Blogging for Authors

Get More Visibility, Leads, and Sales by Becoming a Blogging Master!

Module 2 –
Ideas to get your readers engaged

Blog ideas to get your readers engaged

➢Contests & giveaways

➢Case studies

➢Customer success stories
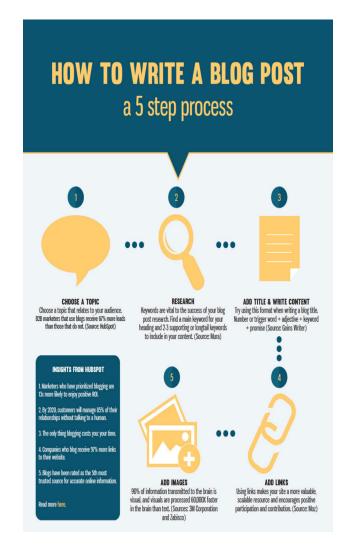
➢Lists & checklists

➢Creative ideas for your products

Blog ideas to get your readers engaged

➢ Fun videos

➢ Infographics

➢ Slideshare

➢ Podcast

➢ Original data

➢ Inspirational quotes

➢ Controversial discussion

➢ Timely, news-related & informative piece

➢ Industry examples

➢ Entertainment

HOW TO WRITE A BLOG POST
a 5 step process

1

2

3

CHOOSE A TOPIC
Choose a topic that relates to your audience. B2B marketers that use blogs receive 67% more leads than those that do not. (Source: HubSpot)

RESEARCH
Keywords are vital to the success of your blog post research. Find a main keyword for your heading and 2-3 supporting or longtail keywords to include in your content. (Source: Mura)

ADD TITLE & WRITE CONTENT
Try using this format when writing a blog title. Number or trigger word + adjective + keyword + promise (Source: Goins Writer)

INSIGHTS FROM HUBSPOT

1. Marketers who have prioritized blogging are 13x more likely to enjoy positive ROI.

2. By 2020, customers will manage 85% of their relationships without talking to a human.

3. The only thing blogging costs you: your time.

4. Companies who blog receive 97% more links to their website.

5. Blogs have been rated as the 5th most trusted source for accurate online information.

Read more here.

5

4

ADD IMAGES
90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text. (Sources: 3M Corporation and Zabisco)

ADD LINKS
Using links makes your site a more valuable, scalable resource and encourages positive participation and contribution. (Source: Moz)

Blog ideas to get your readers engaged

➢ What are your buyer personas

•actually looking for?

➢ What is the intent behind these

•searches?

➢ What problems are they trying

•to solve?

➢ Which type of blog post makes

•them click, read, or comment?

•ANSWER THESE QUESTIONS IN YOUR WORKBOOK

Blog ideas to get your readers engaged

Tips on using your blog as a communication tool

➢ Create a community

➢ Elicit feedback

➢ Always respond

➢ Frame yourself as an expert

➢ Announce new products & services

Are there any good reasons NOT to have a blog?

➢Regular posting and maintenance

➢Too busy to get started

➢No focus

➢Your customers aren't online

➢A trial run

How to create a voice for your blog

➤ The elements of a blog voice

➤ Your ideal reader

➤ Your blog's image

➤ Finding your voice

How to take the blogging weight off your shoulders

➤Find your best writing times

➤Load them up

➤Keep an idea list

➤Know where to get ideas

➤Outsource & edit

➤When the inspiration dies…

8 Blogging mistakes you need to avoid

➢1. Inappropriate design or confusing layout

8 Blogging mistakes you need to avoid

➢2. Making it the main draw

8 Blogging mistakes you need to avoid

➢3. Straying from the point

8 Blogging mistakes you need to avoid

➢4. Me, Me, Me

8 Blogging mistakes you need to avoid

➢5. Leaving your readers stranded

8 Blogging mistakes you need to avoid

➢6. Not telling everybody

8 Blogging mistakes you need to avoid

➢ 7. Blog neglect

8 Blogging mistakes you need to avoid

➢8. Not monitoring comments

What's Next?

Module 3

Blogging templates