BLOGGING CHEAT SHEET

Discover the magic of blogging

Your blog is there to show personality, prove your expertise, educate, and share stories that help your audience see how you help others just like them.

Start with a great headline

A great headline makes a clear promise to the reader what they will learn from the post. Try mixing it up with the following different types:

- List posts / collection of useful tips
- How to/Step by Step
- Mystery Unknown / "That one thing"
- Case study (with most interesting part of the story in the headline)
- Referencing current events/news

Each post should have a well chosen, properly sized picture (at least one - at the top of the post)

Make sure the picture is the width of the collumn of text, as this is more pleasing to the eye. Images should be properly licenced from photo libraries or taken by you (not stolen from Google Images!)

Break up the text with bullets and subheadings

If people can skim read the post and it still makes sense to them, then they are more likely to share the post.

Plan for variety

Blog posts can be about team news, latest projects, company news, interesting stats, and educational common sense tips. You can embed videos and infographics and include guest blogs and interviews.

Reinforce key messages

Identify the beliefs you want people to have about you and your business. For example you may want poeple to believe that you are extremely knowledgable about streamlining business processes. Then create several different blog posts and content around that belief. And do the same for other key messages. And then mix it up.

Sharing your posts

Once you have written and published your amazing new blog post, make sure you share it:

- **Twitter:** You can tweet a shortened URL link to the post. For some posts, this can be done once in a while in between other tweets
- **LinkedIn:** Share the link on your company LinkedIn page. Include it in the "publications" on personal LinkedIn pages for your team. Include it in the status updates.
- **Email sigature:** Include link to a really great blog post in your email signatures.
- **Personalised email:** Send the link to a specific post to clients/prospects who you think will be interested in that post
- **Email newsletter:** Reference and link to blog posts in your email newsletters