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Find out if you're making costly mistakes—and how to fix them. Get your grade Get ready to improve your reach, results, and ROI—fast. Get your grade Discover the best keywords for your PPC and SEO goals. Find your keywords See how your website stacks up against the competition. Get your grade Writing a blog post is a little like driving; you can study the highway code (or read articles telling you how to write a blog post) for months, but nothing can prepare you for the real thing like getting behind the wheel and hitting the open road. Or something. “Wait for it… wait for it… BASS DROP.” Now that I’m done thoroughly mangling that vague metaphor, let’s get down to business. You know you need to start blogging to grow your business, but you don’t know how. In this post, I’ll show you how to write a great blog post in five simple steps that people will actually want to read. Ready? Let’s get started. Now let’s review each step in more detail. First, a disclaimer – the entire process of writing a blog post often takes more than a couple of hours, even if you can type eighty words per minute and your writing skills are sharp. From the seed of the blog post idea to finally hitting “Publish,” you might spend several days or maybe even a week “writing” a blog post, but it’s important to spend those vital hours planning your post and even thinking about your post (yes, thinking counts as working if you’re a blogger) before you actually write it. Does your blog post have enough circles and crosses? Long before you sit down to put digital pen to paper, you need to make sure you have everything you need to sit down and write. Many new bloggers overlook the planning process, and while you might be able to get away with skipping the planning stage, doing your homework will actually save you time further down the road and help you develop good blogging habits. 📗 Learn how to write better ad copy with our free guide: 10 Tricks to Get the Click There’s an old maxim that states, “No fun for the writer, no fun for the reader.” No matter what industry you’re working in, as a blogger, you should live and die by this statement. Before you do any of the following steps, be sure to pick a topic that actually interests you. Nothing – and I mean NOTHING – will kill a blog post more effectively than a lack of enthusiasm from the writer. You can tell when a writer is bored by their subject, and it’s so cringe-worthy it’s a little embarrassing. Don’t go there.