody wants to dance and sing. People often think they have to appeal to EVERYBODY. This is a HUGE mistake. Depending on what your goal is for your blog/brand, speak ONLY and as specifically as you can to the people who are most likely going to bring you the results you want.

If you are selling something, then who is the person most likely to buy from you? If you want to socialize with people who have the same interests as you, then speak to what you/they are passionate about. If you're an expert on diets for diabetics and you want to build your influence and credibility with diabetics, then speak only to people with that issue with content that helps them.

Specificity helps you focus your communications and manage your audience's expectations. *The Cupcake Takes the Cake* blog speaks only to people who are interested in cupcakes. If one day they started talking about tires, their audience would go, "WTF?"

You want to connect with YOUR people. The strongest connection will come from speaking directly to them.

Don't worry. You will reach other people besides your specific ideal customer, but don't focus on them. Specificity will give you greater appeal to the people that matter most -- the ones who will support you and help you achieve your goals.

**ACTION:** Write a description of your ideal customer/reader. Flesh them out in terms of what their wants and needs are. What does your blog/brand do for them? What benefits do you give them? What problems do you solve for them?

## I've Got to Be Me (Sammy Davis Jr) - Be Yourself

Find your own voice in all your communications when creating your blog and marketing your blog/brand. People see right through the BS of anyone who tries to be someone they're not to try get more influence or followers. Have you ever read FB posts by a chef where you KNOW it's the social media manager talking and not them? It stands out like dogs balls. Plus, it's difficult to maintain the facade. When you are exactly the way you are (warts and all), the more you reveal your authenticity and the greater the bond you will be build with your audience. As you share what you value, you will attract and build your audience of people who like you and are like-minded.

The people who un-follow you are not your people. Focus on your people.

**ACTION:** Examine your own authenticity. When I was writing this I started to remove the words "dogs balls" but that's how I talk. So I left it. Where are you hiding parts of yourself from your audience because you think they won't like you? STOP it!

## Love The One(s) You're With (Steven Stills) - Use Your Network

"Get out there and network people!" That's the battle cry from the marketing gods. You have to go out and meet, meet, meet new people. Get more FB fans. Get more followers on Twitter. I'm not saying this has no value... BUT you have the greatest influence to market your blog/brand with the people who know you, trust you and want you to win.

Use your network first to market yourself. Love the ones you're with. Often I see people trying to collect business cards and meet everybody at conferences and networking events. Effective marketing comes from building strong relationships and being valuable to the people you know and trust.

There are three levels of people within your network: the ones who do not do much (i.e. my boyfriend, my family and closest friends rarely read my blog or Twitter) -- love them anyway. Then there are the ones who will do the lower effort stuff like reading your emails, your blog posts, maybe commenting or interacting with you on FB/Twitter. Then there are the CONNECTORS: people who will share your content, people with whom you form mutually beneficial relationships (strategic alliances) to market your blog/brand while you help them market and build their blog/brand, increase their influence, or get whatever it is they want.

**ACTION:** Know who is in your network. Tier them according to the do-littles, the followers, commentors, chatterers and the connectors and interact with them accordingly. Every once in a while I go to the "do-littles" and ask them to do something to help me market. You have to ask them in the way that will make them MOVE. If you are lacking connectors find out who they are in your community and get to know them. See if you can find ways to be mutually beneficial to each other.

And by all means build your network, but remember it's not about getting the numbers up. It's about connecting with people who are genuinely interested in what you can do for them. If you don't have real connections with the people in your network numbers are meaningless.

## Who Are You? (The Who) Represent Yourself

Show us your "awesomeness". Make sure your marketing materials make a powerful first impression. It is essential that they are good looking, well thought out and make it easy for people to connect with you and to check you out. There is no excuse for not having your materials as good as you can make them.

**ACTION:** If you don't have the appropriate marketing materials, get them. If you do, make sure your stuff is up to snuff. Take a critical look (get someone you trust to look too) at your web presence, business cards, QR codes, email signature, FB page, twitter presence, etc. How easy are you making it for people to find you, to connect with you?

PET PEEVE: If you are selling a product, how easy are you making it for people to buy it? To get information about it? If you think it's okay to have an unattractive, hard to navigate website, whether you are successful or not, you are WRONG. You are missing opportunities. STOP IT!

Tip: I got my cheap and awesome business cards from [www.HollywoodStudios.org](http://www.HollywoodStudios.org) (full color, both sides + quality card stock) \$28.00, free shipping and No ADVERTISING <== I make no \$\$\$ from this!

## **On Top Of Spaghetti (Tom Glazer) How Is Your Aim?**

Marketing is like throwing spaghetti at a wall. You throw and throw and some of it sticks and the rest slides down the wall. You can't do all the things that can be done to market your business, so do what works. How do you know what works? RESULTS! Marketing that isn't results driven is not effective.

**How much spaghetti is sticking?** You know your marketing is working when you are getting the results you want. You test by doing it and measuring your results. Results are best measured in numbers. I made this much money (sales, advertising, etc.). I got this many new FB fans. I got this many views on YouTube, etc.. Make sure the numbered results directly correlate to the results you want.

**ACTION:** Measure what you are already doing or choose a new marketing approach and measure that. Give yourself ample time to make an accurate test. Split test. Throw and test. Throw and test. Throw and test. If you keep throwing and you are not getting the results you want then it's not working. Either do it more effectively or choose another method.

**Are you throwing your best, stickiest spaghetti?** Instead of trying to do everything, do the highest leverage actions -- the things that will get you the results you want (fastest path to: cash, traffic, credibility, etc.) in the shortest amount of time.

**ACTION:** Make a list of all actionable things you can do to market your brand/blog and choose the three highest leverage actions and do them within a time frame. Measure your results.

**Are you throwing spaghetti on a regular basis?** Persistence pays. You can't throw a little spaghetti today and tomorrow and then some in two weeks and a little more in five weeks. You have to be persistent. Yes, it can be a lot of work, so set it up to win from the beginning. Do what you KNOW you can do. Small handfuls regularly are better than chucking an entire pot without any consistency. As you do your marketing persistently it will begin to build up (picture fresh spaghetti building up on old spaghetti -- I'm beating this metaphor to DEATH!)

FYI: When you actively market your brand/blog things that you want will begin to happen as if by magic. Be aware that this is NOT magic. It's airy, fairy meta-physical stuff that happens when you put your attention on what you want and take action. Just enjoy it and keep taking action steps.

**ACTION:** Write a marketing plan of action and follow it. Don't overwhelm yourself by making it too ambitious. Set it up so you win by choosing what you can do and nothing more.

### **Put A Little Love In Your Heart (Eurythmics) - Share Yourself**

Putting yourself out there in your community is excellent for building and marketing your blog/brand. Join organizations, online communities, go to events, make yourself known. Look for opportunities to join in and/or create opportunities for others to join in (this is one way I use Twitter). Give workshops, take workshops, arrange meet-ups, food crawls, pot lucks, do demos, participate in charitable giving, volunteer, etc. Don't sit on the side lines wishing and hoping to be asked. Count yourself in and share yourself.

**ACTION:** Find three new ways to actively participate in your community. This is an open invitation to be connected to me. I'm a connector.

\* I learned this question from Bryan Franklin who trained me to be a business coach. There is a great video of Bryan asking this question at TedX in Las Vegas. Watch it here.

#### **About Me -- Jackie Gordon Singing Chef**

I love to cook, eat (especially with food peeps) and talk about food. I add music and humor and create "eatertainment" shows.

I love helping food enthusiasts sharpen their business skill knives and make more money!

I'm working on my first cookbook + CD "No Singing At The Dinner Table": Lip smacking foods, toe tapping tunes and tongue wagging tales from the diva of deliciousness, singing chef Jackie Gordon.

I'm a Nudie Foodie. Our book which raises money for Japan relief is available at [www.thenudiefoodies.com](http://www.thenudiefoodies.com).

#### **Let's CONNECT:**

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