



HELPING YOUR BUSINESS GROW THROUGH BLOGGING TIP SHEET

Here is a list of things to consider when creating, writing, & promoting your blog:

- Write about something that excites you.
- Write about something that you know.
- Think about your blog goals – what do you want to accomplish with your blog.
- If you are blogging about your business, your first priority should be the business, not your online ego.
- Don't aim for perfection.
- Don't write about how you don't know how to write.
- Do create a time capsule with your blog. This naturally develops over time.
- Do write for your grandmother or mother – don't use technical terms others will not understand.
- Do leverage your strengths in your business to write your blog.
- Do include pictures with your blog – a picture is worth a 1,000 words
- Be confident, write your blog with authority.
- Embrace humor when appropriate.
- Your writing should be clear and easy to read.
- People don't read online, they scan.
- Try for paragraphs no longer than four or five lines.
- List important points and numbered or bulleted lists.
- Include only one idea per paragraph
- Your writing should get to the point.
- When writing use active voice, not passive.
- Do guest post and/or comment on other blogs and include a link back to your blog.
- Request ideas from your readers.
- Be persistent.