



**briar**  
copywriting

A copywriting  
guide:

How to start  
blogging

# Why do you want to blog?

## Why is blogging so good for business?

You've probably been advised by loads of people to start a blog, but is it right for your business?

Every business will benefit from a blog because:

- It's a vital part of your search optimisation strategy
- It will position you as an expert in your field
- Its a source of fresh content for your website
- Your customers and audience want information

But if you're going to take the plunge, you have to be sure you can maintain the constant stream of content your blog will need.

# The 3 things to think about before becoming a blogger.

## 1. How often will you blog?

Successful blogging takes stamina.

There's no point in publishing something once in a blue moon. If you want to see results you must settle on a posting frequency you can cope with.

Why?

As your readership grows, your fans will get to know when you publish new material and will be waiting for it. If that changes suddenly, they'll go and find a different blog to follow.

## 2. What will you blog about?

Rather than launching into a raft of posts that talk about all sorts of random things. Think carefully about what your audience wants to read.

# The 3 things to think about before becoming a blogger continued.

Assuming you're blogging as part of your business's marketing strategy the sensible thing to do is write about things that are relevant to your niche.

For example, I write about copywriting, marketing, blogging, social media, video marketing etc. If I suddenly started to publish things about fine dining and polo my readers would think I'd gone mad.

The key is to get known for your expertise.

## 3. How will you blog?

I'm guessing you follow other bloggers so you'll know there are a variety of post types.

You could go for "how to" articles, "top tips", comments on industry news, infographics, video etc.

It's a great idea to mix things up and use a variety of different types to keep your blog fresh and interesting.

# How to generate ideas.

Once you've decided on your niche and the type of posts you're going to write, you must think about how you're going to generate a constant stream of ideas.

Initially, you'll probably be overflowing with ideas, but what happens when they dry up?

Inspiration can strike anywhere so it's a good idea to keep a pen and note pad handy to jot things down as and when they come to you.

Other rich sources are:

- Newspapers and magazines
- TV
- Conversations with friends, colleagues and customers
- Social media

Just remember, if you're using other blogs, newspapers or magazines as a source of inspiration, always link back and credit the original source of the material.

# How to write winning blog posts.

When writing for the web always keep your writing punchy, scannable, relevant and interesting.

Make sure you write with personality, in a conversational tone that will engage your readers and make you sound human.

Below is a list of things to remember to make sure your posts are easy to read.

- A cracking headline that's relevant to your blog
- Use sub headings to break your post up into manageable chunks of information
- Include lots of white space so the reader isn't faced with a solid wall of text
- Use bulleted or numbered lists to add interest and highlight important points
- Use simple language (no reaching for the thesaurus) and no jargon
- Insert a call to action at the end
- Check and double check for typos before publishing
- Always reference any information you've sourced from elsewhere

# Common blogging mistakes to avoid.

We all make mistakes – yes, even you.

If after a while you find you're getting very little engagement through your blog posts (traffic, social shares or comments), make sure you're not making one of these common *faux pas*.

- Not giving your audience what they want
- Ignoring your niche and writing about things that have little relevance to your audience
- Writing poor quality posts
- Not following your publishing schedule
- Using poor headlines that don't inspire people to read on
- Writing in a stiff, unfriendly tone rather than an engaging conversational one
- Ignoring any comments that you do get
- No promotion of your posts through social media – if you don't tell people you've published something how will they know it's there?

Bloggging is hard work, but very rewarding if you stick with it. So there's only one thing for it – get bloggging.

# Get in touch....

I hope you found this short guide useful.

I'm constantly writing new guides, so come back again to see what's new.

If there's something you'd like to learn about that I haven't covered yet, drop me a line and let me know.

*Sally*



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