



Presents:

## Podcast Episode 118: Five Ways to Make Your Blog Stand Out From the Crowd



By: Leslie Samuel



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## Introductions

*[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]*

Hello, hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google winds up on the wrong side of the bed. I'm talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from [BecomeaBlogger.com](http://BecomeaBlogger.com) where we're changing the world one blog at a time. As usual, I have another exciting episode for you today. I'm so excited right now. I don't even know why.

In today's episode, I'm going to be talking about five ways to make your blog stand out from the crowd. According to some sources I've seen there are over 2,000,000 blogs out there on the inter-webs. That's a whole lot of blogs! And because of this, a lot of blogs get intimidated thinking they can't really add anything new to the equation.

How do you stand out from the crowd? How do you build something significant today? Is it even possible? Yes, it is. I have seen numerous examples. People who have come up the scene and take the Internet by storm. I want to give you five ways I've seen work very well for standing out in such a crowded space. That's what I'm going to talk about today.

Yes, yes, yes. I've got so much to get into and I'm so excited to be here to share this content with you. Just to kind of give you an idea. What we're going to come up first, I'm going to make two announcements. One is going to be an update, really about the restructuring of Become a Blogger and the second is exciting to me.

I'm going to tell you a little bit about the first meet up that I have ever had over in Cincinnati, Ohio. It was awesome and I want to share some of that with you.

Then, I'm going to take actually four calls from the hotline. One is going to be a question from Mark about internal linking and how to manage that for Search Engine Optimization then, I have a suggestion, an awesome suggestion from David about my intros. If you listened, you probably have a hint about what that's about and then, I'm going to take two pieces of feedback about some of my recent podcast episodes – one from Cynthia Sanchez and the other one from Joseph Onzi.

Then, I'm going to get into the main content, sharing the five ways to make your blog stand out in such a crowded Internet.

But, before I get into it, I want to let you know that this podcast is brought to you by my Ten Free Videos at [freebloggingvideos.com](http://freebloggingvideos.com) where I show you how to start your blog today. Head on over there to start creating content that inspires others and even change the world. That's right. Head on over to [freebloggingvideos.com](http://freebloggingvideos.com).

## The Announcements

### Become a Blogger Update

All right, so let's get into the announcements. First off, let's talk a little bit about this restructuring of Become a Blogger. If you have been listening for a while, you've probably, in the last few episodes, heard about the restructuring that I'm going to be doing. I'm going to be working on turning Become a Blogger, the main blog, into a multi-author blog where I'm going to bring together great bloggers to share content to teach us how to do all of these different things. We're going to be posting more regularly. We're going to be adding much more value so that, we can all learn how to build blogs in a way that can inspire others and even change the world.

I'm very excited about it. I've been working on the Editorial Guidelines. It's almost done and it's very detailed and it's really, it's going to provide a lot of guidance for the writers so that, they can write in a specific format so that, the readers, so that you, when you come to the blog, and you read an article, you can take action. It's not just, "Oh hey, that was nice to read and it's nice to know what you're doing," but what can you do today to see results. That is going to be our main focus.

As a part of that, I am going to be taking on writers and if you have been blogging for a while, you've learned a lot about blogging, social media, traffic generation, product creation, anything related to building an online business with a blog and you're interested in writing for Become a Blogger. Head on over to [Becomeablogger.com/write](http://Becomeablogger.com/write).

There's going to be an application form there. You can fill out that application form and my assistant is going to get back to you within a maximum of two weeks but, most likely, significantly shorter than that and we're going to walk you through the process.

I'm not just looking for anyone to just write because they'd like to get exposure on Become a Blogger. I'm looking for people that want to contribute value that have value to give and want to contribute to this community and help to build it into something significant, something massive. And, I am excited. I am so excited about where we're going to be going.

So, if you're interested in writing for Become a Blogger and you think this is something that you can do, head on over to [BecomeaBlogger.com/write](http://BecomeaBlogger.com/write) to find out some more details and we can start taking you through that application process and all that fun stuff. It's going to be really awesome and I am looking forward to August 1.

August 1 is where we re-launch that... Not re-launch but, where we change gears, still adding value but now, adding significantly more value. So, yes. I'm excited about it. I'll be posting more updates over the next few weeks. So, stay tuned.

## The Meet-up in Cincinnati

Then, I want to talk about this meet up that I had. I had my first meet up in Cincinnati, Ohio because I was down there for the [Savvy Blogging Summit](#) and it was awesome. It was seven of us. We went to Panera Bread. We just got together. We hung out. We spoke. We chat. It wasn't about marketing. That's not what it was about.

It was just about people getting together, getting to know each other on a more personal basis and it was awesome. **Butch Gibson** was there and if you don't know who Butch Gibson is, he's called in to the hotline a few times, and just to put him on the spot, I'm going to play something that he called in one time in the hotline. Here's Butch,

*"... That's all I got. One last thing, let me try this, '888-835-2414.' I got the number down now."*

That's my boy Butch Gibson. He was there and it was great to meet him. Then, we had Vickie Sceifers and she's from that are also; Anita Edwards and they both came; Shantis and her two kids, Alex and Celine. It was just great to meet these guys. Some of them are from my [Biology blog](#). Some are from the [Become a Blogger community](#).

When you create something in a room, I'm here in my little office and I'm recording this podcast. It's going to be listened to a bunch of people all over the world, it's just great to know

that it's having an impact. People leave comments. It's great to read those comments but, there's something meeting in person that really takes things to the next level. It was just exciting to see that and to experience it.



Alex has been going through my Biology videos and he's been using that to learn Biology at home and it's just great to see young people that are interested in Biology, that are interested in life that are just doing things. So, Alex and Celine, I want to let you guys know, I really appreciate you guys coming. Thank you, thank you. Alex wants to be a cinematographer and Celine wants to be a photographer. Guys, start now. Keep doing what you're doing. Keep learning. Your mom is doing a great job with you guys. Mom, you're doing a great job! Keep it up and yes, I'm just excited. I'm excited.

Thank you all for coming and I'm looking forward to doing more of these in the future. So, stay tuned for when I'm coming to your area whenever that might be, I've decided whenever I travel, I'm just going to do a meetup because it's just exciting.

## **Your Calls and Questions Answered and Some Feedback**

All right, let's switch now to the listener questions and feedback. The first one comes from Mark, from [MassBasin.com](http://MassBasin.com). Take it away, Mark.

*"Hi Leslie, I'm Mark from Ketchinnee at MassBasin.com. My question is about a portion of the recent SEO podcast where linking to archive posts increase relevance for search engines. The question is, where do I go to manage this internal linking to the archives? I want to thank you for all your great help. You're an awesome teacher, Leslie."*

Thank you so much Mark for calling that question in. That's a great question. It has to do with search engine optimization and also with getting people to go to multiple pages on your site when they come to visit your site.

He's asking about how do you go about manage the linking to archive posts? So, posts that you've created in the past but, you want to link to them in more recent posts.

For example, if I am writing a blog and I happen to mention something about building a newsletter or building your email list, what I would do is that text that says, "building your email lists," I would actually link it to a past post where I teach people how to go about doing that.

The way you do that is pretty simple. I don't have any fancy way for doing it or for managing it. I just basically, when I'm making my posts in Wordpress, I highlight that text and if I know I have something that's related to it, I will click on the "Add Link" tool bar, the icon in the tool bar and then, just link to that post. It's as simple as that because what you are doing there is when someone goes and they see that that text is highlighted, it's underlined, they can click on it and go to that past post. That is really great for getting people to check out multiple pages on your site.

The more pages they check out, the more engaged they're going to be and the more beneficial it's going to be for them and also for you. So, it's a very straightforward process.

Now, if there are posts that I know I will be referring to frequently, what I do is I use the [Pretty Link plugin](#). You can find that in the Wordpress directory. I make a short and pretty URL to that post.

For example, I might have something like [BecomeaBlogger.com/listbuilding](#) because I can always remember that and then, whenever I talk about listbuilding, I can just link it to [BecomeaBlogger.com/listbuilding](#) which will redirect it to that post list building.

I hope that makes sense. Just link to a post regularly. If it's something that you're going to do often, you might want to consider creating a short or pretty URL so that, you can remember it and not have to go back digging all the time. You can just link to that post that way.

Then, I had a suggestion, a great suggestion that was called in by David and I want to share that with you. Take it away, David.

"Hey Leslie, this is David. Listen, I really enjoy the podcast. I have a suggestion for you. I love your live intro and I also love the energy level and the impact that it has on your guests. I think that really gets your interview off to a flying start but, I have a small suggestion for you that I think you might be able to have a lot of fun with.

*That is the part of your intro where you say, '...where Google has a mood swing.' It seems like that section right there, you can change up for each podcast and have a lot of fun as people listen for the different things that you're going to say each week, like, '...Google stubs its toe,' or 'Google gets out of bed on the wrong side,' or 'Google bangs its head,' or something like that. Anyway, Leslie, I love the podcast. Keep the great work and I look forward to listen to the next episode. Have a great time. Take care! Bye!"*

David, thank you so much for that suggestion. I love it. This is what it's all about to me. It's not about me just talking about stuff and doing things on this but, it's also about you guys giving suggestions. I love suggestions.

That suggestion is a great suggestion and you probably noticed that in the beginning, I said, "...when Google wakes up on the wrong side of the bed." That one comes directly from David and I'm going to be switching it up. Every week, I'll be saying something new. Hopefully, I can come up with new things every single week.

But, just to keep you on your toes a little bit so that you never know what to expect when you listen to Learning with Leslie. I'm excited about that. Thank you, David. If anyone else has suggestions, you know what to do. You can call the hotline and give them to me and we're going to move on to the next one which is a piece of feedback that was left from Cynthia Sanchez from [OhSoPinteresting.com](http://OhSoPinteresting.com). Take it away, Cynthia.

*"Hi Leslie, this is Cynthia Sanchez from OhSoPinteresting.com. I just listened to [Episode 116](#) of the [Learning with Leslie podcast](#) where you interviewed Michael Stelzner. Oh my goodness, that was definitely one to put in the Learning with Leslie Hall of Fame, so much great information from Michael Stelzner and you have such great questions to bring out that information. I am definitely going to have to listen to that multiple times to get the most out of it. I'm excited to see where you take the Become a Blogger blog and what you do next. All the best of luck to you. Thanks so much for having such a great podcast and bringing so much information to us. Have a great day!"*

Thank you so much. That's my good friend, Cynthia. I appreciate that feedback because that interview that I did with Mike, that was a strategic interview because of the direction that I'm heading into and I'm excited about it as you can probably tell.

I know you guys are going to enjoy it because of the way I'm structuring it and I'm working behind the scenes with Mike and he's helping and guiding me through this process and I think it's just going to be great. It's going to be a ton of value.

Along the same lines, we have more feedback from Joseph Onzi. Take it away, Joseph.

*"Leslie, hi. This is Joseph Onzi with [FolderPrinters.com](http://FolderPrinters.com). I have been listening to you ever since I heard your interview on Pat Flynn's website on his podcast and ever since that day, you've been absolutely passionate on every episode of your podcast. Today, I was listening to [Episode 117](#) while driving down the road and I heard you got choked up regarding your blog, and what you're doing with Become a Blogger. It just blew me away.*

*I am definitely going to be there August first to see Become a Blogger and get involved because I need actionable steps. There are a lot of places out there that will tell you how to become a blogger but, they don't really give you the actionable steps. I'm really looking forward to it. Keep up the great work. I absolutely love it. I can't wait for the next episode. Have a great day!"*

Thank you so much Joseph, for that piece of feedback. As I said before, I am also excited. I am excited about the future and yes, I got choked up in that episode because I finally start to realize why I am really doing this and why I am so passionate about helping people with Become a Blogger and why this is such a big thing for me.

I'm just really excited. Guys, stay tuned. August 1 is going to be awesome. I am excited about it and I hope you are, too.

Hey, if you have feedback. If you have questions. If you have anything that you want me to address on this podcast, please call the hotline. Sometimes, I do get behind on these calls but, I will deal with your question or your comment on the line because I really appreciate it. Thank you to those of you that have called.

Of course, when you do call in, if you leave your URL, I will link to it in the show notes and that's great for getting a link back to your site and getting a few people to come over and check you out.



So, if you have a question, a comment, a suggestion or whatever, you just want to say, "What's up?" Call the hotline and the number is 888-835-2414. Don't let my wife sing that beautiful number in vain.

All right so, those are the questions.

## 5 Ways to Make Your Blog Standout

Now, let's get into the content for today on **five ways to make your blog standout from the crowd**. Who knows? You might even get a little bonus way along the way [*laughs*] okay, never mind.

I just came back from the Savvy Blogging Summit in Cincinnati, Ohio and it was hands down the best conference I have ever been to. It was significantly smaller than any other conference that I have been to so, it's a few hundred people and why I really loved it is because there were a bunch of people that wanted to learn.

That's what they were there to do. They were there to learn about building an online business with a blog. It was mostly women. I don't know if that had anything to do with why I loved it so much but, it was mostly women and the type of environment that it was, it was, I guess, the way I would describe it was a level-playing field.

There were no clicks. This one group of elite bloggers or anything of that sort. There was no famous versus non-famous. It was just all of us together. Yes, some of us were speakers. But, there was no... it's just we were all together and maybe the fact that all women had something to do with it. I don't know. It was probably about 99% women, most of the guys that were there were either presenting or sponsors or something of that sort.

There were a few bloggers, I think maybe two or three that were men but, it was just overall, a great experience. I'm looking forward to the next one next year and I'll probably update you on that when that's coming because I think it's such a great thing.

But, here's the thing. Most of them were blogging about things like special deals, coupons, frugal living and a number of things within that and here's the crazy thing.

Many of them were posting, or are posting over twenty times per day because these special deals and these special offers are coming up all throughout the day and they want to make sure to provide that to their audience. That to me is absolutely amazing.

I could not even imagine posting once a day and some people are posting 30, 40, or 50 times a day. That to me is just insane.

Anyhow, while I was there, I started to think to myself. Man, there are so many of these bloggers that are focusing on such a similar niche that I wonder that they are doing to stand out from the crowd because if you are not doing something to stand out from the crowd, you're not going to stand out from the crowd and why would someone come to your blog as opposed to go to another coupon blog?

You need to have something special. That's the same way it goes regardless of what you're blogging about. If there are people blogging about similar topics, you need to find ways to stand out. I want to share these five ways with you. Let's get right into it.

### **#1: Be as you as you can be.**

I don't know if that makes sense to you. Be as much of you as you can be and be unapologetic about it. Now, if you've been listening to me for a while, you probably know that I'm an excitable guy. Because of that, I'm excited on my podcast and even when I'm writing a blog post. It's text but, you can read that I'm excited. That's my personality.

Whatever your personality is, own it. Don't try to be someone else. People connect with people not with products. They will connect with you because they like your personality.

You might be thinking, "I'm not as excitable as you are, Leslie." That doesn't matter. If you are a nerd, be a nerd. If you are into technology and all that kind of stuff, be that person and let that show regardless of what you do.

I'll give you one perfect example to me, Derek Halpern from [SocialTriggers.com](http://SocialTriggers.com). I think he's a great example because I don't agree with many of the ways he conducts his business. That's just the truth. That's just the honest truth but, I'm subscribed to his email list and I don't see myself unsubscribing anytime soon.

Why? Because not only that he offers value but, he is as real as it gets and he is unapologetic about what he does, how he does it. What you see is what you get. When I met him in New York, he was the same as the person that you see online. He was the same as the person you see everywhere and I can respect that. I may disagree with some of the things he does but, I will continue to follow him because he offers a ton of value and he is real. That's one example.

Who are you? Be as you as you can be and don't apologize for that. That's tip number one.

## **#2: Share your story.**

Where are you coming from? What's your background? What interesting things have happened to you that your audience might identify with. One of the first things people ask me, when I meet them in person, they get this.

I blog with Biology. I blog about blogging and building an online business and all these things but, one of the first things people asked me when they meet me in person is, "How is little Noah?"

Because, if this is the first episode you're listening to, maybe you don't know who Noah is but, Noah is my little son. My wife and I were blessed to have our first child about almost seven months ago and he has been the joy of my life, the joy of our lives and I speak about him. I speak about some of the different things that he does. I speak about life.

Those are the things that people identify with. People remember those stories more than they remember the five tips I taught them about how to stand out from the crowd.

Get it? Makes sense, right?

So, number one, be as you as you can be and unapologetic about it and number two, share your story. The main thing there is you want people to connect with you, not first with the content that you are providing. They are going to connect with you first. If they enjoy the type of content that you are providing, then they are going to listen to you because they connect and they like you.

## **#3: Do something different.**

Look around and see what other people in your niche are doing and then, do something different.

What do I mean? When I started, I wanted to start a blog about Biology. I went around and I looked at a bunch of Biology sites. I looked at a bunch of Biology blogs and I saw that some of them were posting research articles, some of them were posting experiments that you can do in your classes. They were posting lesson plans and all these different things.

But, I also saw that there was something missing. I saw that there were no short, simple, concise videos explaining complicated topics in simple terms.

No one was doing that and putting it out on a regular basis. So, I thought to myself, "Aha! This is something that I can do and I can put it out on a regular basis and that is going to make me stand out from the crowd."

That is one way that I did it. I forgot one thing to mention the tip number two with sharing your stories. I want to jump back there really quick. I met someone at Savvy Blogging Summit. Her name is Jacqueline Cromwell. She's known as Nerd Mom Online. She posted a video that's called, "[The Joy of My Daughters](#)." I'm going to link to it in the show notes. I want you to come back to the show notes. This is Episode 118. So, [becomeablogger.com/episode118](http://becomeablogger.com/episode118). There's going to be a link to go to the Nerd Family blog when she talks about the joy of her daughters.

I want you to watch that and see how she is using that story to connect with her audience. I saw the video and instantly, I was drawn to what she had to say. I think, it's a perfect example of how you can use stories to connect with your audience. Make sure to check that out. Episode 118, click on the link the show notes to go to the Nerd Family Blog, The Joy of My Daughters, and see a perfect example.

Number one was be as you as you can be. Number two, share your story. Number three, see what others in your niche are doing and do something different.

#### **#4: Do something unexpected.**

Do something unexpected, absolutely unexpected. I can't say that I have done this but, I have seen this recently in a way that made me laugh so much. A good friend of mine, Dan Morris, he was also at the Savvy Blogging Summit. I went to one of [his squeeze pages](#) to sign up to get his notes where he sends messages on a weekly basis. He's a very smart guy. He knows a lot about marketing and his blog is [LettersFromDan.com](http://LettersFromDan.com).

I want you to come, once again, come to this episode, Episode 118 and click on the link to go to the sign up for his notes. You don't want to sign up. If you want to sign up, you can sign up because I think you'll get value from it but, just watch the video on that Squeeze Page. I have never in my life watched a squeeze page and laughed so much. It's so simple but, it's unexpected and rather than tell you what it is, I'm just going to tease it right here and I want you to come to this blog post, Episode 118 and click on the link to go and check out his squeeze page.

You are going to laugh. If you don't laugh then, I don't know what's going on.

All right, that's tip number four. Let's recap that again before we go to our last tip. Number one, be as you as you can be. Number two, share your story. Number three, see what others in

your niche are doing and do something totally different. Number four, do something unexpected. And, number five...

### **#5: Do some extensive research.**

Now, what do I mean by this? Yes, you have the post that you make on a regular basis but, from time to time, it's a good idea to do some extensive research on your niche and post some type of massive resource.

Now, a perfect example of this is [The Social Media Marketing Industry Report](#) that Michael Stelzner and his team over at [Social Media Examiner](#) have done. They do it on a yearly basis. It's this extensive survey that they do where they survey marketers that are using Social Media to see how they are using it and what's popular and what's not as popular and what people want to learn more about and they post this massive resource.

As a result of posting this massive resource, a lot of people link to it. A lot of people share it because it's of a significant amount of value because there's so much great content in there. There's so many things that they brought together and made this comprehensive report about their industry.

Now, what industry are you in? Can you do something like this? Can you survey people or can you just research what's already out there and put together great information that people are going to link to? Whether it's in an infographic or in a report or some type of thing where you have done an extensive amount of research and put together something that's so valuable that people will want to share it.

That's tip number five. But, I want to give you one bonus tip because that's what we do. We give bonuses. That tip is this...

### **Bonus tip: Choose a smaller crowd.**

What do I mean by that? My blog is not just about Biology. What I decided to do was focus on a smaller sub-set and that would be things like students in Universities that are studying Neuroscience and Physiology.

There are not a lot of blogs that focus exclusively on those types of things so, I wanted to focus in and choose a smaller crowd so that, it's easier to stand out.

If I'm trying to stand out among all Biology blogs, that's a lot of Biology blogs and Biology websites and so on. But, if I'm focusing specifically on those topics, then there are not as many

blogs out there that are focusing specifically on that topic. So, the crowd is much smaller and it's much easier for me to stand out.

Don't just focus on something like education. You might want to focus on home schooling for single moms who care about health. That's choosing a smaller crowd. Not just cooking but, maybe cooking for college students on a tight budget with limited time. That's significantly, it's not as crowded and because it's not as crowded, it's going to be easier to stand out.

These are some very simple tips. I know they sound very simple but, if you do them, it's going to be much easier for your blog to stand out.

## **Let's Do Some Recap**

So, number one, be as you as you can be. Number two, share your story. Number three, see what others in your niche are doing and do something different. Number four, do something unexpected. Number five, do some extensive research and post some type of resource that people are going to want to link to and share. The bonus tip is to choose a smaller crowd.

I want to once again, re-emphasize, come back to this episode, [becomeablogger.com/episode118](http://becomeablogger.com/episode118) . Let me know what you think about this episode and also, I want you to answer this question,

"Which one of these tips are you going to implement? How are you going to implement it. If you already implemented some of them, let me know what you have done and what you are planning on doing in the future."

Come back to this episode and you will find the links once again to Nerd Mom's post over on The Nerd Family Blog and also that unexpected thing from Dan Morris at [LettersFromDan.com](http://LettersFromDan.com). You'll find the links to check those out.

I want you to see them because they are practical examples. If you go over there, if you to Nerd Mom's post, let her know that I sent you over and you love her video if you love her video.

Yes, that's pretty much it. I hope you enjoyed this podcast episode. If you enjoyed it, hop on over to iTunes and leave an honest review. What that does is it helps me to get more visibility in the iTunes podcast directory so that, other people can find this.

Yes, that's it. Once again, if you're trying to get your blog started so that, you can create content, inspire others and change the world, head on over to [freebloggingvideos.com](http://freebloggingvideos.com) where I

get to show you how I built my blog into successful online businesses and how many others are doing the same.

So, freebloggingvideos.com. It's free, it's actionable and it's awesome. That's pretty much it for this episode. Until next time, take care, God bless and enjoy the music!