YOUR ULTIMATE GUIDE TO BLOG NETWORKING

DO

- ✓ **Leave lengthy, relevant comments.** Show another blogger that you're interested, excited, and engaged with their work!
- ✓ **Give your blogger friends opportunities to do awesome blog things with you.** Give them dibs on collaborating with you on a new series or first chance at sponsoring a giveaway.
- ✓ **Meet up with bloggers IRL and focus on taking virtual relationships off-screen.** Embrace the "blate" (that's blogger date!) for coffee and photo sessions, Skype across oceans, and send snail mail back and forth. It's fun and rewarding!
- ✓ **Take full advantage of blogging groups on Facebook.** This means go all out on the hunt to find blogs you love and then forge connections with the bloggers behind them. If any opp for get-to-know-you discussion arises, join in!
- ✓ **Attend a blog conference, and USE your business cards!** Pretend every person is a new friend waiting to be made. Close convos with exchanging cards, and follow up afterwards! (Check out Vistaprint.com for affordable biz card options.)

DON'T

- ✗ **Join in "follow for follow" threads on social media.** I PROMISE you, it will not help your brand or your blog in the long run. It actually hurts your engagement rate, which brands care about!
- ✗ **Sell your blog out for the sake of networking.** Guest posting for others is a great way for you to get in front of a new audience, and vice versa, but make sure all guest posts are relevant to your own brand. If you regularly blog style but guest post on a food blog, the foodie's audience isn't necessarily into style tips - so they won't want to become your own loyal readers after!
- ✗ **Hijack comment sections with your own blog link.** In our Daily Blog Power Sheet, I mentioned leaving a link to your own blog after a well thought-out comment (+ gave you the code!). Don't leave that, though, after a lame comment like "Thanks for sharing!" or "Great post!" That just looks spammy.
- ✗ **Network with an agenda!** Connect with other bloggers with no intention other than finding awesome new blogs and awesome new friends. Don't worry about whether or not they'll like and share your own blog! Do it with zero expectations.

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