

From: Meera Kothand meera@meerakothand.com
Subject: I was a mess...then THIS happened.
Date: 11 May 2016 at 7:57 PM
To: meera@meerakothand.com

MK

[FIRST NAME GOES HERE]

When I first started I was a crazy mess.

I was sneaking into the bathroom to load my twitter feeds because I had a self-imposed rule that I wouldn't use screens in front of my daughter.

I wasn't spending time with my husband.

I was doing a little of everything because I felt so much pressure.

I was exhausted, snappy and completely defeated.

I was getting nowhere.

Then something clicked for me. I asked myself:

How much time and energy do you really have? And what do you want to do in those hours?

That's what I had to work with. The faster I acknowledged that and came to terms with it, the better it was.

When you know the size of your energy basket and the size of your tasks, you find it easier to choose what to do and what not to do. You become aware that saying *yes* to one task means saying *no* to something else.

I had only 3 blocks in the day to work with. 2 hours in the day when my daughter was in school. Another 2 hours in the afternoon during her nap. Maybe an hour after she goes to bed. There's no point writing long, unrealistic to-do lists when you can't work on them.

So I set myself only 3 goals this quarter.

1. Build authority and credibility
2. Connect with influencers.
3. Nurture and build trust with subscribers

Not traffic. Not social. Nothing else. Just these 3.

BIG GOAL 1: Build authority and Credibility

Mini goals that help me achieve my big goal

- a. Send out 1 guest pitch a week.
- b. Comment on a handful of chosen blogs

BIG GOAL 2: Connect with influencers

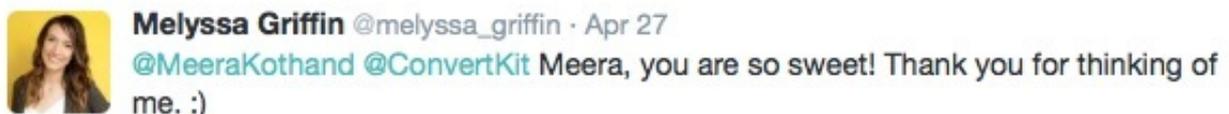
Mini goals that help me achieve my big goal

- a. Pick a few influencers whose work I've enjoyed and whom I want to connect with
- b. Use twitter to share their work and interact with them.
- c. Comment on their blogs

BIG GOAL 3: You tell me how I've fared here... :)

I've focused only on these 3 goals this quarter.

Notice how I have a very specific goal for using twitter. My intention isn't to get traffic or subscribers using Twitter—if I do, that's a bonus. My main intention is to use it to connect with influencers. To build a relationship with them. To show them I value their work. Here are some examples:





Meera @MeeraKothand · Apr 28

Lotsa food for thought! Should I Have A Static Homepage Or Show My Blog Posts? kristarae.co/static-homepag... via @HeyKristaRae



Should I Have A Static Homepage Or Show My Blog...

Static homepages are becoming more popular among creative entrepreneurs. But what's right for you, a static homepage or displaying your latest blog posts?

kristarae.co



Krista Rae
@HeyKristaRae



Following

@MeeraKothand thank you so much, Meera!

I also commented on several blogs. Now not the 'great post!' comment', but long, substantial comments where I added to the discussion. Like this one over at The Branded Solopreneur.



MEERA says:
March 30, 2016 at 1:28 am

Hi Bailey, thanks for this extensive list. There are several methods that are quite new to me. Especially converting blog post quotes to images and sharing on social media. This is a great tip! I think it would work not just for twitter or Facebook but Pinterest too.

Another way to approach repurposing of content is to dig at the problem that the topic solves. Once you have the content written, get to the essence of the problem that the topic tries to address and the motivations or desires of the target audience by solving this problem.

Once that's figured out, it's easier to write a case study, round-up a how-to, maybe even a tools or comparison post. So if the problem was 'finding time to come up with fancy graphics for blog posts...the need or aspiration would be 'to have consistent branding to stand out online'. This could easily be turned into a case study of some one successful, a roundup post of how other bloggers create their graphics, best tools and a comparison of how to achieve it etc. Since the research is



Hi, Meera! Love your thinking on this! Yes, that's essentially the idea behind content repurposing: if you've already done the work, put it out there in as many places as you can in as many mediums as you can. So your idea of having already done the research and making it available in multiple form is right in line. 😊

Reply



DRE BELTRAMI says:
March 31, 2016 at 6:52 pm

So many EPIC points, Meera I'm stoked there was new awesome sauce that Bailey offered to get your repurposing juices flowing.

I've also had guest posts published at [Smart blogger](#), [Huffington Post](#), [Blogelina](#), Krista Rae, [Pick the brain](#) and several others queued for publishing at Marketing Profs, Successful Blogging and more.

I'm not saying this is how you should do it. Far from it.

But this is how I want to do it. It works for me because it's aligned with the vision I have for my blog.

Yes, I'd like to have courses and ebooks but I also want the opportunity to write for companies and organization and teach. **That doesn't and shouldn't have to be your goal.**

What I'm saying is...**align your goals with your vision of what you're going for.** That's all that matters. Nothing else. There's no 1 way to do it. The experts can offer a solution...but that solution is worth nothing if it's not what you want.

By focusing on 1-3 specific aligned goals, you'll get a lot more traction with your blog.

Once you have this, write it down on a sticky note. Then stick to it. If something doesn't fit in with your goals, don't do it.

I would have loved to have built a presence on Pinterest...but honestly I don't have the energy right now. I'm a mom with a terribly active toddler whose weaning off her afternoon naps. That's a goal for another time.

I have a cheat sheet with a [Sample blogging goals.pdf](#)

[Sample blogging goals.pdf](#)

Have a look them, then pick 2 to focus on. Stick it next to your desktop if you must. Then hit reply or send me a picture. I'd love to help you with your goals or to share your work.

Talk soon,

Meera

P.S: For folks loving the P.S, download the sample blogging goals PDF, then hit reply and tell me your own goals.

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