



The Complete Guide to Writing Blog Comments That Will Turn Heads in an Instant

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Introduction

Blog commenting is often used as a strategy for obtaining backlinks to a site but if this is the only reason you're leaving comments, then you're missing out on benefits that far outweigh a 'backlink only' strategy.

Leaving comments on blogs gives you the opportunity to take part in discussions and conversations so it's also a highly effective way to interact with bloggers and visitors to their sites. It's an ideal way to network and connect with other likeminded people in your own niche. This is why blogging is often regarded as an extension of social media.

Every time you write a comment, you leave another little piece of yourself somewhere that could potentially be seen by hundreds and thousands of eyes. Your comments become your calling card, working for you 24/7 long after you have forgotten that you even wrote the comment.

In effect blog commenting is the ideal way to market your personal brand since the more blogs you comment on, the greater your personal marketing reach.

However blog commenting can also be just as effective in destroying your personal brand.

What you write is amplified, no matter what it is. Write spam, insignificant or destructive comments, and that's what will be amplified in your name. Write constructive, engaging and revealing comments and that's what will be amplified in your name. So what you write matters and should matter to you too. Hopefully that's why you're reading this E-book.

Not only do you have to strategically choose which blogs to visit and comment on but you must also craft your message carefully, consistently and purposefully every single time so that your comments 'stand out'.

Fail to do this and your comments may be totally unmemorable which means you'll be wasting your time. Worse still, leave the wrong kind of comment all over the place and you could well be doing yourself and your personal brand, if you have one, a disservice.

What you write in a comment represents you. It markets who you are. Every time you write something, you are saying something about yourself. Over time, as people read your comments so they 'piece you together' and decide whether they like you or not and whether you are somebody they would like to know better.

Writing comments that get the right kind of attention is very easy to do because so many people don't do it. This E-book is going to give you a step by step blueprint so that you can write dynamic and memorable comments that will have heads turning your way instantly, as people want to know who you are and how they can get to know you better.

Preparing to Write Comments

Writing blog comments to get attention is a strategic process and consequently requires some preparation. Put a solid foundation down first and this will serve your outcomes very well indeed.



Step 1: Get a Gravatar

A Gravatar is a globally recognized Avatar. This is the little square image, usually a photo of yourself (like mine above) or an image of your logo that pops up automatically whenever you leave a comment on a blog post or forum. If you don't have one, it will present as a faceless generic symbol.

Bloggers like to know who they are conversing with. It's far more personable and in my opinion this is an easy and essential part of your preparation.

You WANT people to know who you are and you WANT to be recognized so you WANT your image to come up wherever and whenever you leave comments.

My preference is for an actual photo of you. Nobody talks to logos; they talk to real people who may be associated with a brand represented by a logo.

Choose a photo that represents you well. Nothing tells a better story about you than a happy, smiling face!

People will be able to see at a glance when you have visited sites so even if they don't read all your comments they will get an idea that you are "everywhere" if they keep on seeing your image pop up. Remember it's all about perception.

You can get a Gravatar for free at <http://en.gravatar.com/>

Must Have Tool

If you're going to use blog commenting as a serious marketing strategy then it's not only worth your while to know the best way to do this, which is what this E-book will help you do, but you must get all the help you can to achieve your goals more easily. This tool will help you do this.

[Comment Luv Premium](#)

Comment Luv Premium is a Wordpress plugin that will help you to spread your message fast and effectively.

Some of the amazing benefits of this plugin include:

- Burning away spam instantly
- Limiting dofollow links to those who share your post with a Tweet, Like or +1
- Ensuring even more shares
- Encouraging more comments and interaction
- Reducing clutter in the comments section and on your dashboard
- Attracting more traffic from other blogs
- Giving you 7 plugins in one that you're probably already using which will speed up your blog.

GET [Comment Luv Premium](#)

Step 2: Decide on the number of blogs to visit

Decide how many blogs you want to comment on each day depending on your available time. Leaving quality comments is a time consuming activity but the more you do it, the faster you'll become. I would say a minimum of 10 minutes per blog will be required at first. So if you only have 2 hours available then you know that your limit will be 12 blogs a day. When you have a total number in mind, you're ready to find the best blogs to comment on.

Step 3: Decide which blogs to visit

Choose blogs that are in your niche and of interest to you. It will be easier and more interesting for you to leave comments when you can relate to the material being presented.

You may already have a list of blogs in mind but if you need more use the Google Blog Search at <http://www.google.com/blogsearch> Just type your niche into the search field and you'll be presented with plenty to choose from.

I suggest that 30% of your list be the top blogs in your niche. These will usually be blogs with an Alexa ranking below 50 000. These are blogs where it may be more difficult to establish a relationship with the actual blogger at first because they are popular and busy. As long as you are regular and consistent and you leave great comments you will be noticed eventually. In the process it's likely you will establish some relationships with fellow visitors to these sites too.

50% of the blogs you visit should ideally be medium to high traffic blogs. These will usually be blogs with an Alexa ranking of anywhere between 50 000 and 500 000. It is likely to be easier to establish relationships with these bloggers but it does depend once again on the quality of your comments which we will cover in the next section.

20% of your comments should be left on low traffic blogs. You can easily establish relationships with bloggers who are not getting a lot of traffic as they will be very open to your advances. You may in the course of your interaction with them find out that you can help them with something especially if they are beginners. Remember we were all beginners at one time. All relationships and business is about giving to others in some way.

Step 4: Decide on the frequency of your visits

You may want to comment on some blogs daily whereas others may only deserve a response a couple of times a week or even less. As you select blogs to comment on in Step 3 above or when you have made your list, go back and decide on the frequency with which you will visit them. You can always change this later but it's good to have an initial plan in place at first.

Step 5: Manage your blog reading and commenting efficiently

The best way to manage blog commenting is to have all the blogs you are going to visit listed in one place where you can manage the process.

I suggest using a reader like Google Reader where you can subscribe to the RSS feed of all the blogs on your list. You will need to have a free Google account to use the reader.

You can group them as you choose and at a glance be able to see which blogs require your attention and which don't.

You may want to organize them in folders by the day of the week, by frequency or by their traffic status.

Work through the blogs you want to visit each day and stick to a time limit for each as much as possible. I suggest using a simple kitchen timer to keep you on track or you can use a freeware downloadable desk top timer called "Cool Timer" which I use from <http://www.harmonyhollow.net>

Step 6: Know who you are and what you believe

This may seem to be an odd preparation step but I believe it's paramount to the success of commenting.

Whenever you leave a comment, you want to 'share yourself' in the message by revealing your personality as well as your beliefs and values if possible. To do this you need to know what your beliefs and values are so that what you write is always consistent with these.

The best way to get an idea if you don't already know is to ask yourself the question, "What's important to me about/in...."

If you are writing in the home business niche for example you might ask, "What's important to me about being a home business entrepreneur?"

You may decide on one or more of the following – being helpful, personable, honest, authentic etc.

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Now whenever you write a comment you want to try and communicate these values through your comment so that people will perceive you as such.

Try and come up with 7-10 values that are important to you as a person and /or which relate directly to your niche.

Now we're ready to start writing comments that will turn heads....

The ABC of Writing Comments That Will Get You Noticed

- A. Make sure you actually **read the post**. Even if you skim read, you must know what it's about to be able to comment purposefully.
- B. As you read the post, allow yourself to **be open to ideas** and thoughts that may come up and which you could share as a comment. An idea that works well is to type keywords in the comments section as you read, to remind yourself about what you want to say. If you want to make particular reference to a piece of the text, copy and paste the words to the comments section as you are reading so that it's ready to prompt you when you get there.
- C. Once you have read the post, take a minute and **ask yourself**, "What do I think about what I have just read?" Immediately your own opinion, beliefs and thoughts will become evident. Do you agree/disagree with the post? What can you add to the topic that can extend it or shed new light on it? Are there questions that are raised which you can share? How does the post make you feel? How has reading the post benefited you? Does reading the post make you think of something else related which may be beneficial to share?
- D. Read through the **other comments** if there are any. Does reading these spark any new ideas for you in relation to the post and comment you're about to write?
- E. You should have an idea now about what you want to say. The first thing to do is use the **blogger's name**. Start your comment by addressing the blogger by name. No matter what anybody says, people like to see and hear their names. It makes them feel important and that's exactly how you want the blogger to feel. You can do this by the customary "*Dear Charlie...*" or if you think that's too formal, insert their name at an appropriate point in the first sentence as in "*I really enjoyed what you had to say about xyz Charlie.*" Make sure that you use their name a few more times in the comment but don't overdo it.
- F. As you write your comment let **how you feel** about what you are saying be communicated through your writing. Write from the heart. Use strong words like, "I believe..." "I love how..." "What I appreciate about..." Once again don't overdo it.
- G. If the blog theme permits, use **basic html** in your comment, to emphasize points by bolding or italicizing a few words. Most people do not do this. Doing this, your comments will immediately stand out. As before, remember less is more. You do not want your comment to look as if it has been

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written by a ten year old that has just discovered the wonders of the formatting menu.

And now a couple for couple of **DO NOTS**...

- H. **Do not** leave a comment like “Great post” or similar. While everybody likes a bit of flattery, a comment like this is meaningless and is likely not to be approved by serious bloggers. Rather explain how the post has helped or inspired you, challenged your thinking or made a difference to you.
- I. **Do not** summarize the post as your comment. The blogger knows what they wrote about since they wrote it and everybody else can read it themselves. Rather respond to what has been written. Ask how can I respond positively to this comment?
- J. Responding positively does not mean you have to agree with a post. It does mean treating the blogger with **respect** and voicing your disagreement maturely. Substantiate your comment with your well-considered personal opinion which you acknowledge as such.
- K. If you feel that you cannot respond positively to a post, you are best leaving no comment. **Do not** ever be rude. Doing so will just show you up in a bad light for everybody to see.
- L. Occasionally and when appropriate respond to comments left by **other readers**. This is especially useful on very busy blogs when your comment may a long way down in the queue. Responding to a comment closer to

the top means your comment will be seen at the same point. Be warned - Use sparingly!

- M. When leaving a comment for the first time, to make a good impression it’s also a great idea to either email the blogger or follow them on a social network and let them know that you read their post , really liked it, left a comment and you look forward to getting to know them better. This is leadership in action.
- N. In conclusion, I’d like to share a couple of blogs with you where I have left comments. Read the posts first and my comments made to the blogger. As you do so, try and identify the points I have covered in this E-book. Happy commenting! 😊

<http://www.janetcallaway.com/dream-destroyer/>

<http://enlightenednetworker.com/business/steve-jobs-dead-missed-millions>

About Marcus Baker



Marcus Baker is the creator of www.marcus-baker.com, a personal development blog that compliments his business interests in this niche.

He has previously also written on blogging, Internet marketing and Social Media topics.

Marcus believes that commenting on blogs is one of the most phenomenal but misunderstood and under-utilized networking strategies online. You have an open invitation to make an impression and connect with so many extraordinary people, why waste the opportunity?

Find out more about Marcus and what he does on his blog. He can be contacted on email at marcus@marcus-baker.com or on Skype (marcusbaker).