

How Can YOU Create a Blog?

It depends upon what you want it to do! Your blog is designed to perform one of more of these, or even a mix:

Educate – upskill or provide knowledge, especially if you are an authority

Inform – inform your audience, or even provide advice

Inspire – provide an emotional connection to an idea, service or product you have

Sell – convert the reader to buyer, via blog or link to product/service landing page.



If you want to create a blog that performs, you need to get clear on all three components for whatever type of blog you're focusing on.

Your business goals – linked to your purpose

Your target audience – your researched, segmented target market

Your audience needs – “What’s in it for me?”

Blogging is also a powerful means of building an audience for your brand, and sustaining their interest over time – something every content effort should strive to achieve.

Basic Tips for Blogging Success

Keep it Casual & Personal

If you want your blog to be successful, you need to approach the writing on a casual and personal level. Be yourself. Write honestly and from the heart, without all the hype and polished promotional agenda. Don't use your blog purely to hawk products and services. You need to connect with your audience, and build a relationship over time.

Use Stories to Engage

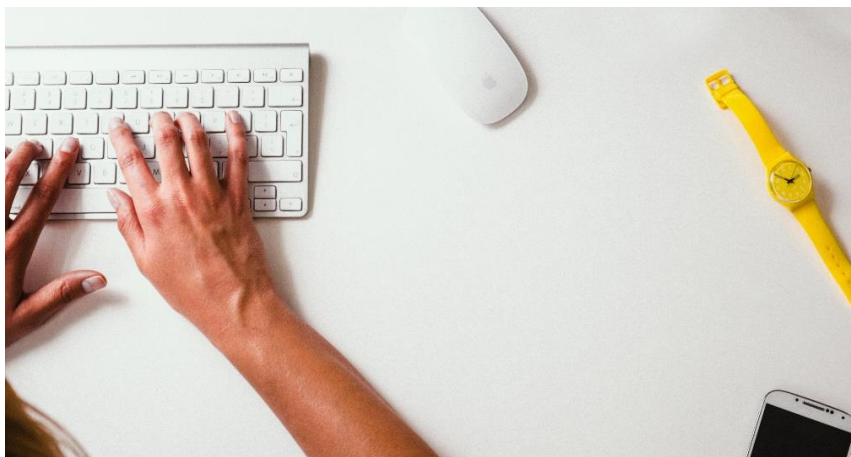
Stories work well. That's because when hearing a story, our brains actually respond as though we're experiencing that story. We're looking for snippets of information that resonate with ourselves. You need to capture their attention to the degree that they actually look forward to hearing what you have to say next.

Choose Niche Topics

One of the best ways to ensure that you'll retain reader attention and support is to choose specific niche topics. The more targeted or specific the niche, the better. Rather than trying to please scores of individuals with various interests, you can focus on subject areas that have very strong and targeted audience potential. Communities are built this way.

Write Longer Blogs

I get more requests for longer blogs than short blogs. Most average around 550-700 words. These are interspersed with good quality, relevant images. It is the trend at the moment. Shorter blogs tend to leave the reader feeling there could have been more to the story. Your audience wants more value and they'll receive more value as a result.



Follow these 5 Blog Creation Steps

Choose a Headline

- Research shows that only 2 out of 10 will read on if the headline isn't captivating. That means you need a magnetic headline that attracts your audience.
- Use the tool: <https://coschedule.com/headline-analyzer> This analyses your headline and makes suggestions! You need to add your email address, but they are not spammy.
- Clearly tell the reader what to expect from the blog post. Are you providing a step-by-step guide? Is it a listicle?
- Ensure you present a benefit, an element of surprise or a question (preferably all three) in your headline. It entices your audience to read on.
- Remember, the first and last words count. Keep the action (verbs) at the start and end, with less important words in the middle.

Keep Subheadings Short

- I suggest no more than four or five words. Then you can expand underneath.

Use Bullet Points & Keep Language Simple

- This enables your content to be easily digested. Bulleted content doesn't strain your visitors' eye, and it helps to skim through content.

- Longer words don't make you sound smarter. Not everyone can grasp eloquent language, and it may switch off your reader. Keep to shorter, easier-to-read words. Use short sentences.

Add a Call-to-Action

- You can convert your visitors into leads by adding a call to action, such as an email subscription form, or a free worksheet, e-book, or checklist, at the end of every article you publish. If your blog is intended to inspire, for example, offer a worksheet of tips/exercises to motivate your audience to take action and to learn something of value.

Show your Authority

- When you write a short bio at the end of your blog, it shows you are qualified to write about the topic in your niche. It builds trust.
- You can include your educational background, any awards that your business has received and other publications that you write for.

Feel free to ask any questions: contact@cjcontentcreation.com

I'm more than happy to offer a FREE blog review.