PLATFORM UNIVERSITY PRESENTS



REGIPE

for a Killer Blog Post

7 STEPS to CREATING CONTENT THAT GETS READ and SHARED



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I STARTED BLOGGING IN 2004

For my first four years of blogging, I couldn't attract more than 700 readers a month. It felt like I was trying to punch through an invisibe ceiling. Then, something happened in 2008 where I hit an inflection point and things took off.

Since that time, things have continued to grow. I have written over 1,500 blog posts. I am averaging over 450,000 unique vistors a month and 800,000 page views a month.

In retrospect, I was following a very specific recipe—I just didn't know it. Now, I have gone back and deconstructed that same recipe.

IF YOU WANT TO BE A BETTER COOK, IT HELPS TO HAVE A RECIPE.

The same is true with blogging

In this infographic I want to share my recipe for writing a killer blog post with YOU. If you want to be successful in a platform, you are going to have to get good at this and a recipe will help.

OINGREDIENTS

Before we get started, you will need to assemble a few ingredients:



FOUNDATIONAL ★ ELEMENT ★

Before you begin

determine the purpose of your post. Stay focused on that objective for maximum impact. There are three options.

> PERSUADE ENABLE ENTERTAIN

DIRECTIONS



YOU CAN WRITE A

— killer blog post —

BY FOLLOWING THIS

seven-step recipe



Step 1 FOCUS ON THE READER

FOCUS ON THE

WHY?

"People aren't motivated by what's important. They're motivated by 'What's in it for me?" —Nancy Duarte

If something is not relevant, readers will bounce off and go elsewhere.

- Survey your current readers.
- Summarize your insights in a blog post.

CHOOSE YOUR AUTHENTIC VOICE

WHY?

To communicate effectively, you need to identify the role you play in the mind of the reader. This cannot be aspirational. It must be true to where you are now.

DON'T TRY TO FAKE IT.

- Decide which voice is most authentic for you.
- Begin writing in this voice.



WHY?

The purpose of a headline is to convince a potential reader to actually read your post. Here are three of my favorite templates to get you started.

A NUMBERED SEQUENCE

• 5 Reasons Your Should Take a Nap Every Day

A PROVOCATIVE QUESTION

• What is the Internet Doing to Our Brains?

A HOW-TO

• How to Launch a Self-Hosted Wordpress Blog in 20 Minutes or Less

FOR MORE TEMPLATES, CHECK OUT, <u>Advertising headlines that make you rich</u> by david garfinkel.

- Write three headlines for every new post you write.
- Select and use the best one.



INCLUDE A Relevant PHOTO



WHY?

Your audience has been conditioned by other media to like images. These serve to grab attention and further communicate your message.

You can use

YOUR PERSONAL ARCHIVE, IPHOTO, INSTAGRAM, ETC.
SHUTTERSTOCK.COM (PAID)
FLICKR.COM/CREATIVECOMMONS (FREE)

- Start including a compelling photo with every post.
- Make sure to avoid photos that are cliché.



WHY?

People connect with stories, and they want to get to know you. These stories give dimension to your online persona, and built trust with your audience. Stories also allow your audience to get in sync with you.

- Make a list of every personal story you can remember, along with the principle it illustrates.
- Keep a daily journal of new experiences.



WHY?

Studies show that people are reading more than ever. The problem is, the are reading in a new way—they are scanning. To help your readers immediately see how your content is relevant to them, write copy that is scannable and easy to skim.

- Make liberal use of subheads, bullets, and/or numbers.
- Break up compound sentences and long paragraphs.



WHY?

Friction inhibits sharing. If you make it complicated or difficult, people won't take the action you want them to take. Your goal is to make it quick and easy for readers to share your latest post.

You can do this by adding share icons to your blog, Displaying comment, share counts, an option to email or print, and by pre-populating the post with your title and name.

- Install a social sharing plugin.
- Display your comment and share counts.

Conclusion

- 1. FOCUS ON THE READER.
- 2. SPEAK IN YOUR AUTHENTIC VOICE.
- 3. CREATE A POWERFUL HEADLINE.

- 4. INCLUDE A RELEVANT PHOTO.
- 5. LEAD WITH A PERSONAL STORY.
- **6. WRITE SCANNABLE COPY.**

7. MAKE YOUR POSTS EASY TO SHARE



While there is no silver bullet for writing blog posts that get read and shared, there is a proven recipe for success. Follow the simple steps shared here, and you're sure to see tremendous growth in both your traffic and engagement.

FOR MORE INFORMATION ON HOW TO GET NOTICED IN A NOISY WORLD CHECK OUT



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