

# CHECKLIST

(SEE GARY VAYNERCHUK "CRUSH IT")

- Identify your passion
- Make sure you can think of at least fifty awesome blog topics to ensure stickiness
- Answer the following questions:
  - a. Am I sure my passion is what I think it is?
  - b. Can I talk about it better than anyone else?
- Name your personal brand. You don't have to refer to it anywhere in your content, but you should have a clear idea of what it is. For example, "The no-bs real-estate agent," "The connoisseur of cookware,"
- Buy your user name -- .com and .tv, if possible -- at GoDaddy.com
- Choose your medium (but utilize all three): video, audio, written word
- Start a Wordpress.org or Tumblr account
- Hire a designer or choose a template on Wordpress.org
- Include a Facebook Connect link, Call-to-Action buttons, Share Functions, and a button that invites people to do business with you in a prominent place on your blog.
- Create a Facebook page
- Sign up for Hootsuite and/or TubeMogul and select all of the platforms to which you want to distribute your content. Choosing Twitter and Facebook is imperative; the others you can select according to your needs and preference.
- Post your content (start pumping out content like a madman! - daily if you can)
  - a. Find a way to incorporate some personal stories and details into your posts/videos.
  - b. Let your personality shine so that eventually people who have no need for accounting information are coming to hear you just because it's you.
- Start creating community by leaving comments on other people's blogs and forums and replying to comments to your own comment

# CONT. CHECKLIST

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- Use Twitter Search (or Search.Twitter) to find as many people as possible talking about your topic, and communicate with them.
- Use Blogsearch.Google.com to find more blogs that are relating to your blog topic as possible.
- Repeat steps 12 through 16 and over and over and over and over.
- When you feel your personal brand has gained sufficient attention and stickiness, start reaching out to advertisers and begin monetizing.

## NOTES