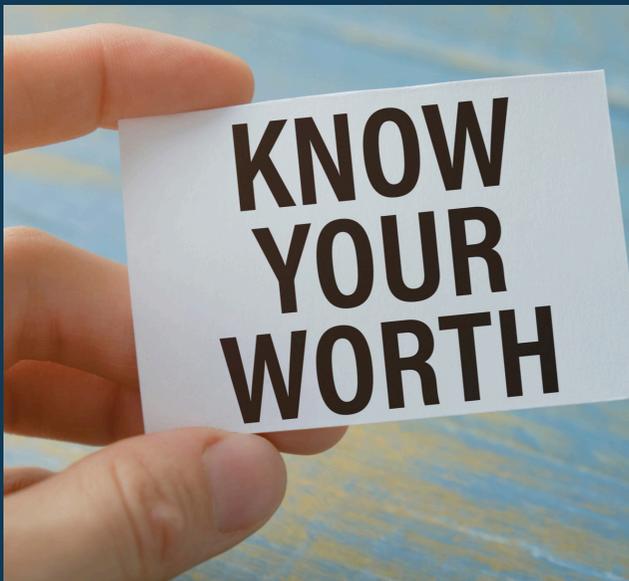


Is blogging still worth the effort?

Making your blogs readable and worthwhile



1. Is Blogging Worthwhile?



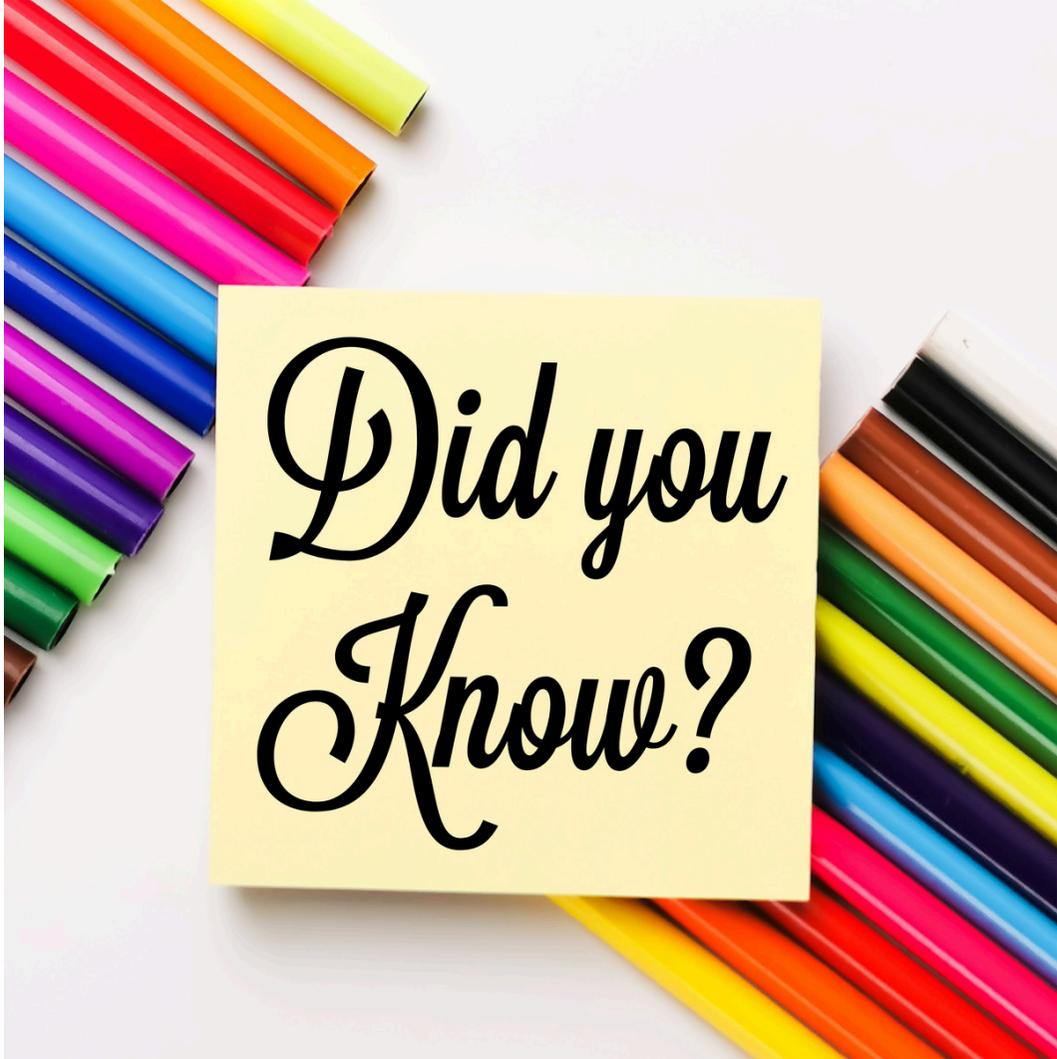
If it is done well, blogging is extremely worthwhile.

Why else do you think everyone is still doing it?

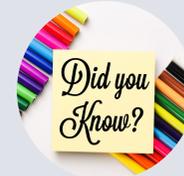
The problem is that many people are blogging because they have been told they should, so it has become a chore.

So, the answer to this question is yes, worthwhile blogs are worthwhile.

Do not blog because you have been told to. Blog because you want to add value to people and seek an outcome that helps both of you.



Did you Know?



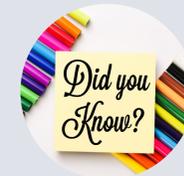
There are 89,409 Google Searches worldwide per *second*.



These days 46% of people take recommendations from bloggers/vloggers into account.



84% of Companies have a content marketing strategy.



On average, companies who blog produce 67% more leads per month.

Source: [Semrush.com/blog/blogging-stats/](https://www.semrush.com/blog/blogging-stats/)

Who loves writing blogs?

Who loves to have a chat and help people?

What if your blog was less about “proper” writing and filling a space, and more about sharing an idea, topic or information in a chatty, interesting, informative manner?

Preparing helpful content should not be a chore.

Think about everything your business offers and why you set it up in the first place.

Then think about everyone who can benefit from what you do.

Then think, what if I don't give them a chance to know about this type of business and they miss out?

Don't write a blog because:

- It's good for your SEO.
- Your Business coach told you to.
- You know you have to because that is what marketing is these days.
- You need your socials to be active.
- You want to *advertise* your business.





Do Write a Blog Because:

You care about your current or potential customers and you want to help them to:

- Make their lives easier or richer
- Make their job or business more successful
- Make them more comfortable
- Share information with them

Help them Solve a Problem they have, especially if they don't know there is a solution available.

- Give people the knowledge they need to use your product or service with confidence to make things better.
- Establish yourself as a trusted expert in your field.

Just don't do it in a pushy, salesy way.

Do it in a helpful way.



A group of people in a meeting, with several individuals holding up colorful sticky notes (pink, blue, green) in front of their faces. The scene is brightly lit, suggesting a collaborative work environment. A dark blue rectangular box is overlaid on the right side of the image, containing white text.

**What makes a Blog worth
Reading?**

Don't do what everyone else is doing



Your blog has to be yours.
It has to be different.

The reason you would look at what others in your business space are doing when they blog is to ensure you don't do exactly the same thing.

To get some great ideas for blogs, look at your industry, but also other industries and what they are doing.

Focus on things that might interest your target market, not just blogs about your business.

Remember that even though it has to be your blog; it is not all about you. It's about your clients and their needs.



Try to put yourself outside of your industry and think about what someone new to your offering might be asking. Don't assume people know exactly what you do.



It needs to make someone want to keep reading, meet the author, or contact you to continue the conversation or ask a question.



It should be able to be read by someone who isn't specifically looking for your product or service. Or someone who doesn't know they need your product or service yet.



It shouldn't be too long or too short. Always go through your blog and take out all the extra words that are there to be frilly and not necessary.



**Different, Interesting, Niche,
Helpful, Informative**

Focus on the Outcomes you are Seeking

Different & Interesting

Give information someone can't get by just Googling the topic. Your opinions and thoughts make a big difference. Find some less common facts or statistics, or tell a story that others can relate to.



Helpful

Your blog target should be able to establish that you understand them and what they are dealing with in their life or business. You want them to become comfortable with you before they even meet you.



Niche

Each blog should be concentrated to one topic and cover it fully but concisely. If your topic is complicated make these blogs a series rather than writing a single essay.



Informative

You should be breaking down the barriers to someone using your business. You do this by providing information in a readable format, that solves their problems in a helpful but not "salesy" way.



Target your Blogs

Don't try to cover every possible target client in each blog. People will read the blogs that interest them and relate to them. You can't interest everyone with every blog, and if you try you will end up being too safe and very bland.

People reading your blog need to be confident you know your topic. Use quotes, facts, or statistics to help you, but use them sparingly and appropriately. Avoid industry jargon or acronyms.

Think about common questions asked in your business and answer them in your blog. Think about the first time you used the product or service you sell. Break down the barriers and overcome their objections before they even know they have them.

Your opinions and values should be clear so that you attract people with shared values. Be careful but don't be too safe. Your opinions and values are what makes your blogs unique. But avoid being fanatical or judgemental.

Think about your favourite and ideal clients and write your blogs for someone like them. Like attracts like. Let people know in a subtle manner who is the best fit for your business. You don't want everyone.

Summary



1

When you blog, your aim is to make people understand these things:

You have the knowledge to help them because you are an expert in your field, without being an arrogant know-it-all.

2

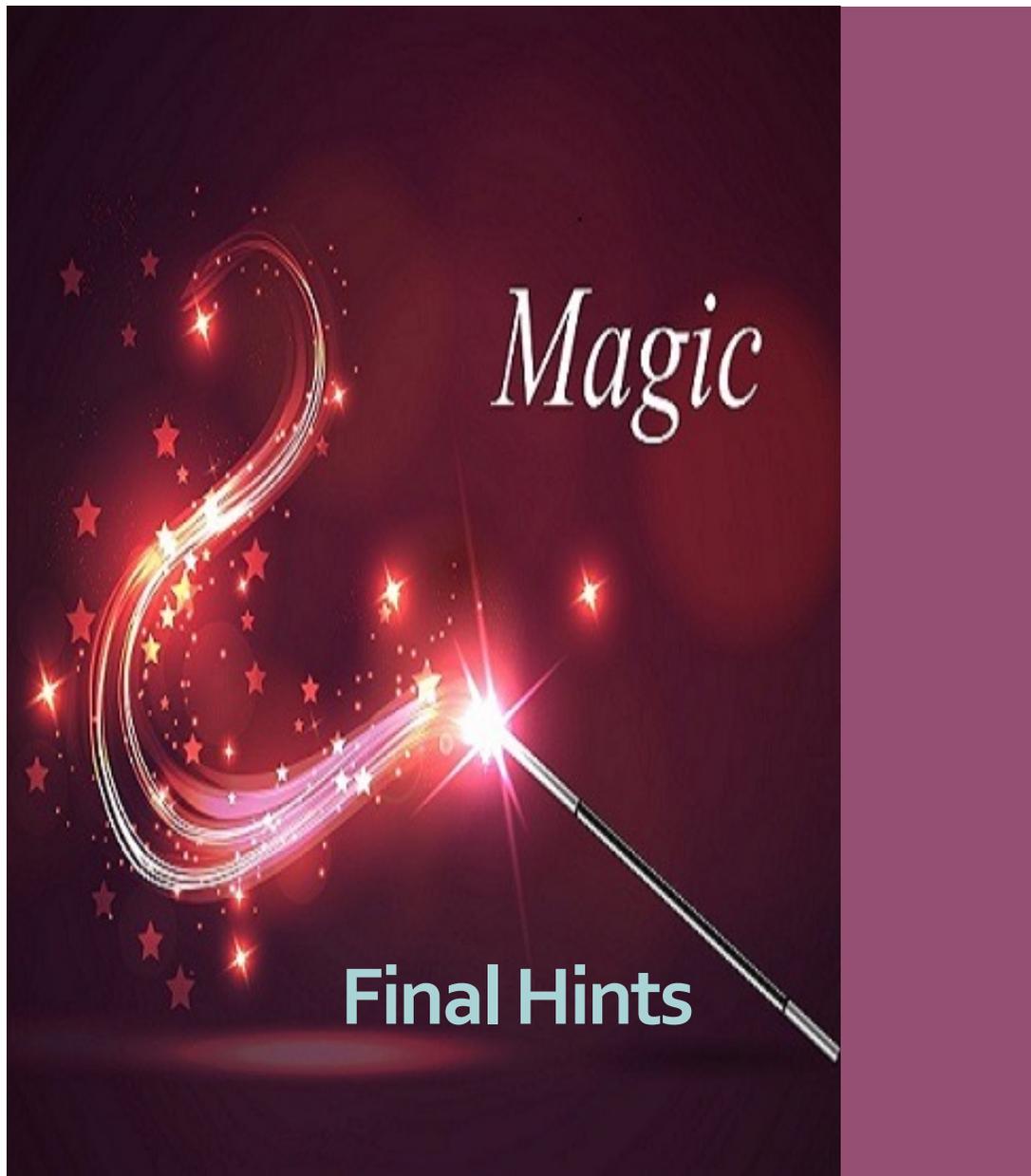
You share their values and are making them feel comfortable with you, before they even meet you.

3

You are overcoming their objections so that they will take the next step in the process of becoming your client or customer.

4

You understand them and the problem they are trying to solve with your product or service.



Have a catchy headline that is not too long, not cliché, and not clickbait. Make sure you include spacing and some dot points to help with readability. Spell check and read your blog back to yourself out loud. It helps to determine if it flows and reads well.

If possible have someone else read it and provide feedback. If not possible at least close the blog, walk away for a while and then come back and read it again before you publish.

Consider your SEO, keywords, target market, hashtags and all that other stuff. Read some blogs about these topics or get advice from an expert.

Post your blog in multiple places with links going back to your website. Share in your newsletter, consider a presentation on your topic, and of course don't forget your socials. Track your reach so you know what is working and what is falling flat.

Make your blog able to be shared by others so that your reach is wider. This means you can't flog your product or service, although of course your business can be mentioned.

That is when the Magic starts to happen....

Thank you



www.platypuscoworking.com.au