



How to Write Blog Posts Your Audience Wants to Read Mini-Ebook

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The Secret to Creating Posts Your Audience Will Want to Read

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The Basics

- You want to grab your readers' attention with a catchy title, and follow through with valuable content. Write content that is related to your niche. (If you write a travel blog, you will not write a post about shoes. Instead, you might write a post that talks about *How to Travel to _____ on a Budget.*) [10 Incredible Individuals](#) This post is directly connected to my **Teachers- (Parents/Librarians) section.**
- Brainstorm topics you are knowledgeable about, and meaningful for your audience. If you are not sure what your audience is interested in, post a survey. Check social media to see what is trending in your field. Pinterest is a great place for most niches to find captivating ideas for posts.
- Create posts in Word or some other writing program first and save FREQUENTLY (at least every 10 minutes).
- You will want 3-5 posts ready to go. You might consider posting your first post and then waiting to get some traffic to your blog before posting your second post.
- You can schedule when your posts will go live on your hosting site. My recommendation is if you have a schedule in mind like two times a week, set up those initial posts spaced out according to your schedule.
- Make sure that your posts are legible (font & size).
- Create your own content. Copying someone else's content will make you lose credibility, trust from your audience, and might even be grounds for legal action. Using your own talents allows you to be creative, trustworthy, open you up to make authentic connections with people, and gives you a sense of accomplishment.

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- Be sure to include a discloser at the top of your posts if you are using any type of monetizing links. This is mandatory by the FTC, and I believe this builds trust with your readers.
- If you are just starting a blog, you will want 3-5 posts ready to go. Run them through [*Grammarly](#) to check spelling and grammar. Numerous spelling, grammar, and usage mistakes can distract your readers from your content, and it comes across as unprofessional. However, a well-written post shows your readers that you put time and effort into your posts. Quality posts are essential if you chose to monetize your blog.
- Engage your readers. At the end of your post, ask your audience a question. This allows you to make connections, find out their interests, and increase traffic to your site.
- Add several quality photographs to your posts. This will draw more attention to your social media accounts, pictures help you tell your story, and they will most likely attract more people to your blog.
- Be mindful of SEO. I use and highly recommend the Yoast SEO plugin.

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Consider finding a happy medium when writing about a topic.

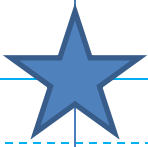
- **Too Narrow: A review of (insert some tiny pub off the beaten path in a small town in England)**
- When your topic is too narrow, there is a risk that your audience will not be interested, and you will not have much to write about.

- **Too Broad: Top 100 Tourist Attractions in Europe**
- On the other hand, when your topic is too broad, then the task of writing a substantial piece becomes overwhelming and unfocused. Therefore, your post might just become a laundry list.

- **Just Right: The Top 5 Tourist Attractions in London**
- This type of post will allow you to write a more focused post, but at the same time, allows you to be flexible about how many details you want to provide for each attraction.

- Put yourself in your audience's shoes. Think about how you would want your topic presented to you if you have never experienced a trip to London before, but you want to entice your readers to go. This will also appeal to people that have been to London, and want to share their experiences at these attractions.

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Blog Post Ideas

- Solve a problem your readers have. How to _____ (ex: How to Stop your Toddler's Temper Tantrum (parent bloggers)),
- Top 9 _____ (ex: Top 9 Tourist Attractions in London (Travel bloggers), There is now evidence to support more views for odd numbered posts.
- Review of books, products, travel experiences..., [One of us is Lying by Karen McManus](#)
- Posts related to inspirational quotes,
- Holiday posts- go beyond Christmas, Valentine's Day, Fourth of July and so on (ex: Four Festive Foods for a Fourth of July BBQ (food bloggers)) [10 Best Happy Halloween Family Friendly Movies](#)
- DIY posts- (ex: How to Make a Spring Wreath (craft bloggers)),
- List of tips – (ex: 10 Tips to Organize Your Whole House (Organizational/Home/Lifestyle bloggers)),
- Find out the _____ Best Kept Secrets in _____
- Budgeting –how people can save money
- Round up- asking several other bloggers about their experiences, and providing links their sites as a source. This creates good will and relationships. Many times, they will return the favor.
- Guest Posts- writing a post for a different blog, or having someone create a post and put it on your blog. Either way, it expands your audience.
- Interviews- Interviewing another blogger, author, someone relevant in your niche of blogging that is well known.

Back up your titles with quality post content. If you don't, you will probably drive people away.