



# Why You're Not Seeing Results with Your Blog

WITH LANIE LAMARRE

## ABOUT LANIE

Lanie Lamarre treats your Done list like it owes you money... because it probably does! Her fave topics include Airtable, your conversion rates, making your biz life easier and happy hour.

[LanieLamarre.com](http://LanieLamarre.com)



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[00:00:07.970] - Liz Stapleton, Host

Do you ever feel like you keep marking things off your to-do list but you don't feel like you're actually making any progress? Maybe that's because you need to realign your to-dos with your goals.

[00:00:17.990] - Liz

Hey, guys, it's Liz Stapleton, host of the Blogger Breakthrough Summit. And this is the podcast where we share little snippets and tidbits from our great Summit speakers so that you can blog better, spend less time blogging, and earn more. Let's talk about today's episode. It is featuring some tips from Lanie Lamerre that she shared during the 2020 Blogger Breakthrough Summit.

[00:00:38.390] - Liz

I'm super excited to say that she's going to be joining us again in 2022, but let's go ahead and dive in.

[00:00:44.630] - Lanie Lamerre

Anyone that sort of love the spreadsheet, just sees a spreadsheet and falls in love with it has to fall in the nerd category. However, you don't have to be a nerd to appreciate it. In fact, I think that Airtable is really well suited to people who are creative thinkers because you tend to start to plan in a way where you just keep adding things to your to-do list and don't make them accountable to the goals that you set for yourself or the vision that you have for yourself.

[00:01:09.890] - Lanie

And if you use Airtable in the way that I teach it, it can help you really start to think and plan and add onto your to-do list things that will actually get you ahead. If you're creating content, creating content that's going to either grow your list or make you sales every time you hit publish. That's the goal of your content, right? Not that brilliant idea, not the thing that you really have to share with everybody. But when you're in business, it's about aligning those things to each other. So I use AirTable in that way.

[00:01:39.590] - Liz

Hopefully, this episode has inspired you to make sure your mountain of to-dos align with your goals so you can start seeing the progress you want and deserve. Be sure to join us next time to find out why you need a content calendar. I'll catch you then.