

# Think Like a Marketer

## Lesson 3: What's In It For Me?

BROUGHT TO YOU BY:

### Content

PEOPLE LOVE YOUR BLOG (BUT NOT FOR THE REASONS THAT YOU THINK)

- People love your blog because of the way your stories, tutorials or pictures make your reader FEEL. Or the VALUE you provide them. That's what in it for them.

#### KEY QUESTIONS TO ASK

- What do people expect when they visit your blog?. ex. funny, educational, inspiring, a little bit of everything
- Are you giving it to them?

#### HOW TO FIND OUT WHAT YOUR READERS WANT

- Look at your analytics (most commented posts, stats in Google analytics, etc)
- Ask your readers on Twitter, Facebook or through a survey tool like Survey Monkey

### Reader Experience

DON'T SACRIFICE YOUR READER'S EXPERIENCE FOR YOUR BENEFIT

- Examples: Partial RSS feeds, commenting on Facebook status updates, Auto DMs on Twitter
- Create an easy-to-use experience and give your readers options (but not too many)

## LESSON WORK

- Ask "what do people expect when they visit your blog?"
- Determine the value you provide your readers by looking at analytics or asking your readers.
- Determine if there's anything you do that sacrifices your reader's experience for your benefit.
- Be spectacular. (Look, you have one done already!)



ALWAYS PUT  
YOURSELF  
IN YOUR  
READER'S  
SHOES

### extra credit reading

5 Crippling Beliefs That Keep Writers Penniless and Mired in Mediocrity- Copy-blogger

Stop the Auto DM Madness- Social Dialect

No One Likes Auto DMs- Dear Crissy

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