



What is Your Marketing Reach Right Now?

The questions below will give you a clear picture of the strength of your marketing network right now. Let's do some investigating..

1. What is the reach of your blog?

How many subscribers does your blog have in Google Reader? _____

How many subscribers in Bloglines? _____

What is your blog's current Visits per Month statistic? _____

2. What is your reach in social media?

(You don't need to have all of the stuff listed below! Just fill in what you have.)

How many Twitter followers do you have? _____

How many Facebook friends do you have? _____

Do you have a Facebook fan page? How many fans does it have? _____

How many Pinterest followers do you have? _____

How many people have you in Google+ circles? _____

How many Flickr contacts? _____

3. How active is your audience?

What percentage of your blog visitors leave comments? _____

What percentage of your Twitter friends send you @replies? What percentage regularly retweets your posts? _____

What percentage of your Facebook friends/fans post comments to you or respond to what you post? _____

4. Do you know people who know people?

Take stock of your online and real-life friends and acquaintances:

Do you know anyone connected with large blogs and websites? Who?

Do you know anyone connected with local media? Who?

Do you know anyone who reaches large audiences on Twitter or Facebook? Who?

5. Who do you need to know?

Now, look into the online community around your niche,

Who are the most-read bloggers in this niche?

Which people on Twitter seem to have lots of followers, and who seems to be retweeted often?

Which people on Facebook seem to get a lot of comments and fans?

Are there any people podcasting regularly about your subject? (Try a Google search for "[subject] podcast.")

Is there anyone video blogging regularly about your subject? (Try a search on YouTube for your subject, or a Google search for "[subject] video podcast.")

6. What parts of this worksheet point out areas where you can get to work building up your network?
