



Big Idea Notes

Ali Luke

“How to Design the Perfect Blog Writing Style for You and Your Business That Gets You Heard, Shared and Followed”

www.rightmixmarketing.com

- **POINT # 1** – On the Web, people experience your writing in a very different way. Physical interaction with the text is tougher. As a writer, you’ve got to grab people quickly, use shorter sentences and paragraphs, and use more white space than you would in a typical publication. However, the advantage is that you can use hyperlinks to bring readers to another chapter, book or website for a whole new level of interaction.
- **POINT # 2** – To overcome the fear of blog writing, realize that writing is just a form of communication. It’s like having a good conversation with someone, like we do daily in person or over the phone. Writing for blogs shouldn’t feel like an academic essay. You simply need to get a message across in a way that resonates with your audience.
- **POINTS #3**– As you write, think of a friend who could use your advice in a given situation or the person who’s left a comment or question. Have an idea of who your audience is -- what they already know, how confident they are, how they might experience what you’re telling them and what language is appropriate.
- **POINT # 4** – In developing a business writing style, consider the brand that you’re putting forward. When writing your blog post, imagine you’re writing a regular email to your customer to make it come out not too formal or stuffy, but not too relaxed either.
- **POINT # 5** – If you have a team, then use “we.” Use “I” if you work alone. Unless you are writing a bio, don’t talk about yourself in the third person. Always address readers as “you.” However, don’t refer to them as part of a group, such as in “Some of you know.” Make each person will feel that you are speaking directly to her or him.
- **POINT # 6** – The writing process flows from concept to final piece, as follows:
 - **Idea:** If your idea is half-baked, then the piece is going to fall flat. Take time to brainstorm until you hit something good and interesting. Keep your blog’s purpose



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- in mind. Whether to bring in or engage clients, educational posts are perfect. You can post about what your business is up to, but stay focused on your clients' needs.
- **Plan:** Without a plan, you may have a hard time starting, run out of steam midway or end up with a lopsided piece. Have an end goal in mind and then write an outline of three to five key points. That's the road map that will keep you on track with writing. You can come up with a call to action – such as “Share This” or “Call Us” -- when editing the piece.
 - **Writing:** For some, this is the toughest part. Control or eliminate external interruptions – such as your roommate or spouse -- and internal distractions – such as checking your email -- that break your flow and concentration. It helps to set a timer for 30 minutes of sitting and writing. You'll be surprised at how much you can do in that amount of time.
 - **Editing:** First, look at the big-picture flow. Next, look at you sentences to make sure they course smoothly and are grammatically correct. Finally, check for spelling mistakes and typos. Getting a friend, writing buddy, professional editor or writing coach to edit for you gives you a great second opinion.
- **POINT # 7** – If it's a choice between working in an SEO keyword phrase and having a sentence that should flow nicely, I'd choose the latter so that my readers win out. In the long run that probably does better on Google and other search engines like what readers actually like. You can use the Wordpress Thesis theme framework, or All in One SEO plug-in to fill in metadata and take care of page titles and descriptions for you so you can just get on with the writing without worrying about SEO.
 - **POINT # 8** – Headlines are absolutely crucial. Often they are the only thing that's tweeted and the only thing people read before deciding whether your piece is worth reading. Craft headlines compellingly. Go to a blog like *Copyblogger*, note the brilliant headlines of their popular posts and then tweak the titles to suit your topic and audience.



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- **Point # 9** – Bad writing just doesn’t add anything. You get the sense that it’s written for SEO purposes, stuffed with keywords or just an excuse to put a link back to somebody’s site if it’s a guest post. Good writing draws you in, holds your attention and energetically takes you through a logical, organized piece. You also feel like you’re really communicating with the person who wrote it.
- **Point # 10** – Don’t give in to insecurity. None of us are great bloggers to start with. Your job is simply to be competent. Create a post that is structured, clear and as free of typos and basic grammar mistakes. Then, you’ll evolve into even better writing from there.
- **Point # 11** – Replying to comments shows that you care, not only to those who’ve left comments. Consider emailing your readers to thank them for comments, probe for other questions they’d like you to address, get suggestions or their permission to be quoted in future posts. They generally respond very favorably.
- **Point # 12** – An editorial calendar comes in handy for blogs with multiple writers. It is also a good way to stay on top of a series of planned posts or the steps leading up to the launch of a new product or service.
- **Point #13** – Guest posting and social media, such as Twitter and Facebook, are my favorite and most effective ways of promoting my content.
- **Point # 14** – Give blogging a try. You don’t have to commit hours every week to it. If you just post once a week or every two weeks, that’s enough to build up some genuine momentum for your business blog. It’s a great way to bring in new clients, keep your current customers engaged for possible repeat business, remind everyone that you exist and occasionally let them know about a new service or product you have. Don’t



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ever think you're not good enough. Whether you're good or not, you can improve. Blogging is really rewarding and good fun.

Resources:

- <http://www.aliventures.com/>
- <http://twitter.com/#!/aliventures>
- <http://www.bloggers-guides.com/>