

CFB Copywriting 4:

BLOGGING

TO BUILD

YOUR BRAND

AND INCREASE

YOUR COMMISSIONS



With David Garfinkel

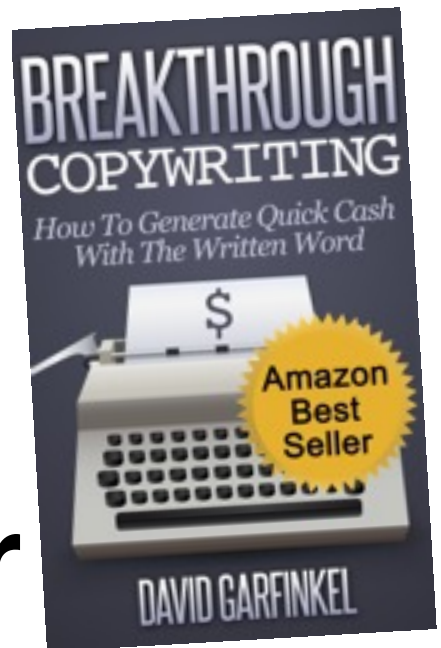
A little bit about blogs...

- Over 150 million blogs on the Web
- Jorn Barger, 1997: “Weblog”
- People read ‘em
- Easy to do when you know how



About me...

- Blogging since 2004 (World Copywriting Blog)
- Recent Amazon Bestseller: *Breakthrough Copywriting*
- Writing a new book about selling with your blog... and YOU get a free copy!
- Love-hate relationship with blogs



About me (2)...



In my next life, I will be a cartoonist

Franchise Copywriting Specialist — FCS

- **CFB Copywriting 1: Lead Generation**
(still available — ask Lori)
- **CFB Copywriting 2: Lead Nurturing**
(also still available — again, ask Lori)
- **CFB Copywriting 3:**
Candidate Relationship Building
(still available — ask... oh, you know what to do...)



Today we'll cover...

- **Getting more candidates with your blog**
- **Building your brand with your blog**
- **The 5 types of blog posts that get you more candidates, and build your brand**
- **2 Advanced blogging techniques**
- **And more, more, more!**

Building Your Brand

- For you, **Brand = Reputation**
- When people Google a topic related to owning a franchise... does your blog show up?
- When people read your blog, does your expertise shine through?
- (Best answers to both questions: Yes!)

How Do You Build Your Brand?



My Guerrilla Branding-1

Review:

- 1) Decide on the experience you want your customers to have**
- 2) Give them that experience and tell them what you're doing**
- 3) Get them to tell others about that experience**

My Guerrilla Branding-2

3 of 4 people found the following review helpful

★★★★★ **No wonder he's called the world's greatest copywriting coach**, February 21, 2014

By [Azriel](#) - [See all my reviews](#)

Amazon Verified Purchase ([What's this?](#))

This review is from: Breakthrough Copywriting: How To Generate Quick Cash With The Written Word (Kindle Edition)

There are a lot of hotshot copywriters out there. But even the best-of-the-best do not know how to teach copywriting. It's not that hard to learn and, he teaches it to you fast. Really fast. As in 100 pages and you will be better at writing than you are now. I've read 100 books who don't implement anything. I'm a big fan of David's techniques (they have helped me write a book you'll realize he's not called the world's greatest copywriting coach for nothin')

Help other customers find the most helpful reviews

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Getting More Candidates

- Give 'em a taste... make 'em hungry
- Don Corleone (but they get to stay alive)
- Case Studies (Success Stories)
- Expert Advice blog posts
- Warning blog posts

5 Types of Blog Posts

1.Expert Advice

2.Success Story

3.Warning

4.Slice of Life

5.News

Expert Advice

Success Story

Warning

Slice of Life

News

Advanced Techniques

1.Video

**2.Audio (How to use what's on the
blogging site):**

<http://franchiseconsultant.nichebuildersite.com>

Mistakes To Avoid

1. Long... Paragraphs, Sentences, Words
2. Writing something that is not relevant to the prospect
3. Humor... be very, very careful
4. Opinion not backed up by some kind of facts
5. Boring your prospect (think of a conversation you wouldn't have in person because it's a "yawner")

Tools & Support

- 1. Free: Wordpress.com, Blog.com, Blogger (Google)**
- 2. Moderately priced (I use—abt. \$10/month) Typepad**
- 3. Premium: nichebuilder.com**
- 4. Joel Cruzada at the FBA: j.cruzada@fba.com**
- 5. My new book (forthcoming) Breakthrough Copywriting: Blogging! (You get a free copy)**



7. QUESTIONS

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