



# YOUR GUIDE TO WRITING A BLOG

CREATED BY LISA MILLAR

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for women entrepreneurs



## Hello and Welcome

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This guide will provide you with important tips and steps on how to write a blog. A bonus template is included to help get you started simply and efficiently.

Blogs are creative, conversational, informative works to be written with your audience's needs in mind. you are serving them by providing solutions, education, and resources to solve their pain points.

Think of yourself as a detective, sleuthing out why your clients are struggling with an issue. Then, solve the puzzle. Identify how your services and products can help, and write marketing content that speaks to their needs and your solutions.

Let's get started!

*Lisa Millar*

# What Online Blogging Does for Your Business

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A well-written blog will make your audience want to learn more about you and how you can help them. This is where consistent, high-quality content across your marketing mediums will land you clients.

## How Blogs Convert to Sales

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- Demonstrate your personality and brand
- Educate your audience
- Showcase your skills and talents
- Be a conversation starter
- Instigate comments and inquiries
- Generate warm leads where people reach out to you
- Keep readers on your website longer

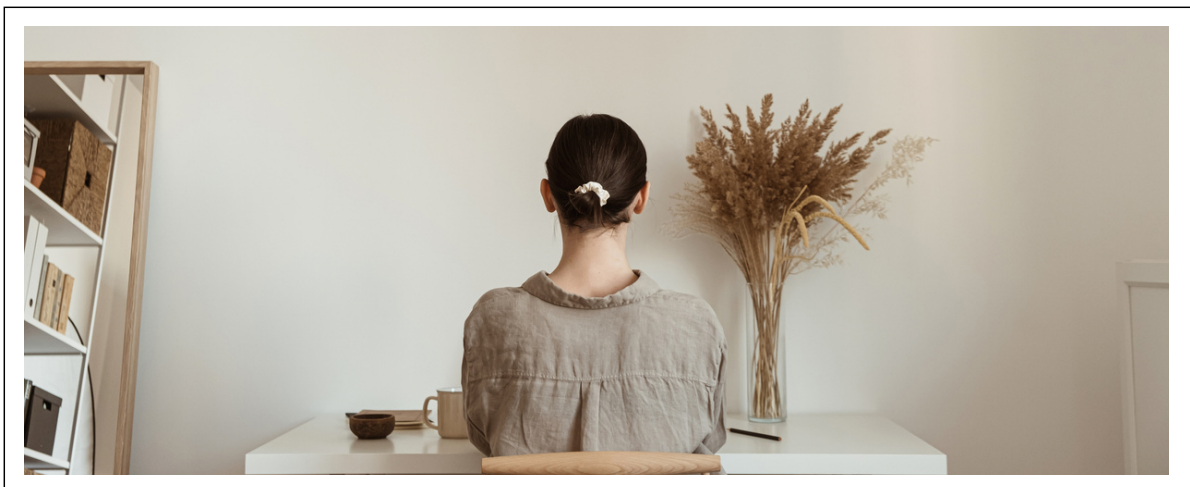




# Simple Truths About Blogs

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- Blogs **take time to write** and you must continuously post content monthly at a minimum, it is more effective done biweekly or weekly. Typically blogs are 500 to 2000 words in length each.
- Blogs **build relationships with readers** - being consistent, on-brand, focused, respectful and informative encourages people to get to 'know, like, and trust' you and your brand. This leads to sales.
- You need to **know your audience's pain points** and respond with SOLUTIONS to THEIR frustrations.
- Be **in alignment with your brand**, marketing plan, vision and goals, website, and social media posts.
- Rarely are blogs an overnight success - you **reap the benefits over time** when written in conjunction with a solid marketing plan.
- Don't be stingy with sharing tips and how to's with your audience - **scarcity thinking will not help you build revenue**





## Writing Tips

- Know the **purpose of your blog** - is it to sell a specific service or product, inform, or educate?
- **Titles and headlines matter.** Readers scan the headline first, then they view the top 1/3 fold of the page to decide if they will continue reading. That takes only 4-7 seconds.
- **Content must be well-organized, and easy to read** while being **SEO friendly**
- Too much detail, complicated language, bad grammar, and **lack of clarity and flow will turn readers off.** They will exit your website FAST.
- **Write engaging, relevant, and to-the-point content,** because **you want to KEEP the reader on your website.** Readers who stay get curious about what more you have to offer that can help them.
- Put a **Call To Action (CTA) in each blog,** with an embedded link to your relevant services and products or contact page.

# 7 Steps to Writing a Blog

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1. Decide on the topic and goal of the content
2. Prepare an outline ([see the template on the next page](#)). Include basic headings, subheadings, and key points of what you want to talk about.
3. Research SEO keywords & phrases, references, and data needed to write a good, value-focused blog. Use SEO keywords on repeat in the document.

Using headings and subheadings rather than large paragraphs helps with SEO. Blog readers skim and don't want to spend a lot of time reading paragraphs of detail.

4. Write a full rough draft of your blog. Ideally wait for at least 1/2 to 1 day before moving on to the final draft, as you will catch inconsistencies and errors more easily. Many bloggers write an outline one day, a rough draft the second day, and a final draft-edit the third day.
5. Write a final draft
6. Edit - for flow, clarity, staying on topic
7. Proofread & polish.

**You are now ready to choose images and upload your blog post to your website!**

# Basic Blog Template

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This is a simple starter template that can be varied, lengthened, and organized in endless different ways.

## **Title**

Use heading size 1

\*Example starters: "How to", "# Tips", "Guide to", "# Steps"

## **Introduction**

Heading not necessary

Start with a quote, question, or brief personal story related to the topic. Introduce the blog topic.

## **Heading(s)**

Use heading size 2

You may have more than one main heading if you have a few key ideas to discuss.

## **Subheading(s)**

Use heading size 3 or 4

This helps organize the key ideas into more detail while keeping it easy to read with flow and clarity.

## **Conclusion (subheading)**

Use heading size 2

Summarize key points in a few sentences. What action do you want the reader to take next?

## **Call to Action**

This is a sentence or two.

Use an embedded link to the action you want your potential customer to do next, such as go to your product or services page, landing page, or contact page.

# Final Thoughts

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✓ ***You be you and do not compare yourself to anyone else.*** Use your voice for good in the world. You are unique, lovely, creative, and have something important to say. Never let anyone rain on your parade.

✓ **When starting out writing blogs, you may only have a few readers** (including your best friend). Attention to your work will build over time with well-written, SEO-friendly content. Focus on your audience, and keep getting to know and interact with them to know what they struggle with and need.

✓ **Take care of your and your family's online safety.** There is a digital footprint where you travel online. When blogging and on your website, and social media platforms do not share your birthdate, home address, personal email, phone numbers, or kids' schools.



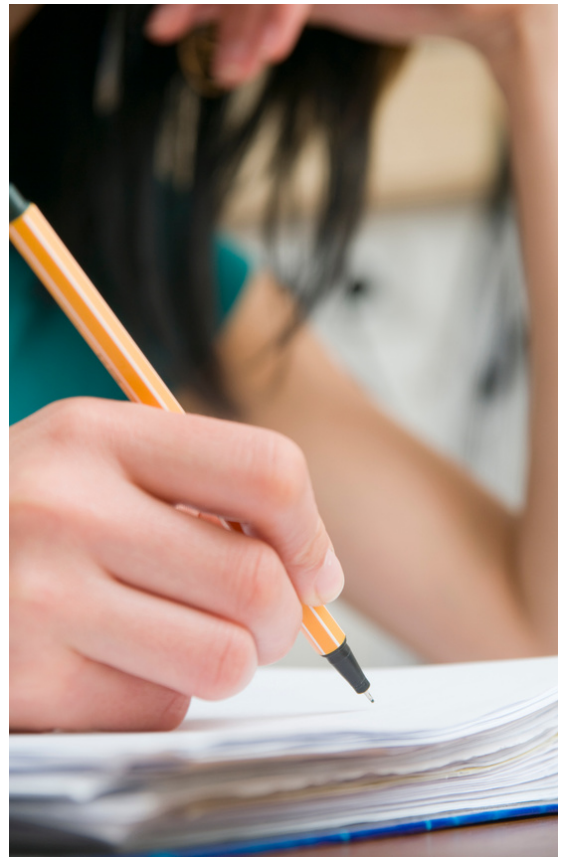


# *Thank you!*

Blog writing is a combination of imagination, creativity, research, and strategy. Designing written content for your business can be a very fulfilling task when you break it down into simple tasks and follow a process that works for you.

The reward will come when you see your blogs posted on your website, and future clients start calling!

*All the Best.* Lisa



## Do You Need More Help?

**Let's Connect**

*Running out of time, and want to get your content marketing going? If writing is not your gig, and you want fresh ideas and a content plan, let's connect and I can advise you on the steps to take to get unstuck.*

