

# **B2B: "Four blogs I read every week that help me run my business"**

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**EDWARDSVILLE** - There are multiple blogs I read EVERY week. It is no secret that every entrepreneur must stay on top of their game and keep researching and reading to learn more about what they do and how they can help their clients and customers. Thank goodness for the Internet! I can't imagine running a business without the ability to get a

hold of so much information that can help me when I am struggling with a problem, wanting to learn something new or trying to spread my message to the world. I imagine it is the same for you. Of course, since the Internet is so HUGE – where do you begin?

There are a million different blogs out there all giving wonderful information. Below is my list of some of the blogs that I read weekly that help me put the pieces together of running my company – and I hope you enjoy them as well.



### 1. **Mari Smith**

For those of you that may not know, Mari is THE Facebook Marketing Expert. She has written several books, is incredibly active on all forms of social media, and I personally have heard her speak on numerous occasions both in person and online. She is a giver. She is constantly showing you tips and tricks on how to make the most of your Facebook marketing platform. If you visit her blog, you will find that she is almost always promoting a webinar or training course that covers various topics revolving around Facebook. Some are free and some you pay for. She also has a really cool “Inner Circle” private Facebook group that you can be a part of if you sign up for one of her programs that puts you in touch with people from all over the world that are trying to learn just like you. There is power in putting your minds together with other entrepreneurs, and I, myself, have asked several questions in that group and have been helped out by total strangers from somewhere in the world. It is a wonderful community. She also has an email that goes out every single Friday that spotlights her top three picks of articles that she thought shared valuable content – and they are NOT articles she wrote. She is constantly learning herself and is happy to share the good stuff when she finds it. [If you are not on her list, you should be. Go to her website and sign up!](#)

## 2. **ProBlogger/Darren Rowse**

I have been receiving Darren's emails for a long time now. Creating your own blog and content is so important, and it can become very daunting when you have no idea what you are doing. There is so much more to it than just sitting down and writing. Darren not only holds classes to help you learn to be a better blogger, but he continues to share what else he finds on the Internet the way Mari does. He has frequent posts he calls his "Reading Roundup: What's New in Blogging Lately" that are extremely helpful. His blog is constantly focused on giving you different tools to make your blog better such as commenting system tools, content creation, how to get paid for your blog and a great topic generator tool (which may or may not have been used to come up with this topic. Not going to lie.) [He has really taught me a lot about blogging and is another one I suggest you follow. Click here to join his newsletter.](#)

## 3. **Yoast**

As a blogger, you HAVE to know how to make the most out of each and every post by optimizing your blog. Yoast is a company that created a plugin to be installed on WordPress websites that helps you optimize your website pages, as well as your blog posts. The beauty of this company is that they are also givers. They have written numerous eBooks on how to set up a great website, how to optimize it, content SEO assistance, analytics and more. They have an email newsletter that is always full of helpful tips, as well as an "Ask Yoast" section on their website where you can even talk to their people in more detail about your specific issue. So, yes, they are in the market to sell you their plugin, but they are doing it right by providing you with a TON of extras to show you that they are the best when it comes to website optimization. [Check them out here.](#) If you don't have a WordPress site – [I know a company that can help with that too!](#)

## 4. **Beth Hayden**

I first got introduced to Beth through a mutual friend when she wrote [\*Pinfluence: The Complete Guide To Marketing Your Business With Pinterest\*](#). I love this book. I highly recommend it to anyone out there whose target market is on Pinterest and you need to learn how to reach them. What I quickly came to discover is that Beth is also a wealth of information when it comes to blogging, content generation, and list building. [She even has a page on her website dedicated to the resources and tools she uses herself in order to run her online business.](#) Once again – a giver! Are you seeing a pattern here? I encourage you to join her list building challenge. This is a great challenge designed to hold you accountable with increasing your subscribers, and therefore your reach, which will lead to more business.

There are definitely more, but these four will get you well on your way of gaining knowledge from industry experts that have certainly helped me along the way.

Speaking of giving...how about you give some of your favorite blogs or or podcasts that help you grow your business! Post your favorites in the comments!

