

Let's Talk About...

15 BEGINNERS BLOG WRITING TIPS

TO GET YOU STARTED BLOG WRITING FOR
YOUR BUSINESS



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"Either Write something worth reading or do something worth writing" Benjamin Franklin

So you're fairly new to all this website stuff and you've been told that you need to start blogging?

That's all well and good except you have no idea where to start.

Blogging is a great way to get your message, products and services in front of people but we know it's sometimes a struggle knowing where to start with what to write about.

We're not going to get too technical here talking about SEO (though blogging is really important for helping your website get found and noticed by Google)

We're going to focus much more on how to get going and get into good habits posting content people want to read about your business.

So what is a blog and do I need to bother?

When we talk to business owners about blogging and ask if they do it as a matter of routine, often the reply we get will be one of the following... What's a blog? I have a blog section on my website but I never update it as don't know what to write! I never have time to blog.

The great news is, with this guide, we can get you blogging in a matter of minutes, dispel some of the myths around blogging and really get you enjoying putting your knowledge around your business, out to the wider world.

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SO LET'S START BY EXPLAINING WHAT A BLOG IS...

Remember the good old days, where you would pick up a magazine and read an article?

A short bit of text, written in a light hearted, yet informative way and you would take that information in quickly and feel like you'd learnt something you didn't know before?

WELL... In the modern online world, we do exactly the same thing, put it online and call it a blog instead of an article. OK... that's that one cleared up.

BUT I DON'T KNOW WHAT TO WRITE ABOUT

So... Imagine, you are a probate solicitor, dealing with people's wills all day every day and a client asks you the question

‘Why should I use a solicitor for my Will rather than go and buy a DIY Will writing pack and do it myself?’

As that solicitor, passionate about your work and your skill set, you would be able to give an answer delivered with substantial knowledge... YES?

Well there you go... that's what you write about. Those common things customers ask about your business, that you have the passionate, knowledgeable answers to. You write the question, you write a reply, you put it online and you have your first blog.

Yayyyyy... easy right?



YES BUT I DON'T HAVE THE TIME!

Well that one is all about prioritising some time but not seeing it as a big onerous task.

With a little bit of practice, you should be able to rattle off a simple blog in as little as 20 minutes, it may take a little more time to upload it and do all the necessary with it but again there are ways around this.

SO LET'S GET STARTED WITH OUR 15 BEGINNERS BLOG WRITING TIPS TO GET YOU STARTED

#1 KEEP IT SIMPLE

We are a great fans of keeping things really simple. Your audience won't have time to work through lots of jargon in long, monotonous posts.

So keep it really simple. Write as though you are talking to a 12 year old, this really helps you to focus your language, layout and description to keep it really simple.

#2 FIND YOUR WRITING STYLE THAT SUITES YOUR CUSTOMERS

in a blog, unless you are a VERY formal business (and even then I would advocate this) you should write as though you are speaking, it will really help your writing flow and keep it light and chatty in style.

Your reader is then more likely to feel connected with you, as it feels much more like a spoken conversation, than a written one.

#3 DONT BE A PERFECTIONIST

Good enough is good enough and the business owner who never puts anything out there because they are perfecting it, will never make sales.

Get your blog written, of course proof read it or get someone else to proofread it for you and then it goes live. I am not a writer by profession, I am a marketer so I make mistakes in my writing, sometimes the grammar isn't perfect, sometimes there may be...SHOCK HORROR...a typo!

But it's something I can live with, I have some great ideas and great content but if it's all sat in my head then it's not helping anyone to learn and grow. Write it down, proof it, set it live. It can always be edited down the line if needed.

#4 ANSWER QUESTIONS

These are the easiest types of content to come up with. You will know the type of questions in your business that you get asked again and again.

Have a brainstorm and write them all down and then start a Q & A series where you cover individual topics.

Remember back to point one KEEP IT SIMPLE, don't try and cover too many answers in one blog. Less is more!



#5 USE BULLET POINTS, NUMBERS AND PICTURES

Think about your reader and the journey through your blog.

We are all busy people so you want your reader to consume your content quickly and easily without getting bored before the end.

A way to do this is short paragraphs, space in between, use numbers or bullet point lists and use images to guide your reader through your story.

By doing this, you appear to have a lot of content when in actual fact it's just a few words padded out to appear longer.

#6 TRY TO KEEP THE CONTENT EVERGREEN OR UPDATE

You've heard of evergreen shrubs and trees right?

Well think along the same lines with your blog. In the main, try and blog on topics that will come up again and again for your readers.

It's OK to blog about topics that are seasonal or in the headlines but remember, this soon loses its relevance and has a very short life span whereas those generic topics can be shared again and again with your audience.

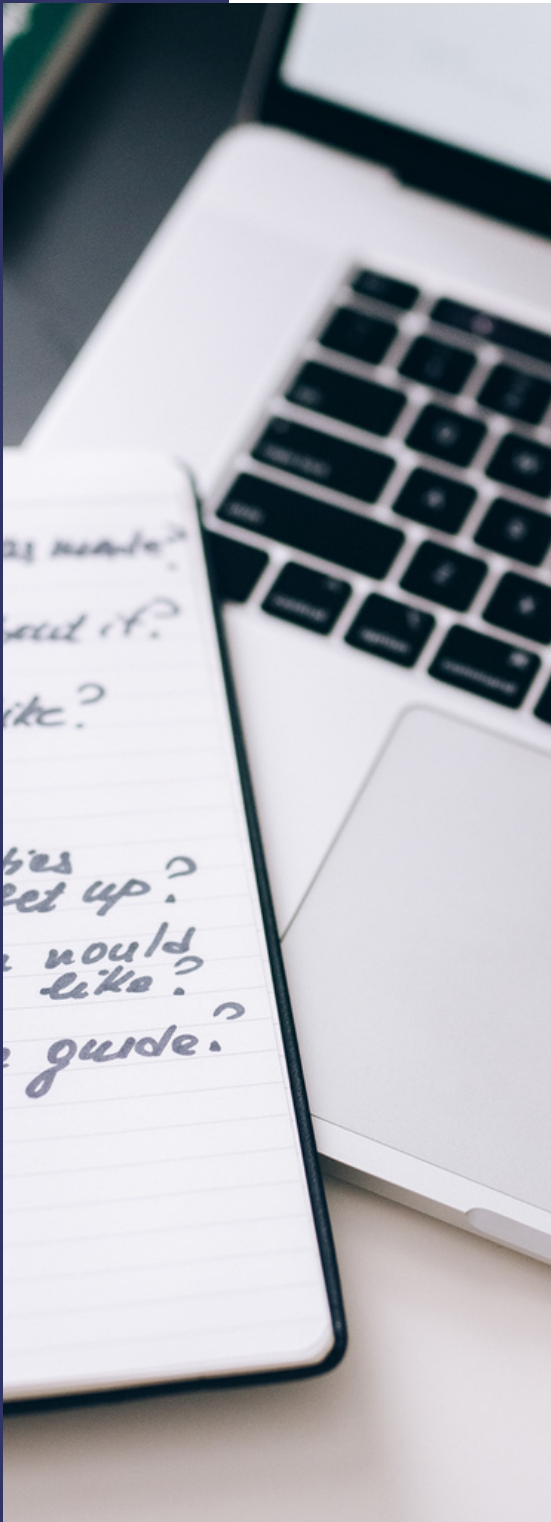
If you're writing about something that may well change, its worth going back and updating that blog with new and refreshed content and let the reader know at the top when it was last updated.

#7 WRITE AS THOUGH YOU ARE SPEAKING TO ONE PERSON

Try and think about your blog as though you are having a conversation for real with one person, the same as you would face to face.

This will really help your writing style and keep you on track with your content and language.

The key to bear in mind here is your blog is not addressing a large audience, although a large audience may ultimately consume the content, you are feeding content person by person, one at a time





#8 USE A TIMER

This is here for one main reason, to keep you on track and get your blog published.

It's easy to procrastinate and think you have all afternoon to complete a blog, especially when you have no one to be accountable to. So be accountable to the timer.

Set yourself a realistic time to complete the blog and get on with it.

#9 SHOW YOUR PERSONALITY

When writing, don't be afraid to show off your own personality, don't get stuck in being beige and bland.

Think about how you would be normally as a person and try to portray some of those qualities. You want your reader to come back for more of your content so they need to feel they have connected with you in some way.

Remember, 'people buy people' and this applies to buying into your content too. A word of caution here though, unless you are aiming for controversy and are prepared to deal with the fallout of this, don't be too controversial in your views, opinions and expressions as you will definitely alienate some of your readers.

#10 WRITE THE WHOLE THING

Don't start your blog, then go off and do something else part way through, when you start writing, unless something serious pulls you away (this doesn't include opening emails, taking telephone calls or answering text messages) then write the whole thing.

If you get distracted in the middle of your writing flow, it can then be really difficult to come back to it and the tone and content in the second half can feel really different than the first bit.

I have done this myself and in the end I have had to write the blog from scratch again to get the overall feel and flow right, which is a waste of your precious time.

#11 SOLVE PROBLEMS

Most people are scouring the internet looking for solutions to their problems, so make sure your blog is doing just that.

The way you can do this is through your title as well as your content. Using lists, questions, tips and more is a great way to engage readers.

'5 Ways You Can Look After Your New Carpet'

'11 Things Your Small Business Website Needs Right Now!'

"Top Tips When Buying A New Oven".

You get the gist. Think about what problems you solve and what you search for and then do the same with your content.



#12 INCLUDE A CALL TO ACTION

A call to action is exactly that, it is woven into your blog, usually at the end but doesn't have to be, to encourage your reader to take further action so they don't simply read and leave.

This may be directing them to a product or service that solves the problem, a signup page on your website, or simply to make a call or connect on social media. That way your blog is guiding your reader through a journey which will hopefully result in them becoming a customer of yours.

#13 DON'T MAKE IT TOO LONG

We are all busy people, presented with hundreds of marketing messages every day so the last thing your reader will want is a huge long article that requires them to scroll and scroll to read the whole thing.

We would say around 400 - 1000 words is fine.

Remember the 'Call To Action' you can always invite your readers to find out more about you at the end by linking to another section of your website.

#14 CONNECT WITH YOUR AUDIENCE

Think about who you are writing to. What does your audience look and feel like?

If you are a wedding coordinator writing a blog called '5 Top Tips To Make Your Big Day Run Like Clockwork' then think about who will be reading this.

Will it be the bride or the groom in the main? As you would write differently in tone and content for a female audience than you would for a male audience.

If you are trying to reach out to both, then why not do 2 blogs with specifics to each sector of your audience.

It's better to talk directly to a niche group who then engage with you again and again, rather than generalise too much and no one really connects with your content.

#15 AND FINALLY... HAVE FUN

I am a firm believer that business should be fun.

Even the most serious of subjects, as the business owner, you should enjoy writing about and get a real buzz from sharing your knowledge and expertise.

So relax and enjoy the process. Be proud of what you produce.

SO THERE WE HAVE IT - 15 TIPS TO GET YOUR BLOG UP AND RUNNING QUICKLY

If at the end of this, you are still feeling daunted by blog writing and simply don't want to put pen to paper so to speak, then find someone who can do this for you.

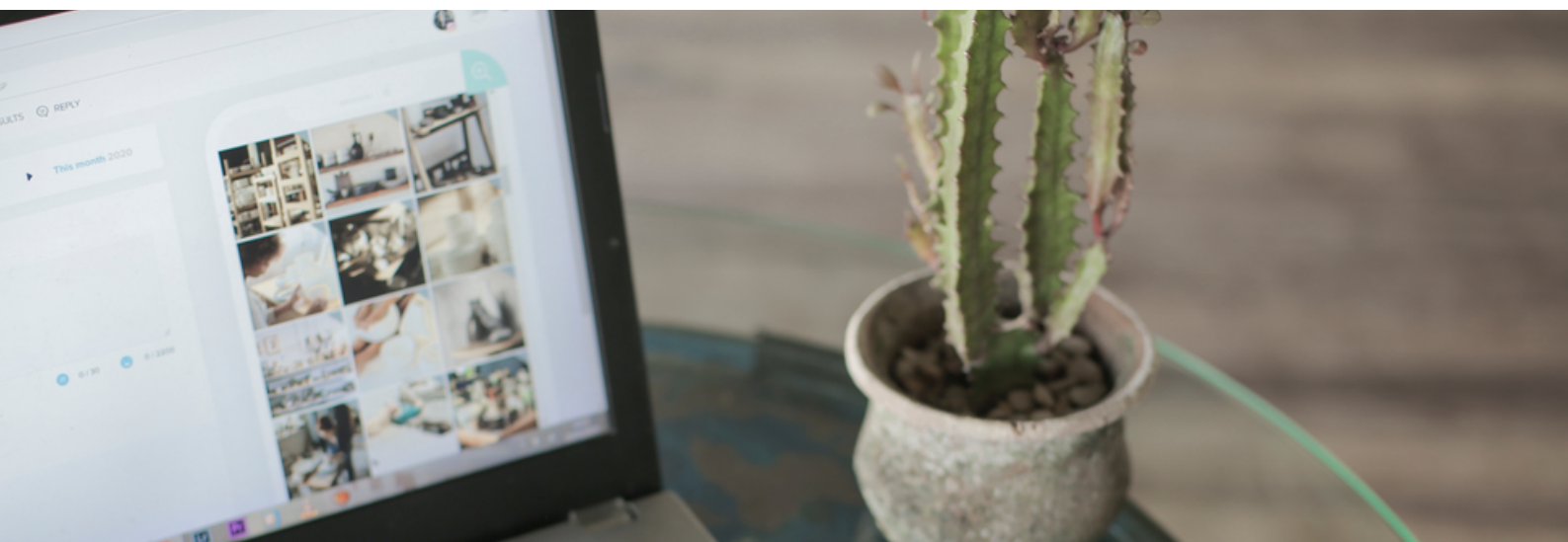
Perhaps you have an employee in your business who loves to write. Give them a few titles and ask them to get something over to you.

And if all else fails, speak to a copywriter, give them your brief and get them writing on your behalf, The same goes here for getting your blog uploaded to your website.

If this sort of thing takes you an age to do, write your blog and fire it off to your web developer to add it for you.

Most of all, we want you to get your blog up and running in the shortest time scale, with the least effort and the most enjoyment.

We look forward to reading your blogs and seeing what you've got to say. It's often easier to let someone you know see them first!



DAVID & GAYNOR RAMSDEN

BIG THINKING FOR SMALL BRANDS



Communicate Your Brand!
Connect You With The Right People
Convert Them Into Paying Customers

CONTACT

 07968 7551800

 hello@twomarketing.co.uk

 www.twomarketing.co.uk

HOW WE HELP

- Social Media Marketing
- Copywriting & Content Creation
- Newsletters and Blog writing
- Sounding Board Biz Coaching
- Training and Business Building Workshops
- One to one social media training



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SO WHAT NOW?

We hope you enjoyed this e-book and found some of the ideas useful to implement straight away in your business

WANT MORE?

Get in touch with us to discuss any of our services or to book a power hour or discovery call around how we can help you grow your micro business.

JOIN OUR COMMUNITY

Getting Your Local Brand Found & Noticed. We are on Facebook and our group supports other businesses like you to grow.

We have workshops, weekly Q&A's and regularly share growth tips and advice.

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Checklist

Tick off how many you're going to try

- | | |
|---|---|
| <input type="checkbox"/> #1 Take Action | <input type="checkbox"/> #15 LinkedIn |
| <input type="checkbox"/> #2 Decide What Business You're In | <input type="checkbox"/> #16 Advertising |
| <input type="checkbox"/> #3 Think | <input type="checkbox"/> #17 Printed Media |
| <input type="checkbox"/> #4 Decide what you want your life to be like | <input type="checkbox"/> #18 Database |
| <input type="checkbox"/> #5 Your business needs to be known | <input type="checkbox"/> #19 Email Campaign |
| <input type="checkbox"/> #6 Create a Brand | <input type="checkbox"/> #20 Reviews |
| <input type="checkbox"/> #7 Define your ideal customer | <input type="checkbox"/> #21 Reputation Management |
| <input type="checkbox"/> #8 Text Messages | <input type="checkbox"/> #22 Image |
| <input type="checkbox"/> #9 Talk to people | <input type="checkbox"/> #23 Exhibitions |
| <input type="checkbox"/> #10 PR Story | <input type="checkbox"/> #24 1:1's |
| <input type="checkbox"/> #11 Facebook/ Instagram | <input type="checkbox"/> #24 Newsletters |
| <input type="checkbox"/> #12 Social Ad's | <input type="checkbox"/> #26 Door Drops/Leafleting |
| <input type="checkbox"/> #13 Twitter | <input type="checkbox"/> #27 Review, Revise and do
more of what works! |
| <input type="checkbox"/> #14 Networking | |

BONUS - GOOGLE MY BUSINESS





NOTES

