



SEVEN BUSINESS BLOG-BUILDING TIPS FROM “SAY IT FOR YOU”

As a blogging trainer, what I hear from business owners is that coming up with new ideas for blog posts is their biggest challenge. Here are seven tips for creating content to do the job:

#1 - Lead with the new

Offer information that is likely to be new to the typical online reader. “Exclusive” information and detailed, specialized advice help distinguish your business from the pack.

#2 - Hit the need on the head

Describe the issue or problem to show you understand what brought the searcher to your site:

- Even with air blowing through the vents, your room still feels stuffy...
- Dressing appropriately for a job interview is a matter of following some simple rules...
- Here’s why putting club soda on a food stain may not be such a good idea after all...

#3 - Play e mcee

Use some blog posts to highlight and comment on interesting material from others’ blogs and websites. Adding your own insights to bring out your unique slant on the issue serves to highlight your expertise. Meanwhile, you play gracious “host”!

#4 - Put a number to it

Start with one idea about your product or service, then add a number.

- 2 best ways....
- 3 fixes to try first...
- 4 remedies for...
- 5 home décor tips
- 6 reasons....

#5 - Keep it polished

Be sure poor grammar and misspelled words aren’t detracting from your message. Properly attribute others’ work to the source, only then adding your own thoughts and comments.

#6 - Repackage

Get more out of your own business blog by using the material you developed for blog posts in brochures, newsletters, and even as part of e-books. Blog content can serve as text for video clips about your business.

#7 - Make it a family affair

Involve all members of your marketing team, including employees and loyal customers, in the task of gathering material for the blog. Even if your professional ghost blogger is doing the writing, employees and owners can provide anecdotes, expertise, advice, and photos.

Attracting the attention of search engines and engaging the attention of readers once they’ve found you is hard work, no two ways about it. Blogging demands devotion and drill sergeant discipline. Measured in terms of dollar cost, on the other hand, blogging beats just about all other forms of marketing. For searchers, meanwhile, nothing beats landing on a blog – and then a website – that contains just the information, products, and services they came to find!