

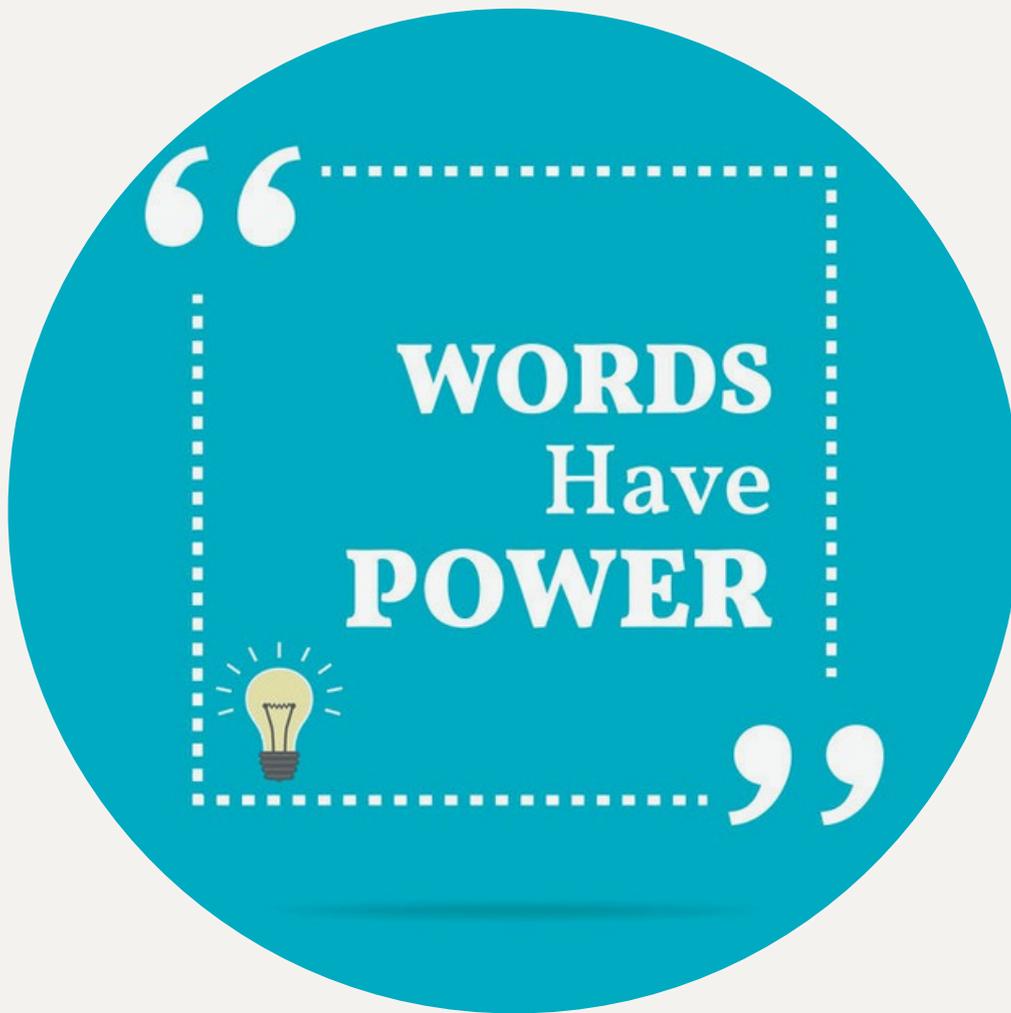
HOW TO WRITE AN AWESOME BLOG POST THAT PEOPLE WILL ACTUALLY READ

in just 5 simple steps



Creative Copy Co.

www.creativecopyco.com.au



If you're new to blog writing, or just want to learn some new tips and tricks, then this guide's for you!

Blog writing plays a pivotal role in a business's online success.

Why?

Because providing your target market with consistent, engaging, and valuable content is incredibly important, and blog posts are one of the best ways to build trust, authority, and relationships with your audience.

Particularly if you're new to it, writing blog posts can seem like a daunting task.

But it doesn't have to be if you follow our five simple steps which will help you really connect with your audience in a way that resonates with them.

And the best bit? Potential customers will convert into repeat clients, driving your business to new horizons!

So, how do you create awesome blog posts that people actually want to read? Keep reading because we're about to share the secrets you need to know!



UNDERSTAND YOUR TOPIC

You probably already have a general idea of what you're going to write about, be it a helpful tutorial, a common issue in your industry, or something interesting you have an insight into.

The key is to start with a broad concept and then flesh out the topic that your audience is interested in.

How do you do this? An excellent place to start is with Google!

Keep in mind that your audience has a problem that they're looking to solve. So, it's critically important to put yourself in their shoes.

If you were a customer needing the product or service you offer in order to solve your problem, what would you start typing into the Google search bar?

Because what do we do when we want an answer to a question? We Google it!

So, with that in mind, start typing a question into Google search and take a look at the common auto-completes, which gives you a great insight into the questions your audience are asking.

Doing this will give you a great understanding of what keywords to include in your blog post, which will help your target audience find you more easily.

And, while you have your browser window open, there's another thing you should be doing...

2

DO YOUR RESEARCH

You want to position your business as a leader in your industry, right?

So to create authority with your audience and build trust, it's important that you do your homework!

It might be tempting to want to skip this step, but trust us, it'll save you time in the long run.

A good place to start is to see what other people in your field are talking about.

Reading other blogs can give you a good, general level of information. But of course, you still want to do your own research so that you can provide as much value to your readers as possible.

A few good options to explore are:

- Reading through the citations on Wikipedia – while the pages themselves may prove to be a poor source, the links at the bottom of the page can be great.
- Google scholar can provide peer-reviewed articles where you can source all kinds of statistics.
- Industry-specific websites that most people wouldn't know to check can give good insights!
- Talk to people who are experts in the field! A phone call can go a long way to getting your hands on accurate and relevant information.



3

USE LANGUAGE THAT CONNECTS

The tone, style, and voice you use in your blog are fundamental to engaging your audience.

People will pay much more attention if you speak in a manner that they feel connected to.

So, the trick is to make your audience feel as if you're talking directly to them about the problems they're facing right now, and about things they're interested in and want to know the answers to.

Remember: the most important thing is to put yourself in the shoes of your customer!

It's proven that most people will buy with their emotions, and then use logic to justify their purchase.

So, you want to ensure that the language you use connects emotionally to your target audience, and really pushes on their pain points (the problems they're facing right now). Then, you can show them how the product or service you provide is going to be able to take them from where they are now to where they want to be.

In doing this, you're appealing to both their emotions and logic, and you become the hero of their story who has the solution to their problem.

Simple, right!

So, now you've got loads of research, and you're ready to sit down and start creating awesome blog posts. But, where to start?

4

BUILD FROM THE INSIDE, OUT

Trust us, writing your blog will be so much easier if you build the skeleton first. What we mean by this is to plan out your headlines, subheadings and sections first, then fill them in later. Here's what your framework should look like:

A great, "let's get them hooked" headline

Here's a fact you may or may not know. When people are reading something, they have an attention span of approximately 8 seconds. Which means if you can't get your reader hooked from the start, you're going to lose them.

Include some images

What we find works well is to include placeholders to start with where you want images to go to help break up the text, and then find relevant images later.

Include an introduction to your post and sub-headings

These will be easier to draw out once you have your headline. But remember, make sure you include some of your keywords in each. And smooth lead-ins to your sub-headings will make a change in topic feel less jarring.

The body of your text

Again, this should be easier to write when you have the skeleton drawn out. Focus on the benefits of your product or service rather than the features. Say, for example, you sell t-shirts that are 100% cotton, people don't care about that fact by itself. They care that your t-shirts are comfortable and easy to wash. So, the trick is to write less about the features and more about how it affects your reader.

A concise, engaging conclusion and a call to action

Don't leave your reader hanging and don't revisit all your main points. Just a short, sharp, final point is all you need. And then include a little hook to build engagement, like "we'd love to hear from you if you'd like more information".



5

POKE, PROD, AND POLISH

OK, so you have a blog, researched, structured and written. Are you ready to upload it?

Not yet!

Posting a blog with spelling or grammar mistakes, or even worse, facts that don't bear scrutiny can hurt your blog's authority and will make your audience lose trust in your business.

And you definitely don't want that after all the hard work you've done!

So, re-read what you've done, check for sentence length and clarity, and make sure the language isn't sterile. Read it aloud to yourself. Have someone else read it. Wait a day and read it with fresh eyes.

A great tool that we use and you can use for free is Grammarly.

It can't be understated just how important this step is. If crafting your headline is the most important part of your blog, then editing your blog comes a very close second!

Once you're sure it's polished to a shine, then you can post it. Congratulations, you're done!

We want to make your life easier. Which is we've created a one-page checklist to help you remember the steps to follow. To claim your FREE copy, or if you'd like to have a chat about us doing the hard work for you and writing blogs for your business, we'd love to hear from you! All you have to do is send an email to holly@creativecopyco.com.au.