



Bloggng Collaboration – The Mindset and Process

Online marketing is not a solo effort. In fact, if done without being connected it may even become an effort which fails. Blogging can be your linchpin.

Here are some leverage ideas and areas where you need to participate and perform to enhance your success.

Your Blog

You need to have quality content in a well structured and active blog. If you want to collaborate then know for sure that potential collaborators will check out your blog and make a decision to collaborate with you on the basis of your quality and your consistency.

Define Potential Collaborators

- Who has a worthy blog that relates to you topic or field?
- Who are the influencers?
- What do they do well?
- What could be developed?
- How could you make a contribution?

Define Specific Ideas for Joint Contributions

- Guest Blog Posts
- Interviews
- Brainstorm on ideas
- Play to Strengths (evaluate each other)
- Build the Brands

Coordinate

- Select complementary topics
- Set a complementary publishing schedule
- Create links between complementary posts
- Comment on each others posts
- Promote each others posts
- Coordinate Twitter, facebook and LinkedIn promotion of the blogging activity



Leverage the Connections

- Leverage collaborators contact lists and industry contacts
- Take courses together
- Host events together

Motivate and Build Momentum

- Plan to win
- Define Accountability
- Lend a helping hand

Tie Things Together

- Link winning ideas together to make the combined total of the ideas more powerful.
 - As a team you will come up with more ideas and a diversity of ideas. You will be able to link meaningful **resources** together.
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Example:

You decide to collaborate on a special event to bring in new business.

Benefits:

- Cost Sharing
- Expanded Invitation List

The invite list is not just your list therefore; you will be meeting people that you do not know.

- More Ideas on Adding Value

The collaboration effort produces more ideas to create value and engagement. You coordinate your blog posts and the publishing schedule to maximize impact.

- Wider-Ranging Promotion

You promote the event in different and diverse ways.



Collaboration Self Evaluation

Here is a self-evaluation that can help you think about the present state of your collaboration efforts.

What You Do Now	Evaluation Score	Suggested Action
You feel alone . . . very alone . . .	0-1	Ask someone out to lunch or coffee. Commit to not having lunch alone for the next 2 weeks.
You talk with people but make no plans and don't develop initiatives	2-4	Save time in each meeting to discuss an interesting initiative.
You like to bring people together but never seem to have the time to really develop connections.	4-5	Think about the teams you can bring create and bring together and stimulate brainstorming to create worthy initiatives.
You work both online and off-line to identify, create and enhance connections.	6-7	Look for way to improve team performance and communication.
You are meeting with people regularly both online and off-line) and working on collaboration teams regularly.	8-9	Think about way to do even more. Work on bigger projects and bring in more diversity.
You feel confident in your networking and feel you are a top-performing collaborator still know that you can do more.	10	Share your ideas on collaboration with others to make more collaboration connections.