

An easy marketing tip

Do you want to easily market yourself? I have a great tip: make your content (blog, website, social media stuff) shareable. I don't mean that you should simply create stuff people want to share—which is a given—but make it easy to share. By this I mean have a social media sharing button/widget on your blog or website (such as the one at the end of this post). If you don't know how to get one, here are a few to try:

- Add to any (which is what I have here)
- “Tweet this” button from Twitter
- Add this

You can find other individual service sharing buttons at this Wiki:

- <http://www.sharingbuttons.org/Buttons>

WordPress.com recently started its own sharing widget.

Find one that works with your blog/website and deploy it. **By allowing your content to be easily shared, you will increase your reach.** The word to note is EASILY. There are ways I can share your content without your help...but if you make it easy for me, then I will most likely do it. And that is why you create great content, right?

Important clarification for WordPress users : If you have a WordPress.org blog (self-hosted), you may be able to find these buttons as plug-ins. WordPress.com users CANNOT use plug-ins, but can add these manually to each post or find the WordPress.com sharing button.

