



Social Media

7 Ways to Be Everywhere – Building a Brand Online

A successful blogger is not just a blogger. True – it's the blog where things get started. It's where authority is constructed and content is published. But if you stick to just a blog, you'll be just that – stuck to your blog.

Your blog or your website is only the beginning. It's your hub, your homebase where people can go to find out more about who you are and what you do, but it's also just one piece of the giant puzzle that is your brand – your omnipresent, influential and (if applicable), money making brand.

Below are 7 ways to simply be everywhere:

1. Step Out of Your Comfort Zone

Before I get into more specific, actionable items, you must first realize that “being everywhere” isn't going to be a walk in the park. It's going to be uncomfortable at times because you're doing things that you aren't used to or even scared to do.

With that said, let me tell you this: the only thing holding you back is you.

When I first thought about writing my first eBook, it was something I honestly did not want to do. I was afraid of the process and I didn't know if it would sell even one copy. Well, I'm glad I stepped out of my comfort zone and decided to write that eBook, because it turned into a six-figure online business.

2. Keep Your Brand Consistent

The goal is to be everywhere, but the trick is to make it as easy as possible for people to recognize that you are indeed everywhere. This means using the same graphics and the same logos where ever you are online.

This is important, because image recognition is the number one way that people make connections in their brain. Huge companies know this, and even babies know this when they recognize the face of their mother for comfort and food.

This is why I do my best to brand each of my pages online the same. My blog, my Twitter account, and even my Facebook Landing Page all look very similar. My gravatar (which stands for Globally Recognized Avatar – the image that shows up next to my comments on any site that I leave comments on) even uses the same exact picture as in these profiles.

3. Explore Other Forms of Media

So you have a blog.

Have you ever thought about expanding your brand onto other media types such videos? How about podcasting? Live streaming? Printed books?

Only only will this help you get more traffic by reaching people you wouldn't normally reach with a blog alone, but it will definitely expand your brand as well.

4. Get Onto Social Networks

This one should be a given.

If you're not utilizing Social Networks like Twitter or Facebook as an extension of your blog (not just to spy on your friends, but to network with your audience and actually provide good, relevant content on), then you're not doing everything you can to be everywhere. The thing is: THIS is where everyone is!

Plus, the simple viral nature of these sites alone does wonders to help expand your brand and get noticed by people who would never have heard of you otherwise.

Luckily, it doesn't take more than 5 minutes to setup a Twitter account (although it may take a bit more time to change the graphics and "brand it").

5. Write Guest Posts on Other Blogs

This is huge.

HUGE!

Guest blogging is probably the easiest way to get a load of relevant traffic to your blog in the shortest amount of time. Beyond that, and even more important for your brand, you and your site's url (and possibly your logo too) will be shown to tons of people who may have never heard of you or your website before. After getting published, you'll be instantly known by that much more people when they come across the blog post live on the site or in the blog owner's RSS feed.

There are several free guides about how to guest post online.

6. Over-deliver On Your Content

Okay, I have to mention by buddy Glen at Viperchill.com once again. He's the master of over-delivering and a prime example of what can happen to a blog when you over-deliver on your content.

About 95% of the posts he writes on his blog are massive, tutorial-like blog posts that I'm sure take hours and hours of research and work. His posts are art in the form of words, and he goes into so much depth about everything that it literally makes me drool.

Recently, he just surpassed the 10,000 subscriber mark (although Feedburner is acting weird lately, but nonetheless), which means he earned about 9,000 subscribers in less than a year. That's unheard of in the blogging world.

It didn't happen because he writes blog posts consistently. He doesn't – even though that's "the rule" we're all supposed to follow. It happened because his posts always over-deliver, and because they do, they spread like wildfire and his subscribership grows as a result.

When I've taken the time to write KILLER posts (and I mean posts that take days of research and just really have a ton of great content in it), I've seen all of my numbers grow as a result, including viral numbers like retweets and likes, which help expand my brand to people I've never reached before.

7. Create Raving Fans

It takes time, but if you continue to provide good content on your blog and build a nice community behind it, after a while you'll eventually see that you and your blog may accumulate a number of "raving fans". I like to think I have a few here on SPI, and I love each and everyone one of them to death.

Ravings fans should be treated like royalty, and you should go out of your way to make them happy. Do favors for them, or just spend time talking to them on Facebook or through email.

Why?

Because they are the ones who spread the word about you and your site. Some raving fans are more enthusiastic than others, but each one plays an important role in expanding your brand and influencing people who you alone cannot.

Let me say that again: your raving fans will influence people who you alone cannot.