

Let's Talk About...

15 Proven Blog Writing Tips

To Grow Your Audience and Boost Revenue



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15 Proven Blog Writing Tips



So you're fairly new to all this website stuff and you've been told that you need to start blogging?

That's all well and good except you have no idea where to start.

Blogging is a great way to get your message, products and services in front of people but we know it's sometimes a struggle knowing where to start and what to write about.

We're not going to get too technical here talking about SEO (though blogging is really important for helping your website get found and noticed by Google)

We're going to focus much more on how to get going and get into good habits posting content, people want to read, about your business.

BUT I DON'T KNOW WHAT TO WRITE ABOUT

Well it's simple, you're writing about the things you have knowledge about in your business... that's what you write about.

Those common things customers ask about your business, that you have the passionate, knowledgeable answers to.

You write the question, you write a reply, you put it online and you have your first blog.

Yayyyyy... easy right?

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YES BUT I DON'T HAVE THE TIME!

Well that one is all about prioritising some time but not seeing it as a big onerous task. With a little bit of practice, you should be able to rattle off a simple blog in as little as 20 minutes, it may take a little more time to upload it and do all the necessary with it but again there are ways around this.

And ultimately, if you don't have the time, there's always people out there (like us) who can help you get started or provide a consistent blog writing service for you, so you don't have to worry.

But for now, here's a few tips we have put together after years of experience in the blog writing world to help you get started.

1 Keep It Simple

We are a great fans of keeping things really simple. Your audience won't have time to work through lots of jargon in long, monotonous posts.

So keep it really simple. Write as though you are talking to a 12 year old, this really helps you to focus your language, layout and description to keep it really simple.

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2 Find Your Writing Style That Suits Your Customers

In a blog, unless you are a VERY formal business (and even then I would advocate this) you should write as though you are speaking, it will really help your writing flow and keep it light and chatty in style.

Your reader is then more likely to feel connected with you, as it feels much more like a spoken conversation, than a written one.

3 Don't Be A Perfectionist

Good enough is good enough and the business owner who never puts anything out there because they are perfecting it, will never make sales. Get your blog written, of course proof read it or get someone else to proofread it for you and then it goes live. The great thing is, in the online world, unlike print, it can always be edited down the line.

4 Answer Questions

These are the easiest types of content to come up with. You will know the type of questions in your business that you get asked again and again. Have a brainstorm and write them all down and then start a Q & A series where you cover individual topics. Remember back to point one KEEP IT SIMPLE, don't try and cover too many answers in one blog. Less is more!

5 Use Bullet Points, Numbers and Images

Think about your reader and the journey through your blog. We are all busy people so you want your reader to consume your content quickly and easily without getting bored before the end. A way to do this is short paragraphs, space in between, use numbers or bullet point lists and use images to guide your reader through your story. By doing this, you appear to have a lot of content when in actual fact it's just a few words padded out to appear longer but it's much easier to read.

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6 Try To Keep The Content Evergreen

You've heard of evergreen shrubs and trees right? Well think along the same lines with your blog. In the main, try and blog on topics that will come up again and again for your readers. It's OK to blog about topics that are seasonal or in the headlines but remember, this soon loses its relevance and has a very short life span, whereas those generic topics can be shared again and again with your audience. If you're writing about something that may well change, it's worth going back and updating that blog with new and refreshed content and let the reader know at the top when it was last updated.

7 Write Like A Human Speaking To A Human

Try and think about your blog as though you are having a conversation for real with one person, the same as you would face to face. This will really help your writing style and keep you on track with your content and language. The key to bear in mind here is your blog is not addressing a large audience, although a large audience may ultimately consume the content, you are feeding content person by person, one at a time.

8 Connect With Your Audience

Think about who you are writing to. What does your audience look and feel like? If you are a wedding coordinator writing a blog called '5 Top Tips To Make Your Big Day Run Like Clockwork' then think about who will be reading this.

Will it be the bride or the groom in the main? As you would write differently in tone and content for a female audience than you would for a male audience. If you are trying to reach out to both, then why not do 2 blogs with specifics to each sector of your audience.

It's better to talk directly to a niche group who then engage with you again and again, rather than generalise too much and no one really connects with your content.

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9 Use A Timer

This is here for one main reason, to keep you on track and get your blog published. It's easy to procrastinate and think you have all afternoon to complete a blog, especially when you have no one to be accountable to. So be accountable to the timer. Set yourself a realistic time to complete the blog and get on with it.

10 Show Your Personality

When writing, don't be afraid to show off your own personality, don't get stuck in being beige and bland.

Think about how you would be normally as a person and try to portray some of those qualities. You want your reader to come back for more of your content so they need to feel they have connected with you in some way.

Remember, 'people buy people' and this applies to buying into your content too. A word of caution here though, unless you are aiming for controversy and are prepared to deal with the fallout of this, don't be too controversial in your views, opinions and expressions as you will definitely alienate some of your readers.

11 Write The Whole Thing

Don't start your blog, then go off and do something else part way through. When you start writing, unless something serious pulls you away (this doesn't include opening emails, taking telephone calls or answering text messages) then write the whole thing.

If you get distracted in the middle of your writing flow, it can then be really difficult to come back to it and the tone and content in the second half can feel really different than the first bit. I have done this myself and in the end I have had to write the blog from scratch again to get the overall feel and flow right, which is a waste of your precious time.

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12 Solve Problems

Most people are scouring the internet looking for solutions to their problems, so make sure your blog is doing just that.

The way you can do this is through your title as well as your content. Using lists, questions, tips and more is a great way to engage readers. '5 Ways You Can Look After Your New Carpet', '11 Things Your Small Business Website Needs Right Now!' "Top Tips When Buying A New Oven". You get the gist. Think about what problems you solve and what you search for and then do the same with your content.

13 Include A Call To Action

A call to action is exactly that, it is woven into your blog, usually at the end but doesn't have to be, to encourage your reader to take further action so they don't simply read and leave.

This may be directing them to a product or service that solves the problem, a signup page on your website, or simply to make a call or connect on social media.

That way your blog is guiding your reader through a journey which will hopefully result in them becoming a customer of yours.

14 Less Is More & Make it Scannable

We are all busy people, presented with hundreds of marketing messages every day so the last thing your reader will want is a huge long article that requires them to scroll and scroll to read the whole thing.

The trick is to hook people in with a summary and hopefully pique their interest to read more.

A great way to do this is to use the **tl;dr** abbreviation at the start of your blog. This stands for **Too Long, Didn't Read** - which in effect means you are summarising the whole blog into a short paragraph.

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15 And Finally... Have Fun!

We are firm believers that business should be fun. Even the most serious of subjects, as the business owner, you should enjoy writing about and get a real buzz from sharing your knowledge and expertise.

So relax and enjoy the process. Be proud of what you produce.

Final Thoughts - Should I Just Use AI To Write My Blog?

Starting your blogging journey can be an exciting adventure! One of the most helpful tools you can use along the way is artificial intelligence (AI).

Think of AI as your friendly assistant—there to lend a hand rather than take your place. With its ability to generate ideas, suggest edits, and provide insightful tips, AI can make the writing process smoother and more enjoyable.

That said, it's important to remember that AI cannot replace your unique voice and creativity.

Your readers are looking for your personal stories, insights, and perspectives that only you can provide. So, while AI can assist in organizing your thoughts or enhancing your writing, the heart of your blog should always come from you.

So, embrace AI as a partner in your blogging journey! Use it to help brainstorm topics or refine your drafts, but don't forget to infuse your content with your authentic self. By blending your creativity with the capabilities of AI, you can craft engaging and high-quality blog posts that truly resonate with your audience.

Happy writing!

P.S - Just to prove the point, the above was written with ChatGPT and NOT edited and as you can see, while its adequate, has a totally different feel to the rest of my writing.

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SO THERE WE HAVE IT - 15 TIPS TO GET YOUR BLOG UP AND RUNNING QUICKLY

If at the end of this, you are still feeling daunted by blog writing and simply don't want to put pen to paper so to speak, then find someone who can do this for you.

Perhaps you have an employee in your business who loves to write. Give them a few titles and ask them to get something over to you.

And if all else fails, speak to a copywriter, give them your brief and get them writing on your behalf.

The same goes here for getting your blog uploaded to your website. If this sort of thing takes you an age to do, write your blog and fire it off to your web developer to add it for you.

Most of all, we want you to get your blog up and running in the shortest time scale, with the least effort and the most enjoyment. We look forward to reading your blogs and seeing what you've got to say. It's often easier to let someone you know see them first!



DAVID & GAYNOR RAMSDEN



WE HELP YOU...

Communicate Your Brand!
Connect You With The Right People
Convert Them Raving Loyal Fans

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HOW WE HELP

- Social Media Marketing
- Copywriting & Content Creation
- Newsletters and Blog Writing
- Sounding Board Biz Coaching
- Training and Business Building Workshops
- One to One Social Media Training

SO WHAT NOW?

We hope you loved all the ideas and have already started to implement some of the ideas already

WANT MORE?

Get in touch with us to discuss any of our services or to book a power hour or discovery call around how we can help you grow your business

You can connect with us on whatsapp or book a power hour with us on [this link](#)



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ACTION

PLAN

THINK ABOUT YOUR BLOG AND WRITE THE ANSWERS TO SOME OF THE QUESTIONS BELOW

CHOOSE
YOUR
NICHE

WRITE 2 - 3 SUBJECTS YOU KNOW REALLY WELL

CREATE A
CONTENT
PLAN

HOW OFTEN ARE YOU GOING TO BLOG, HOW LONG WILL THE BLOGS BE

BLOG
ONE

PLAN YOUR FIRST BLOGS TITLE, MAIN IDEA, CALL TO ACTION
TITLE
MAIN IDEA
CALL TO ACTION

BLOG
TWO

TITLE
MAIN IDEA
CALL TO ACTION

BLOG
THREE

TITLE
MAIN IDEA
CALL TO ACTION

DECIDE
WHERE
TO
PROMOTE

WRITE ALL THE PLACES YOU WILL SHARE AND PROMOTE YOUR BLOG TO GET IT OUT THERE