

Bloggging 101

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Finding Your Voice:
Unique, Attractive, Personal

Exercise

- Review a piece of writing. Describe it w/3 adjectives.
- List 5 favorite books/authors. Describe them w/3 words.
- Your ideal reader. Describe him/her w/3 words.
- Contact 5 people. Ask them to describe you in 3 words.
- Come up with **YOUR 3 FINAL WORDS** to describe your voice.

Types of Blogs:
Which one is yours?

What's Your Type of Blog?

PERSONAL

- About you: life, perspective, experiences.
- Longer to develop a faithful following
- Flexible: grow and adjust with you.
- Longer lifespans.
- If sharing ideas, and changing POVs, keep it personal. Tell your readers this is your intent.

TOPICAL

- About a particular subject, a topic that resonates, a burning issue.
- Easier to grow, harder to get personal (not heart-to-heart).
- Topical blogs can scale, but keep audience at a distance (unintended).
- Not as flexible (can branch out once established).

What's Your Focus?

Subject, Theme, Objective

Your Focus: What To Say & How

- Rule of thumb: Narrow focus, broader audience.
- 3 elements to consider:
 - **Subject**
 - **Theme**
 - **Objective**

Your Focus: What To Say & How

SUBJECT

- Broadest area of your writing
- Described in 1 or 2 words (e.g. , cooking, fitness, fashion, family life, etc.)
- Ask yourself:
 - What am I passionate about?
 - In what topic do I have expertise or a desire to learn?
 - What could I write about for 2.5 years (30 months) without running out of ideas or energy?

Your Focus: What To Say & How

THEME

- Narrower version of your subject.
- Subset of your main topic - a particular area of concentration.
- Ask yourself:
 - How can I break this subject down into its various components?
 - What do I want to concentrate on?
 - Is there a specific manner in which I want to attack this issue?
 - What will my writing “style” be? (e.g. Humorous, sarcastic, practical, anecdotal, etc.)

Your Focus: What To Say & How

OBJECTIVE

- The main takeaway.
- If everything else fails, this is what you want your blog to do.
- Ask yourself:
 - What do I want to accomplish with my writing?
 - What impression do I want to leave?
 - What's my goal? How do I measure it?

Crowded Niche?

- Peace
- Wisdom
- Status
- Family
- Fame
- Wealth
- Power
- Authenticity
- Joy
- Success
- Athletic/fitness
- Humor
- Stylish
- Frugal
- Integrity
- Love
- Friendship
- Justice
- Influence
- Happiness
- Truth
- Kindness
- Spirituality
- Loyalty
- Luxury
- Craftsmanship
- Charity
- Building
- Environment
- Trust
- Knowledge
- Reliability
- Teamwork
- Competitiveness
- Commitment
- Creativity
- Honesty
- Fairness
- Independence
- Design
- Education
- Scientific

Blogging Personalities

What's Yours?

Blogging Personalities

- What do you want to be known for?
- Choose: you can't be known for everything.
- Be intentional.
- Your blogging personality requires work and focus.
- **5 blogging personalities that attract a lot of readers**

Blogging Personalities

- **Artist:** Writes and creates beauty or art (broadly defined).
- **Prophet:** Tells us the hard truth about the world or themselves.
- **Journalist:** Has natural curiosity. Researches, asks questions, assimilates answers, shares it with others.
- **Professor:** Teaches by taking something complex and breaking it up into small, actionable steps.
- **Star:** Readers see these bloggers as someone who they want to be around or be like.

Cornerstone Content: The Basics

Cornerstone Content

- The basics that everyone who comes to your blog will want to read.
- Evergreen.
- Write it first.
- Ask yourself:
 - What do people always ask you about?
 - What story do you tell over and over? (Stop me if you've heard this one...)
 - What terms or phrases do you consistently use again and again? Have you

Your About Page:
What About You?

Your About Page

- Most important and most viewed besides homepage
- **Why is this?**
 - Nobody reads something from a writer they don't trust.
 - People want to connect – especially on social media.
 - Sometimes hard to tell what blog is about, even after reading a few articles.

Your About Page

- **Three keys:**
 - A welcome.
 - A promise.
 - An invitation.
- Your picture a picture (no matter how camera-shy you are)
- A little bit about your story or your organization's.
- A way for readers to subscribe.
- Links to social media profiles.
- List of some of your most popular or favorite blog articles.

Creating Content

Creating Content

Essential elements:

- **Title/Headline:** grabs readers' attention
- **Lede (lead):** creates a little mystery
- **Body content:** delivers on the promise of the headline, answers the mystery of the lede.
- **Closing:** designed to accomplish the objective of your blog and get your reader to take action.
- **“Tension” throughout:** create questions and answer them as the reader moves through the post.

“The secret to telling great stories is to create tension.”

- Ira Glass

Headlines

Headlines

- First, and maybe only, part of an article a reader will read.
- Your chance to win or lose a reader's attention.
- Extremely important.
- Attractive, interesting, and descriptive.

"On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar." —David Ogilvy

Headlines

- **FORMULA:** *Trigger + Adjective + Keyword + Promise*
- **Trigger:** Numbers or trigger words like "how," "why," or "what" will pique curiosity and set expectations.
- **Adjective:** A great adjective will add flavor, interest and description.
- **Keyword:** Tells your reader what the article is really about.
- **Promise:** This is the objective, what's in for your reader and/or what you want the reader to be able to do.

Example:

"4 Easy Elements to Write a Headline for Your Blog Posts"

Search Engine Optimization

10 Tips for SEO

1. Write a good title, like "How to Bake the Perfect Chocolate Chip Cookie."
2. Include links to great content, both within your site and to other great sites.
3. Mention keywords related to your article: cookies, chocolate chip, etc.
4. Don't write too little, search engines like articles of a minimum of 300 words.
5. Post content regularly, at least once a week.

10 Tips for SEO

6. Don't neglect metadata: description, tags, keywords. Search engines will use it to find your posts.
7. Use keywords in the tags and description for your images.
8. Create 3 to 5 categories related to your blog content.
9. Add header tags (H1, H2, H3).
10. Get social! Share on social media and encourage your readers to share too. Google likes content that gets shared.

An Email List: It's Critical

Build an Email List

- Email is still one of the best ways to reach people online.
- You own your email list (unlike a fan base on Twitter or Facebook), and you can take it with you wherever you go (even if you start a new blog).
- Email is personal, direct and private.
- A great way to reach out to your subscribers and connect with them. Blogs and social media don't do that.
- Lots of ways to build a good email list. Give away something in exchange for their email address.
- Add value and people will talk about it. Others will want it.
- What data do you gather? GDPR – European Union

3 Types of Email

- **Update:** Recent blog posts, an exclusive piece of content for your subscribers... catch your readers up with what's going on with you. Add value!
- **Posts:** Same content posted on a blog is emailed directly to a subscriber. Stay in touch, no need to create new content.
- **Newsletter:** It's usually weekly or monthly, and often has graphics and tons of content. **But it doesn't have to be complicated or long:** Tim Ferriss 5-Bullet Friday.

Email Drip Campaigns

6 essential parts:

1. Welcome new readers and share their incentive bonus. Welcome them, make a promise, and invite them to connect.
2. Share featured content (your best or most popular posts).
3. Ask a Question: Go first, then ask your readers what they are struggling with?
4. Share an inspiring story. If you have a small thing for sale, invite them to buy it. Add value!

Email Drip Campaigns

6 essential parts:

5. Invite them to share something you've given them with a friend.
6. Set Expectations. Encourage them and share what they should expect in the future, and even let them opt out if they don't connect with your long-term vision.

THANK YOU!!

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