



# *Blog Post Example*

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## The Brilliant Blog Post Breakdown

**Post Title:**

Let's Go All In

**Publish Date:**

7th January 2015

**Keywords:**

New Year Resolutions

**Notes:**

Feel good New Year's blog

- Are you all in? Or have you somehow found yourself settling for?
- What's the difference?

Sometimes we can find ourselves settling for by:

1. Not doing what we know needs to be done to succeed
  - That could be making the effort to deal with a staff member that no longer fits
  - Or getting out and doing the rainmaking activity that you know only you can do to generate more business
  - Or adopting some professional management approaches to improve the way your business runs
  - Or analysing your numbers properly to get to the truth about how your business is performing and where it could improve
  - Or just working hard, when deep down you know it's not really taking you forward (you are not working smart)
  - Or improving your selling and communication skills (for you personally or your team of advisers)
  - Or not investing in yourself because you are worried about cashflow, or income (when you know you need to invest in yourself to grow and move forward, personally and professionally)

Share my own experience:

- I've got some work to do at home with clutter clearing. I'm putting it off. I'm not all in with it and it's weighing me down. I know I have to deal with it. How do I commit to myself to be all in with it?
- I made a decision to be all in with life. As I've shared previously I invested in a life coach and try to live life to the full (for me) on a daily basis.
- A mantra I took from a self-help book is "How I live today is how I live my life." That's my yardstick every day. If I'm having a tough day I say to myself, is this how I want to live my life? And if it's not I do something to change things (like delegate more work, hire a new

# Blog Post Example



## The Brilliant Blog Post Breakdown

staff member or an outsource supplier so I can get rid of the stuff I don't really need to be doing). This improves my quality of life and stops me settling for.

- Share a client's experience (XYZ with sales, Mr Owner and Paraplanner re: paraplanning blockages - he dealt with it because he was all in).
- All in is a feeling in your head and your heart. You know when you are all in. Did you give it your absolute best?
- Are you all in? Are you going to go through 2015 All in, or settling for? Let's help and encourage each other to be all in. Inevitably we fall short some days, but we can give each other that reminder that we committed to live all in this year. Let's do it.

### Anybody mentioned in this post to notify?

- XYZ
- Mr Owner

### Headline Workshop:

Write no less than 25 headline options here. The best one will become your post title; the others are re-purposed as social media updates or trashed.

1. Are you all-in?
2. Are you settling for?
3. Will you be all-in, or will you keep settling for?
4. The all-in mindset
5. Are you going to be all-in for 2015?
6. Do you want to be all-in for 2015?
7. Get yourself all-in for 2015
8. Get yourself all-in and prosper
9. Don't settle for
10. Change your mindset
11. Change your mindset in 2015
12. How was 2014 for you?
13. 2015 - The Year of Living All-In
14. 2015 - The Year of Being All-In
15. All In For 2015.
16. Being All In
17. Going All In
18. Will You Go All-In?
19. Let's Go All-In!
20. The Benefits Of Going All-In
21. How To Go All-In.
22. Why Go All-In?
23. I'm All-In This Year, Are You?
24. Are You Hungry To Go All-In?
25. Happy New Year. Let's Do It!

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Post:

### Let's Go All-In!

We've just finished another calendar year, which always gets me thinking about my life and my business. Have I been all-in or have I been just settling for? How about you?

#### All-In vs Settling For: What's The Difference?

I believe settling for is not doing what you know in your heart, needs to be done in order to succeed.

As a small business owner, the performance of your business has a pretty large impact on the rest of your life. Here are some ways you might catch yourself settling for in your business:

1. Working **hard** instead of working **smart**, when deep down you know it's not really taking you forward.
2. Not dealing with a staff member who no longer fits.
3. Not hiring that new person who would really free up your time (or some of your team's time) and allow for more productivity and a nicer life.
4. Not getting out and doing the rainmaking activity that you know **only you can do** to generate more business.
5. Failing to adopt some professional management approaches to improve the way your business is run.

# Blog Post Example



## The Brilliant Blog Post Breakdown

6. Refusing to analyse your numbers properly to get to the truth about how your business is performing compared to your peers (and where it could improve).
7. Not improving your selling and communication skills (either personally or for your team of advisers).
8. Not investing in yourself, because you're worried about cash flow or income, when you know deep down you need to invest in yourself to grow and move forward.

### Clients Going All-In

Recently, I saw the all-in mindset develop in one of my clients. They realised, in October, that they would have a significant tax bill to pay in January. This was causing them some concern as they didn't have the cash required to pay it. So they went all-in and hired an external Finance Director to help them ascertain what their real financial position was, what they would need to generate in revenue and how many new client leads/first meetings they would have to hold in order to achieve their goal. They committed mentally to giving it everything they had.

### The outcome of their commitment?

I have to be honest, the numbers looked tough, but amazingly they're hitting their targets and writing loads of new, good-quality business. It's the breakthrough they've been looking for and it came about because they went all-in.

So as we commence another year, how are you choosing to go through 2015? All-in or settling for?

I'd like to be all-in. If you would too, let's help and encourage each other. Inevitably we might fall short some days, but we can give each other the reminder to get back up and give it another go.

### Let's do it!