

## Tips for Writing Blog Posts

1. You **MUST get personal**. People want to feel a connection to YOU. They want to get to know YOU. There is a ton of information in the world, so you can't deliver a teaching until you have their attention. This is where STORY comes into play.

2. Start with **YOUR story**. Write as if you were telling your best friend. "Dear Sue, this happened to me!"

Follow Joseph Campbell's archetypal hero's journey.

There are several steps in the journey, so for your blog include a **reluctant hero** (you or a client), a **challenge**, how you (or the client) **overcame it**, and how great your (their) life is as a **result**. Write from your heart and sprinkle in some of your **marketing words**.

3. Next, **provide one teaching** nugget. What can the reader learn from reading this story?

4. **Add your CTA (Call to Action)**. "I invite you to consider what would change if..... I have room on my calendar for 5 women who are serious about ..... Claim your complimentary "Sexy Name" telephone session today (link)."

### Copywriting Tips:

- Short paragraphs. 1-3 sentences
- Short sentences: no more than 17 words in any sentence
- Write at a 7<sup>th</sup> grade level.
- Write to one person, not to the masses.
- Use CAPITALIZED, **bold**, *italicized*, **larger** and **colored font** to make important ideas, thoughts stand out.
- Use wide margins on the right side to create shorter, easier to read lines.

5. **Add photos.** This enhances the message and engages at a deeper level. Photos of you are especially important to help your audience feel the know, like, trust factor. Use a combination of professional photos and selfies.

6. Post to your **website blog.**

7. **Email** to your list as either a solo email (with no other content attached) or as a part of your newsletter.

Use a subject line that will capture their interest. "Dog bites man" is not a story, "Man bites Dog" is. **Create a "Man Bites Dog" subject line.**

8. Post to your **social media accounts.** *\*\*Note: for Facebook, do not put links in the body of the post. They must be put in the comments section.\*\**

9. **Tag friends and followers** who are most likely to enjoy and comment on your post. The more comments you receive, the more widely Facebook will distribute the post.

*\*\* Create a blog circle of trusted colleagues who agree to comment on each other's posts weekly. Tag them! \*\**

10. Submit post to **article directories.**

11. **Use quotes and tidbits** from your post to create additional social media memes to be used throughout the week.

12. Be **consistent.** RELAX and have **fun.** Your style and your writing will evolve over time as your audience gets to know you.

Begin by writing twice a month and then expand into a weekly blog. This keeps you top of mind.