

ANYONE CAN WRITE AWESOME BLOG POSTS!

A BLOGGING GUIDE FOR NON-WRITERS

WHAT IS A BLOG?

To blog, simply means that you are posting regularly on a website that you own. Blogs are typically written in an informal, casual style. They can be used like a personal journal or diary or written to speak to a specific audience acting as a type of newsletter.

WHY BLOG

What is the point of writing a blog? Well, if you are doing it just for fun, then the point is just to enjoy the process and perhaps to practice your writing skills. Blogs are a great way to share ideas and connect with people who share similar interests.

Commercial blogging is a form of blogging that is done for the purpose of promoting a product or service that is for sale.

The main difference between blogging just for fun and commercial blogging is that a commercial blog is usually more strategized and intentional. Where as a hobby blog, is typically written on whatever topic the author chooses and is updated whenever the author has time.

THE BENEFITS OF COMMERCIAL BLOGGING

In order to understand how commercial blogging can be beneficial for your business marketing, you need to have a basic understanding of how SEO (search engine optimization) and content marketing works.

Search Engine Optimization is the process of intentionally populating your website with content that includes keywords, and keyword phrases that relate to what you do or sell.

It is about trying to rank your website organically (without paying) on relevant search engine inquiries so that you can generate more traffic to your site.

The reason why SEO is so important for your online marketing is because most people DO NOT search for business names or products when they are looking things up online. What they are looking for is information or entertainment that appeals to their interests.

Understanding this provides an explanation for why blogging can be beneficial for your business online. By writing regularly, informative and entertaining content about what you do (not always promoting or selling it) you can show up in front of new people and indirectly market to them.

Ideally, a good commercial blog should not feel like a sales pitch or marketing copy. It should instead provide visitors to your website with interesting and relevant information that is useful to them.

Blogging Tip:

Try to stay away from writing your commercial blog, simply for the purpose of trying to rank for keywords. Instead, write content for a human audience, while being strategic about the words and phrases that you include in your content so that it can serve the dual purpose of connecting you with new people, but also allowing your website to rank better on related search inquiries.

HOW TO WRITE A BLOG POST

Blog writing does not have to be intimidating. Because blogging is a relatively informal writing style there are no rules that you have to follow. Basically, your blog can be anything that you want it to be. Sure takes the pressure off, doesn't it?

That said, for non-writers blogging may still be challenging simply because it is not something that they are accustomed to.

Here are some general guidelines that will help you when you first start writing:

Blogs should be minimum of 500 words - for SEO purposes long-form writing is better

Short blogs may be easier to write, but if you want your blog to also help your website be more visible longer blog posts are actually recommended. A standard post should not be shorter than 500 words.

- **One topic per blog post**

If your goal is to produce useful content, then it just makes sense to cover one topic per blog and create separate blogs for different subjects or ideas that you want to cover. Blogs should be easy to digest (averaging about 5 minutes reading time) so it is wise to limit your writing to a single concept or idea per post.

- **Break it Up**

Depending on your writing style, you may choose to use a flowing narrative (like a journal) or write in a more journalistic (academic style) -

However, because you can count on readers skim reading your blog (not always reading it in full) you want to break up your most important points with sub-headings and even bullet points.

Visually, this also helps to make your blog more inviting to read.

Rather than many long paragraphs that can feel like you are in for a hefty read, headings and bullet points break up the written content and make it look like it will be easier to digest.

- **Blogs Should Be Multi-Media**

Although the main characteristic of a blog is that it is written, modern blogs should be more than just written copy on a page.

You can include graphics, photographs, and videos into your blog to help make it more visually interesting and help you express your main ideas.

The multi-media that you choose to include in your blogs can be original (created by you) or found on other places on the web. If you choose to use content from other places, that you have not created yourself, be sure to credit the creator and include proper linking so that visitors to your blog can find the original source if they wish.

- **Links Are Very Important**

The link structure of your blog is also very important. You want to be sure to create internal links within your posts when references previous blogs or pages within your website. You also want to include external links when references outside sources. Taking the time to work on the link structure of your blog website will only benefit you when it comes to your website's overall SEO. Plus, doing this will increase the length of time visitors spend on your blog, and the likelihood that they will read more than one post.

POINTERS FOR FIRST TIME BLOGGERS

Now that you get the gist of what blogging is all about, it is time to go through some basic pointers for first-time bloggers that will help you start off on the right foot. Feel free to take or leave this advice when you are writing, but do know - that if you write in this style, your posts will be much more inviting!

Don't sell

Although you may be writing a commercial blog with the intention of marketing it should not be a sales pitch. In fact, the less "selly" the better - it should feel to the reader that your purpose for writing is genuine!

Talk to the reader

The one thing that everyone loves about blogs is that they are casual and are typically written in a conversational style. While you are writing think about the type of person who might be reading your post, speak to them!

Teach don't preach

There is a fine line between one person's personal thought catalog a blog author who is providing people with useful information in their own voice. It is okay to have an opinion or perspective that you are sharing in your blog post, but don't get into the habit of "telling people what you think" or turning your blogs into angry rants.

Instead, aim to add value by providing readers with insightful and informative content that is written from your perspective. Present evidence and examples when making arguments. Try to avoid making global statements, and be clear when you are writing an "opinion piece."

Use Stories and Antidotes

Most people find that blogs that read like stories and that have a flowing narrative are much more enjoyable to read. Use experiences that you have had to help you express your ideas and get your point across.

Tutorials and Instructions

If you are teaching a concept you may also want to include step by step instructions in your blog post. These types of posts are very useful and many people appreciate having procedures broken down into easy to follow processes.

Switch It Up

Not every single one of your blogs has to be the same. To keep your blog interesting (and bring back readers) try different formats and styles. Also, diversify the things that you talk about, but stay on topic with a single general theme. If you run out of blog post ideas try using prompts or join a blogging challenge to give you inspiration.

A SIMPLE BLOGGING TEMPLATE

H1: TITLE [What is your blog going to be called?]

PARAGRAPH #1 INTRODUCTION

- 1 Sentence: What is this blog post going to be about?
- 2 Sentence: Why is this relevant to your reader?
- 3 (2-3): Supporting ideas to be discussed in the blog?
- 4 Sentence: lead on or "clincher" for paragraph #2

PARAGRAPH #2 SUPPORTING POINT

- 1 Sentence: Re-introduce supporting point 1
- 2 Sentence: Evidence, Proof, or Antidote supporting
- 3 (2-3): How does it relate to the topic/theme of the blog post?
- 4 Sentence: lead on or "clincher" for paragraph #3

PARAGRAPH #3 SUPPORTING POINT

- 1 Sentence: Re-introduce supporting point 2
- 2 Sentence: Evidence, proof, or antidote supporting
- 3 (2-3): Points on how it relates to the topic/ theme of the blog post?
- 4 Sentence: lead on or "clincher" for paragraph #4

PARAGRAPH #4 SUPPORTING POINT

- 1 Sentence: Re-introduce supporting point 3 (if exists)
- 2 Sentence: Evidence, proof, or antidote supporting
- 3 (2-3): Points on how does it relates to the topic/ theme of the blog post?

PARAGRAPH #5 WRAP UP / CONCLUSION

*Conclusion mirrors introduction paragraph

1 Sentence: Reflect on the topic

2 Sentence: Re-explain it's relevance

3 Repeat main idea being relayed in point form

4 Conclude on strongest idea / evidence

SEO: Include the main keyword or keyword phrase that you want to rank on -

Hint: Remember most people read blogs to learn things - let them know early on what they will learn if they read your post.

SEO: Include a sub-heading for each paragraph with a related keyword in it.

Hint: Evidence points can also come from an experience or antidote that you are sharing.

Or you can write in an academic style and reference another source of information.

However, it is important to let your reader know HOW you know what you know

Structuring: In point form share the main points again - for people who are skim reading it.

SEO: Keyword density is much less important of optimization than it was in the past.

However, sparingly including variations of the keyword and keyword phrases (when it makes sense to do so) will help your blog rank better.

Hint: You want your blog post to flow well and be on point.

Regularly reflect back and ask yourself - how does this relate to my - ONE - main point?

For other points write additional blogs. Try to keep your blog post focused.

USING THE TEMPLATE

If you are new to blogging and do not consider yourself a writer then using the blog template should help you get started.

Outline your post before writing following the template format and writing down your notes.

Outline Example:

H1 - The 3 Distinctive Qualities of a great blog post

P1 - Introduction

This blog is going to be about what makes a blog post great

Many people struggle with blogging because they just don't know what to write, today I'll be sharing what makes a blog great and how you can increase the likelihood that people will actually read yours

- (1) People read blogs to learn things
- (2) Great blogs are concise and easy to read
- (3) The most popular blogs are personable as if they were written by a friend

P2 - People read blogs to learn things

- (1) When they are doing research
- (2) Looking up topics that interest them
- (3) In search of tutorials and instructions

P3 - The best blogs are easy to read and are on a single topic or point

- (1) A blog should be able to be read in 5 to 10 minutes
- (2) It should thoroughly cover a single topic or idea
- (3) When you finish reading a blog you should have a better understanding of a concept or idea

P4- The best blogs are personable and casually written

- (1) The casual tone of blogs is what makes them so popular
- (2) While reading the blog the reader should feel as if they are getting to know the author
- (3) Blogs should leave the reader curious not just about the topic but about the person writing

P5 - Conclusion

For those just getting into blog writing, knowing what makes a blog great should make it easier for you to write your first blog.

Having a strong understanding of what makes blogs interesting and why people read them will certainly allow you to compose your own enjoyable blog posts.

At the end of the day the most important things to know are that:

- People read blogs to learn about different things that interest them
- Blogs should be clear and on point, presenting information in an informal way
- The distinguishing quality of a blog is its casual nature, and that they are written from the author's point of view

Main Point: The best way to improve at blog writing is just to give it a shot! You'll find that blogging can be quite enjoyable and simple to do, once you get the hang of it.

For those of you who are thinking that you could never write 500 words (or more) quickly because "you are not a writer" - then this template should help you.

Fill in this template before you write, to plan your blog and then sit down and fill it in. You should end up with 5, 100-word paragraphs or if you are trying to write longer blogs, 5 - 200 words (approximately) paragraphs for a total of 1000 words.

CONCLUSION

Can you see how this example outline could easily be turned into an informative blog post?

By planning out the blog post in advance and following the template, the blog writing process becomes easy.

Now, all that is left to do is turn the outline layout into sentences and tie them all together to complete the blog post.

This is the type of blog that could be shared that many people who are interested in the topic of blogging would find informative and useful.

The author of this blog may also choose to include a bit of their own personality and flair to the post to make it a bit more casual and fun to read.

Now Go Write Your First Blog!

Still, think that you cannot write high-quality blogs?

All that is left to do is give it a shot.

Now that you have a better understanding of what this whole blog writing thing is about, you should have no problem writing your own.

For planning use the template provided.

Trust that if you write regularly and follow this structure your blogging skills will improve.

As you begin to feel more confident in your writing you may decide to abandon the template structure in write in more of a freeform style.

If you do this don't forget what is more important.

That your blogs provide value to your reader as well as make them feel connected to you!



Thanks for Reading!

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