How to Write a Blog Post

Probably the single biggest hurdle you have to overcome when it comes to blog marketing is writing effective blog posts.

**After all, you need people to
FIND you, READ your information, and TAKE ACTION**

Here are 10 super-simple tips you can implement right away:

1. optimal length = 250 to 400 words

2. always use an introduction of 2 - 4 sentences to set up the article

3. focus on ONE point

4. inject some personality -- keep it "real" with a conversational style

5. write TO a person, not FOR an audience

6. make sure you link to AT LEAST ONE action page

7. ask your reader to do SOMETHING -- always use a strong "call to action"

8. avoid technical language/jargon -- unless your audience "gets it"

9. follow the rule of: "you/your/yours" at least twice as much as "i/we/mine"

10. avoid conditional language, such as "if" - "perhaps" - "maybe", etc.

If your post is going to be a long one, consider breaking it up into smaller parts, i.e. more blog posts.

Always write with a keyword in mind. The key to getting TRAFFIC to your site is by writing about topics that people are actively searching for online.

Remember to ask your reader to do something!

Anything! After all, you did all this work to finally get their attention (and that's a HUGE accomplishment) so capitalize on the opportunity to: build a following, create a lead, sell a product, get a referral.

You'll be amazed at the results by simply asking.

Does that make sense?

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