



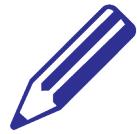
10 Steps to a
Great Blog Post

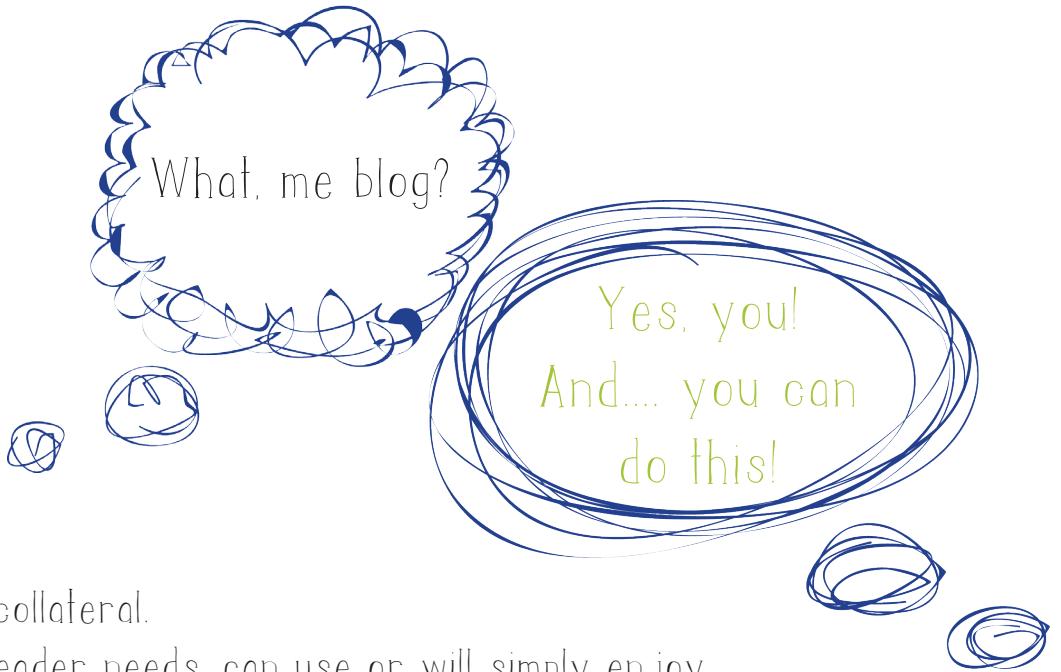


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What is a blog?

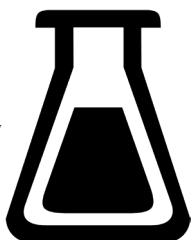
- » Words.
- » Someone's thought collateral.
- » Information your reader needs, can use or will simply enjoy.

Why should I blog?

- » To gain traffic to your website.
- » To establish you as an expert in your field.
- » To focus on a specific topic.
- » To form / build a tribe.
- » To create a platform.

The science of blogging.

Neuroscientists have discovered that there is a part of our brains in the prefrontal cortex that helps us tune into other people, making the connections that are necessary to create relationships that help us survive.



Why does the science matter?

The most successful blog posts are those where the writer has tuned into something that the reader is experiencing. This affects that part of the brain, generating an emotional connection.

Who blogs and why?



- » 77% of internet users read blogs
- » 6.7 million people blog on blogging sites
- » 12 million people blog via social networks

If you want to truly influence people, the most effective way is to connect with them on a deeper, emotional level.

What makes a person stop to read a blog?

- » A great headline.
- » Amazing content.
- » An eye-catching image or picture.
- » A special offer or coupon.



3 things to know before you begin...

- » Don't chase trends. Write what you would want to read.
- » Forget about picking the right topic and find your own voice instead.
- » Do the hard work of serving others first then the readers will come.

Step 1: Understand your audience.

- » Have a clear understanding of who they are.
- » What do they want to know about?
- » What will resonate with them?



Step 2: Start with a topic and working title.

- » Brainstorm a few topic ideas to get you started.
- » Choose one.
- » Create a working title that grabs the reader.

Step 3: Write an Intro (and make it captivating).

- » Work to keep your reader's attention within the first two lines or you lose them.
- » Show the purpose of your blog post and explain how it will help your reader solve a problem.
(Remove or ease their pain point. Teach them something new.)



Step 4: Organize your content.

- » Avoid too much information - for your reader and for you.
- » The trick is to organize the information so your reader will not be intimidated by the length or the amount of content.
- » Ideas: Create sections, lists, tips, whatever's most appropriate...but it must be organized! Don't just ramble and wax eloquent. It doesn't work!
- » Outline your blog post.

Step 5: Write the content.

- » Take your outline and just fill in the blanks.
- » Use your outline as the guide.
- » Expand on all of your points as needed.
- » Write about what you feel comfortable talking about.
- » Do additional research to gather more information if necessary.



Step 6: Make it look great/easy to read.

Think about the visual appearance.



- » Keep titles and subtitles in the post consistent.
- » Keep style consistent from post to post.
- » When you add your photos, make sure they all have similar borders.
- » Pictures don't make your post visually appealing - it's the formatting and organization of the post.



Step 7: Include a Call-to-Action (CTA) at the end.

- » What do you want them to do? Why are you doing this?
- » At the end of every blog post, add your CTA.
- » The reader should click on the CTA if they enjoyed your blog post and want more information on that particular topic.



Step 8: Optimize for on-page SEO.

- » Incorporate keywords but don't impact reader experience.
- » Make your URL shorter and more keyword-friendly.
- » Don't overdo keywords or attempt arbitrary keyword density -- Google knows!



Step 9: Pick a catchy title.

- » Keep the title accurate and clear.
- » Make it sexy -- whether it's through powerful language, alliteration or another literary tactic.
- » Optimize for SEO by adding a keyword or two.
- » Keep it short. Long, overwhelming titles don't attract.

Step 10: Add a great image!

- » Add additional visuals to complement the different sections of your post.
- » Add data or statistics to back up any claims you made in your post.
- » Always cite your references, quotes and other items that are not original to your writing or content.

