

Ten Reasons Blogging is Good for Your Sales (And Seven Reasons NOT to Blog)

By Don Cooper, The Sales Heretic™

Does your business have a blog? Whether you're an independent professional, a small business owner or the CEO of a large company, a blog can be a powerful tool for increasing your sales. Here's why:

1. You control the message

With traditional publicity and PR efforts, you have no control over what ends up in print. And advertising, by its nature, limits the size and scope of your messages. A blog, however, enables you to be as expansive as you like, while making sure what you write is what gets published.

2. It enables you to display your expertise

People prefer working with experts. We don't want to work with just **any** attorney, accountant, organizer, lawn care service, personal trainer, boat dealership, cleaning service, etc. We want to work with one that's **really** good. A blog gives you an outlet to demonstrate your expertise to your potential clients.

3. You can be timely

A blog gives you the ability to announce promotions, comment on events and even celebrate holidays of all types. (See [A Great Day for Sales](#) for more holiday ideas.) You can also provide up-to-the-minute updates on what you or your company is doing.

4. It improves your SEO

Blogs have become a cornerstone of search engine optimization (SEO) efforts. Search engines like useful content. (As opposed to pure self-promotion.) And they like content that's updated frequently. Those two factors mean a well-tended blog can boost your search engine rankings dramatically and organically.

5. You could go viral

If you post something that's particularly helpful, interesting, funny or controversial, your followers may forward it to friends, family and colleagues. And thanks to LinkedIn, Facebook, Twitter and other social media sites, your post could potentially be forwarded to thousands—even millions—of people.

6. It's free

How many sales and marketing tools are 100% free? Everything you need to set up a blog you either already have or can get at no cost. Blogging is ideal for any business on a budget.

7. You can engage customers

Unlike most promotional tactics, a blog can create a **dialogue** with your prospects and customers. Your blog can become a gateway for people to ask questions, voice requests and provide feedback.

8. It helps you build trust with prospects

Study after study has proven that the number one buying factor is **confidence**. By giving prospects valuable information, as well as insights into you and your company, blogging can instill that confidence, building the trust needed for them to buy from you.

9. It's versatile

A blog needn't just be paragraph upon paragraph of words. You can incorporate photos, audio clips and video as well. Which means you could post pictures of yourself, your people or your products; audio interviews, comedy or songs; or video tours of your facility, how-to videos or videos of your product or service in action.

10. You're forced to think

The simple act of thinking is one of the most valuable activities any of us can engage in. Unfortunately, the hectic pace of business can leave little time for it in our daily schedules. Blogging, however, forces you to think on a regular basis: about your business, about yourself and about your customers. Thinking leads to innovation. And innovation leads to more sales.

As you can see, there are a lot of advantages to having your own company blog. But that doesn't mean blogging is for everybody. (**Nothing** is for everybody.)

However valuable blogging can potentially be for your business, there are some perfectly good reasons **not** to do it. Such as...

1. You have no strategy

Any sales or marketing effort you engage in should be strategic. It should have a specific goal and a specific plan for reaching that goal. It should also be part of a larger overall strategy. If you're not clear on your strategy, your sales and marketing activities will be largely ineffective.

2. You have no time

There's no way around it, blogging takes time. If you simply can't add one more thing to your schedule (or can't find anyone in your company with the time and skills who **can**), a blog is not for you.

3. You can't do it consistently

To gain a loyal following, a blog needs to be updated regularly. Which means you need to devote time to it on a consistent basis. It can be daily, weekly or even monthly, but it needs to be consistent. If you can't commit to a regular posting schedule, there's no point in doing it at all.

4. You can't write

There's no shame in not being a good writer. Writing well is a skill not many people possess. But people will judge you and your business by the quality of your writing. So if your wordsmithing isn't up to snuff, blogging can do you more harm than good. (Although you could still do an audio or video blog.)

5. You're looking for instant results

Like most sales and marketing tactics, blogging takes time to produce measurable results. It's an investment for the long haul, not a quick fix. If you're focused exclusively on boosting sales right this minute, blogging won't help you.

6. You're all about self-promotion

A successful blog is about your readers, not your company. While it's fine to occasionally slip in a post about your new showroom, your latest product or your

upcoming sale, if you're going to attract regular readers, your blog needs to provide information that can enhance people's lives.

7. You have nothing to say

For your blog to be effective, you need to be able to come up with interesting, useful and/or humorous things to say on a regular basis. And that might not be one of your strengths. Everyone's creative, but in different ways, and if your creativity isn't suited to blogging, that's okay. Figure out where your creativity is best applied and do that instead.

Blogging is a great sales and marketing tool, but it isn't ideal for every business. If it's not for you, don't feel pressured by people who say you should do it because everyone else is. There are plenty of other sales and marketing tools at your disposal that also work well. The key is finding and using the ones that work best for your business.

If the seven reasons listed immediately above **don't** apply to you, however, give blogging some serious consideration. It does require some thought and some consistent effort, but the rewards for your business can be enormous.



Don Cooper—The Sales Heretic™—is an internationally-acclaimed sales expert who helps salespeople, business owners and professionals dramatically increase their sales. He delivers custom training and keynote speeches for corporations, associations, chambers of commerce and other business organizations.

His most popular programs include:

- **The Myth of Price:** Why you should charge more and how to do it
- **The Future of Selling:** How to be a sales leader in the 21st century
- **Opportunity Walks:** Why most people don't buy and what you can do about it
- **The Physics of Closing:** How to make the hardest part of the sale easy

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