Document 26 Find 're making costly mistakes—and fix Get grade Get ready improve reach results ROI—fast Get grade Discover best keywords PPC SEO goals Find keywords See website stacks competition Get grade Writing blog post little like driving study highway code read articles telling write blog post months nothing prepare real thing like getting behind wheel hitting open road something “ Wait it… wait it… BASS DROP. ” ’ done thoroughly mangling vague metaphor let ’ get business know need start blogging grow business ’ know post ’ show write great blog post five simple steps people actually want read Ready Let ’ get started let ’ review step detail First disclaimer – entire process writing blog post often takes couple hours even type eighty words per minute writing skills sharp seed blog post idea finally hitting “ Publish ” might spend several days maybe even week “ writing ” blog post ’ important spend vital hours planning post even thinking post yes thinking counts working ’ blogger actually write blog post enough circles crosses Long sit put digital pen paper need make sure everything need sit write Many new bloggers overlook planning process might able get away skipping planning stage homework actually save time road help develop good blogging habits 📗 Learn write better ad copy free guide 10 Tricks Get Click ’ old maxim states “ fun writer fun reader. ” matter industry ’ working blogger live die statement following steps sure pick topic actually interests Nothing – mean NOTHING – kill blog post effectively lack enthusiasm writer tell writer bored subject ’ cringe-worthy ’ little embarrassing ’ go