

# Writing a Blog

## Team Blogs

- These MUST be different
- Not so "static"
- LESS pursuing personal agendas
- More seeking comment
- Wanting broader engagement
- Everyone gains by being involved- remember!
- Strive for even higher quality content

## YOUR Needs To Do

- Write about the things that interest you
- Only write what you know
- Show an author who cares deeply
- Write for people first, search engines second
- Does it flow smoothly and sound good
- A subject not covered to 'death' by others
- A new point of view, or a reinforcing of a topic
- Mix short and longer posts
- Take your time when writing
- Allow yourself enough time, don't rush
- Proofread your work before posting
- Read other Blogs and learn from them
- Pay attention to emerging themes
- Give some main content early
- People come for the content

## Answer your own key questions

- Is it authoritative enough?
- Is it a true resource?
- Will it prompt interest, comment or referencing
- Does it provide quality content?

## Authoritative Content

- Maintain YOUR character & personality
- Create a step-by-step- the how to
- Create lists for ease of reading
- Tell stories and show examples
- Link to good resources
- Write a final summary, the take away

## Opening Paragraphs

- Critical to draw in
- Sets up the post
- Focus on your readers 'need'
- Provide an executive summary if long

## The BIG idea

- Be inspired
- Write and build from a creative angle
- What are the benefits to your readers
- What does the idea convey
- Fit the idea into your subject niche
- Get to know your audience
- Don't be afraid to be different

## The Headline

- Be Bold
- State the Benefits
- Describe early what you are writing about

## What is quality content?

- Does it satisfy a need or desire?
- Do people find it useful?
- Is it informative or entertaining?
- Does it make people want to return?
- Will people find it valuable?
- Has it origin and interesting?

## Different Approaches Where Possible

- Start writing a collection of themes for posts
- Plan entries in advance or life is to random?
- Have a notebook for jotting down blog ideas
- Read everything and anything that helps
- Refuse to stay 'fixed' on one specific area
- Offer some surprise and amusement
- Try not to be too predictable in content
- Remain curious, keep learning, acknowledge others
- Don't reveal all in one go, gradually allow yourself to come through and what you value and stand for
- Don't worry about it, always move on to better Blogs
- It is ALWAYS a dialogue with readers
- Seek feedback and input- it HELPS
- Keep those Blog spirits up and be inspired

## Add Images

- Use good quality ones
- Easily symbolize what the post is about
- Be 'representative' of the post

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Sources:  
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2. [www.idiotsguidetoblogging.com](http://www.idiotsguidetoblogging.com).  
3. The Procrastinators Guide to Writing Blogs  
4. Paul Hobcraft