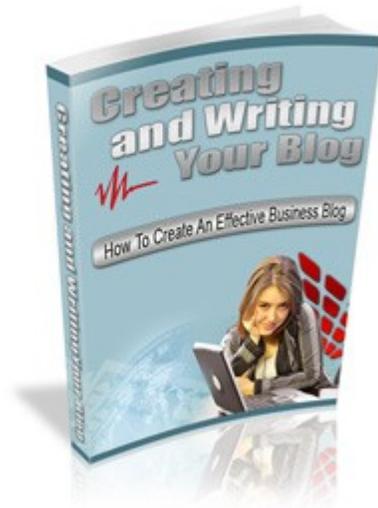


# Creating and Writing Your Blog



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## **How To Write Great Blog Content**

The success of a blog lies in the content. It is the content and the key words that consistently attract potential customers. Great blog content literally means something different on every blog. Great blog content is researched and not impulsive. You cannot treat the blog as an experimental playground and expect it to work for you. It is designed to mean business and make your presence felt online and you have to ensure it performs the way you want it to.

### **The essentials of blogging:**

There are a number of essentials that need to be kept in place for good blog content. Never underestimate the power of a great title. The title has great potential in reaching out to the target audience and raking in the moolah. The title of your blog needs to make an instant impact on the reader. If you are tapping search engines and social bookmarking sites for the title, also research on how it will possibly influence the readers. Tie up with family, relatives and friends for this and ask for an honest opinion. Include visits in your blog. A well-written list post can make a big difference to the blog.

Great blog content is about being original. It is your blog and a great blog will have content that makes a difference and does not always agree with relevant current issues. Speak your mind through the blog and whatever you wish to share, do so in a creative and fresh way. Most online readers scan content. Hence, visual cues alongside content will be a great way of ensuring focus on important points. Great blog content is always researched. You will have people coming back for more each time you update content, if you work on it with diligence. A simple technique for great blog content is choosing the images you include on the blog, in such a way that readership increases. Images communicate more effectively than words sometimes.

### **A slow and steady start:**

Great blog content can be truly great, if you confine your endeavor to one or two blogs at the most. Don't try to join the band wagon initially by creating many blogs. They end up as spam blogs and appear just as confusing to understand as your frame of mind, when trying to do justice to each. The blog content needs to be correct and precise and a slow start gives you a better track. Plagiarized content will act like a plague and keep readers away from you. Offer only genuine and original content written by you and watch the blog attract the right attention.

Develop a style that is all your own. Stay within the general acceptable practices of blogging and develop a content style that makes the blog content stand apart. Add 1 or 2 high quality posts a week rather than trying to hurry up with a daily target. The quality of the posts makes the impact and not the quantity. Avoid writing long articles. Instead write short ones with a lot of potent and scope. Maintain a data base on your computing machine and use draft and future posting features effectively. Blog on what you believe. If you don't believe in the content, you will find it hard to convince another about the subject matter.

Focus on producing content on a regular and predictable basis. Maintain a reserve of posts to draw from and avoid the dry spells because they only have a negative impact on readership.

You could plan and work upon a stock pile of posts. Great blog content offers information and insight into issues that the reader has not encountered before.

## **How I became An Expert At Blogging**

Like any other novice down the road, I was a total dummy to blogging once upon a time. While people all around kept talking about it, and how great it was to keep updated, and to be familiar and famous with blogs, I realized though not very late as to even make some dough out of it! Does this ring a similar bell to anyone of you? Well then do not worry, read on and you will get to know some tips to become an expert at blogging in a jiffy. Here I will share with you some basics that will transform you to become a successful blogger. Following these tips helped me to carve out my own niche into the blogosphere.

After a lot of net surfing and soul searching, I came up with the best recipe for successful blogging. Just take one portion of knowledge, two portions of innovation, half a portion of benefaction, a little of talent and a sprinkle of skill to add that tangy twist and of course a generous helping of humble ambition. Blend all of these together and spread it evenly over the web space. Let it settle and there you have got the perfect blog ready to make waves on the Internet!

On a more serious note, here are some traits you need to develop for becoming a pro at blogging. It is essential to have a passion for your work, and your write-ups and posts will reflect it. Avid debates and ardent follow-ups will take your blogs a cut above the rest. A strong belief in yourself and the self-assurance that your opinions deserve to be heard can be easily deciphered in your writing style, which could lead to appreciation and worthwhile viewerships.

Add, innovation to your scripts. Through brainstorming you can come up with unique ideas. These will help you to set trends, but remember to give authentic information that has relevance. Analyze your work to add something new. Original and compelling content always wins a good audience. A spin on any old topic is also a good idea to rejuvenate it and present it in a more appealing form. All of these can display your unique witting skill in your blogs.

A dash of humor really revitalizes your writing. Keep a free reign on your sense of humor. A witty post can grab the immediate attention of your readers and hook them on. You will find that in no time your readers will comment and link to the post. This way you not only get plenty of links, but also can self promote your work to form your network.

Feedbacks are necessary even in blogosphere. Once you have bagged a good number of readers for your blogs, then you have to devote time religiously to respond to all comments and suggestions coming from the readers. You will not only gain their loyalty, but also get new ideas for developing some innovative content for your next posts.

Finally being an expert on blogging requires all of the above and of course the will and courage to surpass the first phase of anonymity in the blogosphere. So stick your guns, and learn from your mistakes. You will soon be an adept blogger.

## **Learn To Blog For Money**

Blogs, a conversational and informal style of writing on the Internet, has provided numerous opportunities for bloggers to make money. This rewarding career has made bloggers spread their interests across multiple revenue streams. But, generating money from your blogs is challenging too. So, you have to provide a blog that is valuable and good in content and quality.

Here are some good tips to generate income from blogs. Try these methods to help you become a better blogger.

**You have to be web savvy:** This means you should be comfortable enough to surf Internet and be familiar with some web technologies. Web technologies do not require any technical skills. But, you should be aware of things like search engine optimization. Otherwise you may have to cripple your search engine rankings compared to those, who have better knowledge about SEO.

**Making money out of blogs is a balancing act:** You have to strike a balance between your needs as also that of your visitors, the search engines, and those linked with you. Sometimes minor things such as the title of the web page also count. The title of the page should be catchy, so as to draw visitors to the blog. Overlooking this may divert traffic away.

Changes take place often in blogosphere and these changes are the source of opportunities. You need to recognize and accept these changes and understand them before they disappear. And, if you hesitate or delay, then you may miss the opportunity, as opportunities are temporary. If you don't implement them, you may simply lose out on the money. You will also lose your trackers and visitors, and the opportunity to build traffic to benefit more people.

Another important point to keep in mind if you want to make money from blogging, is the traffic. As an increasing number of visitors come to your site, you generate income through ad clicks, more product sales, more affiliate sales, more consulting leads and more donations. So, traffic is your key to generate more online income. So, double your traffic and you will double your income.

Initially it will be difficult for you to decide on which potential stream to choose from, as there are many available in the market. So, leave your options open and try every possibility that is reasonable to you. Test it for a month or two and see the results. If that is not working, you can always try another. However, don't make money your sole motivation for your blogs, as it is a reward for your hard work and effort. Writing blogs should be your passion and money will add to the fire of your passion to make it better by the day.

Never hesitate, if you get an opportunity to earn from blogs. Consider these points and you could well be on your way to success.

## **Become A Successful Blogger In A Few Easy Steps**

Blogging today has become a profitable business. One can make easy and big money by Blogging. All you need is a passion and interest to earn that money. The blogosphere is nothing but a web of connections made by links from blog to blog. When people browse, they are always searching for articles of interest and sometimes come across articles they never thought they would even go through. The reader sometimes suddenly finds these articles so interesting that he reads the whole article. When do you think this arousing of keen interest does happen to the reader? This would only happen, if the writer has put his heart and soul to write the article with all the passion and search to produce this effective article. This is what, all writing a Blog is all about. Let us check in this article, how you can become a successful Blogger in a few easy steps.

To start with the first step, I would say that the Introductory Part of the article is very important. Whenever you begin to write the introduction it has to be interesting because only an interesting and catchy introduction will make the reader read more. You need to make your introduction more professional and interesting to catch the imagination of the reader. A great introduction also gives your readers something substantial and a good ground to quote, if they decide to link to your article, or even submit it to a social book-marking site. Speaking of paragraphs, try and make relevant paragraphs, so that there is a link in all the paragraphs. Be precise, clear and interesting in what you write. Don't break important information in the paragraphs because a person may tend to lose the link and in the bargain lose interest as well.

Make your article attractive to be successful. Just writing only a simple article will make the article dull and boring. Make it interesting by adding visual elements to it. Describe your writing with visual content, so that it looks attractive and makes it simpler and easier for the reader to grasp. Sometimes your sentence may not make all the sense to the reader, but the picture content will give a clear idea of what you would like to represent and convey to the reader. You can be creative and put your imagination in pictures and force the reader to imagine in the same way. This is one way you can become a successful Blogger.

Create a structure for your article. What I mean is organize your content in a manner that is easy to understand. When you want to emphasize on a certain point create a heading and make it bold. Try and explain in detail with simple and easy language. Highlighting key pieces of your article through the use of bold type or emphasizing words through italics, lets your readers know where to focus and it is handy for those, who are skimming. Make your article easy to read by choosing the right font size. Line spacing is also important, so take care.

Add links and block quotes where required. Be professional, impressive and creative to make yourself a successful Blogger.

## **The How And Why Of Blogging**

If you are asked to define modern culture and you are at a loss for words, feel free to use an apt phrase: 'Blog culture'. Particularly after the revolution brought about by laptops and notebooks, it is no longer an exaggeration to describe the contemporary times as the Blog era. Honestly, if you are not already blogging, you are lagging behind and aren't living in the contemporary world. Today, blogging is the most favorite pastime of all those, who are fond of reading and expressing themselves. Whether you like to think on burning issues or trivial mundane matters, Blog is your platform to express yourself.

### **How to go blogging?**

The first step towards creating your own blog is to find a blogging provider. Explore a good number of sites to find out the features offered by them either free or for a marginal fee. You have a plethora of sites to choose from. Choose one that arouses an instant liking in you. The majority of these sites offer you ready-made templates and push-button publishing for which you don't have to be too tech savvy.

As soon as you sign, you have in front of you ready-to-use templates to select from. After selecting one of them, personalize it by adding your name, hobbies, images etc.

Feel free to use freebies such as images, buttons, moods, blog chinks, guest maps, guest books, tag-boards, comment-boxes for readers' inputs.

Now you have to determine whether you want your blog to be exclusively private for yourself and may be your family or you want all Net visitors to be able to view it. Password-protect facility prevents others from viewing your posts.

Now figure out the format of your blog, that is how it should look. Select a color scheme and layout. Exercise your option to either choose one of the available ready layouts and schemes or put together something on your own. Now your blog has been set up. In order to test it out, post a few pieces adjusting the layout and style. It is a good idea to write something beforehand and keep it ready to post. Keep adding to it on a regular basis, if not daily according to the availability of your free time. When you run out of ideas visit other blogs to pick up something to write on. While visiting other blogs you may leave your comments adding your own blogging address, so that others could visit you as well.

Thankfully there are a couple of sites equipped with Photoshop and HTML tutorials that can help you make your site more attractive.

Don't feel shy about publishing your blog by sending its URL to your friends and well-wishers. Leaving your URL with your posts, when you visit other people's blogs is a good idea.

### **Why blogging?**

Blogging is the best way to communicate not only with your friends, but also with the world at large without intruding on anyone's privacy. You are not claiming anyone's time on your own.

You are not demanding their attention. Nevertheless, by blogging you interact with the world and the world interacts with you without coming in anyone's way. Blogging is a way of socializing without stirring out of your living room and without dragging others out of their own houses. Blogging is a public platform to share with the private world of your own thoughts and feelings.

## **How To Create An Effective Business Blog**

Blogs are mediums for online presence. They are not spaces used like brochures. Instead they are places to share useful content. A business blog enables you to self-promote by demonstrating your leadership via writing creative articles on topics relevant to the products or services you promote. A business blog should be more in the form of sponsorship than a sale. 80% of the business blog should be dedicated to sharing knowledge, and 20% on promotion.

### **Business blogs:**

A blog is an online space, where employees can interact with customers and prospects in their own unique styles. The business blog enables in-house contributors to demonstrate collected knowledge and expertise and have informal conversations with customers and prospects. The business blog is a well-written and informative newsletter. It is designed to be easier, faster and cheaper than other mediums of marketing.

### **Creating an effective business blog:**

First and foremost select a blog hosting service that is easy to use and offers maximum advantage. You could also consider hosting the blog on your own existing business web site, after checking the RSS feed capabilities and the dedicated Track-back functionality.

Decide on who will write for the blog. Your options include somebody in the company. Whether offered in house or outsourced, you should make sure that the person or person's writing for the business blog have decent writing skills and knowledge of the value you wish to offer customers and prospects. You could source the job to the customer service reps or outside consultants or in the case of technical information being imparted, you could include the in-house engineers and technicians. The marketers, executives, basically anyone with thorough knowledge of your products or services and with a direct access with the business customers could contribute to the business blog.

Ensure that your business blog has a contact link somewhere on the site. This is very important, if you really want to drive business with your blog. You could even add a contact email link at the bottom of every posting. By adding contact information to each post, you could streamline multiple contributions to a single business blog. Keep the business blog content fresh and updated at least weekly. Also avoid being derivative. Instead drive your effort towards creating unique and interesting content, to establish yourself as a leader and expert.

You should ensure that the posts on your business blog are related to your business and industry. You need to make sure that in the case of wide-ranging and relevant topics, they are of interest to your customers and prospects. You should always keep in mind the nature of blog traffic and the fact that blogs often source their visitors. Each post should be designed to add value by being useful.

In a business blog, provide a 'really simple syndication' to control the information received. The RSS feature is adopted because the medium is free and prospects and customers eventually expect it. You could even have your visitors sign up to receive new blog posts via email, regularly. The sign up feature helps you to know the visitors to your business blog. A well-crafted business blog is successful promotion and earned revenue.

## **How To Make A Career Out Of Blogging**

There are people amongst us, who love to tread a path less traveled. They want to carve a new path and a niche for themselves in the humdrum world of mediocrity. If you are one like them, consider making a career out of blogging. Making a career out of blogging demands consistency, prolonged focus and above all patience. You don't become rich overnight. You need the qualities of tenacity and perseverance. Bear the following points in mind, while embarking on a journey of making a living out of blogging.

**Have the right attitudes:** For most people blogging is a hobby as may be your case as well right now. Absolutely fine! But, if you want to make blogging a means of your livelihood, you would have to change your attitude. You will have to treat it as a business giving it the same respectable credence you would to any other business. Although you can start off blogging part-time, your success will be partial due to constraints of time and attention demanded by other jobs in hand. Sooner or later you would have to return to the serious business of full-time blogging. So, don't think in terms of giving it a try. Go the whole hog and pursue it wholeheartedly.

**Invest money too:** Invested money attracts more money. This is true about blogging too. So, apart from investing enough time, reinvest some of the money into blogging that you earned from it. For instance, you can spend money on advertising. You can as well spend some money on starting a new blog theme.

**Have something to fall back on:** Though you would be blogging with dedication, you also must have something to fall back on, in order to have peace of mind. You can expect to earn a considerable amount of income from advertising. But, initially you cannot depend on that to pay all your bills. Be on the lookout for an affiliate product or program to promote on your blog. You can also consider selling your own products or selling premium content.

**How about owning more than one blog:** In order to make a living, it is advisable to own more than only one blog by different titles. As it entails a lot more hard work as well as more time, do it only after consolidating your first blog. But, it also depends on how enterprising you are.

**Act responsibly:** In order to achieve wider acceptance and more income allow self to come across as a responsible blogger, who is blogging with a sense of purpose and social responsibility rather than blogging to give vent to his or her resentment and indignation.

So, if you are in search of a vocation or calling that has the quality of novelty and creativity, and is not only rewarding, but also immensely fulfilling, it is high time you switched over to blogging and take it up as your real career. It will give you the joy of expressing yourself and enjoy the freedom at the same time. Needless to say, writers who write strictly under the guidelines provided by their publishers are deprived of this joy and freedom.

## **Ten Tips On Writing A Blog Post**

Web presence is essential, especially if you plan to organize business of some sort via the wireless. It is very essential to make the first right move to ensure instant access and saving on time, effort and very importantly, money. There are millions of blogs on the Internet and all are vying for the numero uno place. Thousands are now created by the hour and with the increasing popularity and convenience of the Internet, the battle has only just begun. However, like any other market, on the Internet too there are time tried and tested tips that have helped the industry bigwigs. Ten tips on writing a blog successfully are listed below:

**1. The title:** Each post must bear a title that demands a reader's attention right away. The titles should be so chosen that they should captivate the reader's interest and fulfill the vision by being potent in informative. Longer titles are better, since they offer a little more detail about the post, which offers a fairly good range of coverage.

**2. Precise and potent sentences:** The sentences used in the post should be short and complete with information. Not all your readers are going to sit down and try to simplify complex sentences or hunting for real value in your blog. Your post should ideally not be beyond 200-250 words, each.

**3. Bullets and subs:** Readers do not like to read posts with lengthy paragraphs. The text should be broken up into lists, bulleted points or small two and three-liners with suitable subheadings. This makes the post easy to scan. You need to allow the information you are trying to get across to strike the right chord.

**4. Regular updates:** Readers want current news. You need to ensure that your blog carries articles that are relevant and updated regularly. You need to research from newspapers, web references, suggested new keywords, business letters and reports etc.

**5. Stand tall:** You may be a faceless entity online, but still stand tall and bold in reality. Suggest, state and correct! Why shouldn't you? Isn't this true that you have a blog and maintain it in the first place? Timidity is anonymity. So do not be afraid!

**6. Ensure accuracy:** You must be dead sure about the content of the blog. All statements should have a good back up in place. Never misinform and always be as accurate as you can.

**7. Contribute positively:** When you choose to include links on your blog, ensure that there is ample scope for interaction between you and the thousands of end users, who may reach the site. Offer useful information always.

**8. Stay focused on content:** Always maintain focus on the theme of your blog. Deviance will only confuse the reader. It robs you of your virtual authority on the theme of the blog in little or no time.

**9. Use Potential key words:** The right key words capture the search engine's potential of attracting more and more end users to your blog. Use effective and relevant keywords after a lot of key word research.

**10. Be methodical:** Consistency and diligence are the mantras for a successful blog. Spotlight your blog anywhere and everywhere. Be proud of it and flaunt it, as you would with a brand new shining car. A methodical approach will increase your potential of attracting new readers.

## **What To Blog And What Not To Blog About**

What to blog about and what to avoid is very important to your online presence and the online community. It is important to understand that readers access blogs for specific information. Random reading is out and especially if the content is not compelling enough. The blogging big wigs have listed a number of strategies that work for successful blogging and the dos and don'ts need to be carefully evaluated by every blogger. The Internet technology has redefined the whole concept of sharing information. The content, audio, video and chosen images, all make a difference to the blog post. Let's take a look at the dos and don'ts of blogging.

### **What to blog about:**

**1.** Blog about any business that is widely transacted like your own. You can choose support material to your claims from any previously blogged matter without the copyright notice. You must take an accountability and total responsibility for your work.

**2.** Use your blog to the maximum. It is your space and you can indulge even in criticism, other than commentary or industry news reporting. Make the blog as interesting as possible for the readers and controversial enough for them to come back.

**3.** The law specifies dos and don'ts, while expressing facts and ideas. Hence, it is very important to comply with the law. You can take facts and ideas reported on other articles online and rewrite them to be unique to your endeavor.

**4.** You can make optimum use of names and symbols that are familiar worldwide and even already quoted short phrases and slogans, if they fit into and add quality to your blog content.

Your endeavor is to stand out amidst the crowd, without flouting the law, and do everything in your capacity to ensure that you do so.

### **What not to blog about:**

- 1.** Do not blog about material that is protected by the copyright laws. Don't take for granted that you can use everything off the net and sift and review the matter, so that you still stand unique, even after incorporating matter off the net.
- 2.** When writing industry centric content, don't copy word for word, especially when quoting. It will add to your genuineness, if you credit the original author, when making a point via a quote. You should be able to offer modifications on the matter from your own understanding rather than just offer the readers, what they can access on the author's dedicated website.
- 3.** Material being designed for commercial use should be made easily accessible and visible and don't hesitate to repeatedly include logos and mottos. Don't make the reading a cumbersome affair, easily passable.
- 4.** Don't follow the bandwagon of people, who flout dedicated Internet rules relating to plagiarism. Remember, by simply deleting the copyrighted content, when designing your blog post will in no way get the copyright infringement off your back.

### **How To Write Killer Blog Titles**

**“ER! EXCUSE ME, CAN YOU PLEASE VISIT MY BLOG, PLEASE ?”** This is precisely the point that I am trying to make. Even if you have the mother of all content in your blog, it is of no use, until you have the father of all titles on top of your blog. With so many blogomaniacs reading, writing or just surfing in the virtual world, your blog title should be attractive or maybe shocking enough to intrigue the reader into pausing his mouse and reading your blog. Instead of pleading for your readers to visit your blog, activate their thinking process with your killer title, just as a microwave aggravates the molecules, so that your readers feel compelled to check out your blog.

A blog title can be compared to any newspaper or magazine title except that it is normally shorter in length. Your blog title should be penned according to the topic of your blog. So, depending on your topic, you should also have an idea as to the type of readers, who would be reading your blog. Based on these two factors, your blog title should offer either a solution or should offer something extra or should at least stand out from the millions of other titles floating around out there. In addition to the right title, your blog too should contain matter that not only makes sense, but also offers an improved insight into the topic. Blogs are basically perceived as personal views of individuals, but if correctly worded and titled can also change into a movement of gigantic proportions.

While videos or graphics can also be used to attract traffic, it is the emotional tingling, which your reader should feel through the right choice of words that can set your blog apart from the rest. If you are writing blogs on technical topics, then obviously you need to have a practical

title, which is fully related to your topic. But, if you are writing blogs based on personal experiences or on fiction or even on any current topic, then you can go or rather you should go flat out, when writing your title. Humor always tops my list on writing any title, since a smiling reader will be more inclined in reading further on with the hope of finding more matter to tickle his/her funny bone inside. If your readers are expecting any problem to be solved by reading your blog, then your title should indicate that they have reached the right place to find technical nirvana to their technical problems. Avoid words such as “Best in the world” or “Miracle” since these words have been done to death by many unscrupulous writers and this has made most readers wary of such blogs. Instead use the words already present in your blog, but twist the sentence in such a way, so as to tickle the brain of the reader. Be creative with your title and honest with your content.

A killer blog title should open the door for the readers in such a way that they feel the need to go inside and explore the contents. Your readers will be able to read the content of your blog, only if your killer title leads them to read it. Since many web feeds only feature the headlines, a killer blog title is sure to lure readers towards your blog.

## How To Develop A Blog Writing Style

Each one of us has their own style of expressing themselves, which is innate. True, everybody is not a writer or a blogger. But, as social beings we all need to communicate with others in our daily lives. When expressing, we use our own distinct style, knowingly or unknowingly, or when we are just sitting with friends and chitchat over a cup of tea or when online. But, when we stand to deliver a lecture, we undoubtedly are formal in our approach. Similarly, when we write we tend to be more formal, unless we are sending a message through SMS or email. While developing your blog writing style heed the following useful tips:

**1. Your target audience:** Ask yourself what kind of audience you are targeting? Definitely not those, who relish reading only classics! Basically you must determine at least which age group are you addressing. If they are neither teen nor youth, but middle-aged or elderly adults, then ask yourself if they come from a particular walk of life. This kind of clarity is crucial before you plunge into writing. There is no doubt that an increasing number of people are taking to writing, to experience a sense of creative joy. For them it is a kind of catharsis, an outlet to release the intellectual tension built over a period of time. A personal diary is somewhat like that. At the same time, you shouldn't ignore the fact that a personal diary is a private affair. Your blog is not necessarily meant for a particular readership.

**2. Your current style:** Many people hate to write. How to develop a blog writing style is not their problem and will probably never be one. On the other hand, ironically many of those who enjoy writing mistakenly believe that they write without a style. The plain fact is, you can't write without a style, just as you can't speak without an accent. Of course, your accent reveals to a great extent your social, cultural or geographical background and so does your writing style. So, first of all identify your style and determine its inherent inadequacies and the desirable changes,

you call for. It will help you proceed in the right direction towards developing your own blog writing style.

**3. Want to imitate or be original:** Basically there is nothing wrong with imitating the style of a great writer, who has a wide loyal readership. In any case all great writers, musicians and artists are believed to have started off imitating someone they always admired. It is better to imitate someone's style and write than not write at all. It is particularly true, if you feel inhibited or you are lacking in confidence. But, if you are keen on carving out your own style from the very beginning, then do it without restraint.

**4. Let your style evolve:** Free yourself from the mindset of developing your particular blog writing style rather than you consciously develop your own style. Let your style gradually evolve even as you carry on with posting your blog. It is something like swimming. No one first learns how to swim before entering into the water. You just enter into a pool of water and keep trying. Gradually the art of swimming comes to you. Similarly, let your writing style develop on its own accord during your writing sessions, without even you becoming aware of it.

**5. Write in the contemporary language:** The only care you should take is that you don't write in a language that has already died its natural death. Write in the contemporary vibrant language rather than the obsolete and archaic language. Avoid writing in a flowery prose. The more intimate you feel with your readers the more expressive and contemporary your style would be. It will have a direct effect in your communications.

### **Tips To Make Money Writing Blogs**

Let me begin with first explaining, what is a blog? Blog is a simple journal that needs to be constantly updated with other individuals, who share the same journal. It is usually an online journal hosted by third party. Some people have even made huge money by writing blogs. It entirely depends on an individual's attitude, whether he/she wants to write or not. It does not necessarily mean that yes you can write or you can't write. Where there is a will there is a way. It is very easy to create a blog. It takes a few minutes to create a blog in blogspot. Meet the challenge by continuously updating the blogs. You can refer to articles to obtain information. You can check the latest updates in your field and post new information for the readers. In this article, we will check a few tips that would help an individual to earn money by writing blogs.

You need to have a passion for the topic that you are writing in blogspot to make it interesting and informative. Updating a blog means having in-depth knowledge about the topic. It is essential to do some research and find out, if the subject has a market. Otherwise it would be a waste. Check what is the strength of people, who are interested in the same subject and how would they benefit, if you keep them updated. Here are a few fields that are doing well today, for example, Health and beauty, fitness, affiliate marketing, Insurance and Finance. Check and research on such fields and you can make money by updating the blogs.

Expertise in a subject comes as secondary, where passion comes first while writing blogs. You may not be an expert on the subject, but if you have a passion you will try to master it someday. Once you master a subject, see how the money will trickle with effort and patience to write blogs. Nothing happens immediately. In the beginning you will not get a huge amount, but slowly the amount increases.

Google adsense needs to be placed in blogs. You can make money this way too. Ensure that your ad blends with your blog layout. Irrelevant things are never appreciated. Make professional and attractive advertisements. Do not use irritating bright colors. Always make your content in the first third of the page, as that is the most important space that you can make the maximum out of it.

Advertisement plays an important role. So, make it popular amongst friends and relevant networks. You could take the support of email and attach the link of your blog to it. You need to find creative ways of advertising. You could try advertising your bloglink by making it a default signature in forum postings. Ensure that your postings are valuable. Don't end up being a spammer.

You need to work smart and not hard. Hard work pays. But, slow smart work pays faster and is satisfying.

## **The Key To Writing Compelling Blogs**

A blog is your exclusive space online that enables you to interact with the online community and adds to its quality and yours! To be a productive and industry specific blogger, you need to primarily come across as a resource for the visitors to your blog. There are strategies that are time tested and applied by successful online bloggers that can be used within your endeavor, to reach out to more readers. The key to writing more compelling blogs does not lie in any one strategy, but a combination of all. Below are some of the techniques you could apply, while writing successful and compelling blogs:

- 1.** While attempting to write a compelling blog, first and foremost choose the 'hard core selling' angle. Become more focused and accessible and engage your readers, with content that matters to them. The demands on your blog are bound to grow, but the mantra is **STAY ACCESSIBLE.**

- 2.** Your blog should be dedicated to increase interaction and not cut it off. Provide your readers a reason to get in touch with you. Stay visible and generate new ways for your readers to converse with and contact you. Reduce the mediums via which your readers get in touch with you and make the whole exercise pleasant. This simplicity will make it easier to respond and in turn, will improve your productivity. Your contact form should be short, precise and complete. This is the most effective method of getting in touch with your dedicated readers.

3. Make blogging easy for yourself and your endeavor - easy for readers. Generate a blog, which enables your readers to also interact with one another and maintain a presence in the comments' section all through the interactions. You should be dedicated to ensuring that your blog is a compelling one and always reply to emails as soon as you get them. Take an extra step forward in the interaction with your readers and show appreciation without delay. Generate an email system that is effective and this is sure to impact the response rate.
4. A compelling blog is one that has 24x7 accessibility and a presence that is unique. To generate one for yourself, don't hesitate to outsource work. The content writing, answering emails and even solving certain queries can be outsourced. This works well, if you are particularly busy or away. Hiring assistance helps sifting and categorizing the comments and email and leaving you only with what is necessary and productive.
5. Organize a video chat session. Readers love this. The video makes the blog more powerful. It eliminates the faceless approach and gives you a face, name, voice and personality. Ensure that the system you adopt is live and interactive. With the video facility, the blog has a major impact on what your readers think of you. You suddenly become engaging and conversational for your readers.

### **Write Great Blogs To Generate Good Leads**

Any online endeavor needs to be backed up with a great web presence. Out of sight is out of mind for the user of the wireless. There are stringent dos and don'ts followed by the online community. The basic endeavor is to write great blogs to generate good leads. Your blog is your space that can make or break your web presence. You need to generate a plan and write good content with topic relevant keywords to attract readers to your site. In order to do so, you need to be absolutely sure about how to write great blogs to generate good leads.

Below are some guidelines to help you in this endeavor:

To attract good and consistent readership, you need to know how to influence your readers with the content you display on the blog site. You need to, especially if you are a businessperson win your potential buyers and make the existent ones permanent, as you influence their perspective of the products and services you have to offer.

**Always treat your blog as a marketing tool:** well it is, but let the connection sink in. Remember, you are marketing the products and services you have to offer, if you are a businessman, and yourself if you are an individual contributor.

You must be able to come across, via the content and images you provide readers on the web site, as a person just like the reader. Readers connect immediately with people they can relate to and you can use this to ensure that they are influenced into contacting you and use your services.

You should also endeavor to make your readers believe that you identify with their distinct wants and needs and that you are there to solve any issues they may have.

**Prove yourself an expert in the field:** For example, if you are a businessman dealing with computer software, your blog posts should be in sync with the latest additions in the market and all related to computers, including guidelines and tips.

In the case of real estate, remember that buying or selling a home becomes a major decision for all homeowners. In fact, beyond life itself, real estate is considered the next major investment on the planet! You can let your readers know that you are capable of guiding them through the different processes of handling real estate and are part of a very productive network.

It is important for you to let your readers know that your blog is designed to cover local news and issues that can affect their lives. Effective news marketing puts you one up on competition and establishes transparency. It also enables you to have a deeper connection with your readers.

Don't hesitate to throw in your opinions, create controversy and questioning and instigate participation. It is your blog post and you can use the space as you desire. Food for thought is better than a bored audience.

## **Your Guide To Creating Unique Blog Content**

If you want to make yourself heard in the online community, then get vocal. I mean it seriously, no jokes. The best and perhaps the only inexpensive way would be to grab your chair and draw yourself, up in front of your PC and churn out the perfect mix for the absolutely, taste tingling recipe. NO,,we are not talking about baking a delicious cake... What we are referring to is like, cooking up your ideas, emotions and passions, right on to your blogs. Now that's how you need to toss into your blogs, its unique content of ingredients.

To be able to draw the crowds to your blogs, you got to have unique content pouring regularly into your blogs. How to go about writing this unequaled stuff, may not be as mind boggling as you think. It's pretty simple, just tickle your grey cells a little and you can land with absolutely refreshing ideas all the time. A trigger is all that is needed to get the perfect content for your blogs. So keep all your senses alert to catch hold of the trigger signals immediately, as creativity is nothing but inspiration from different sources.

Search through every nook and corner for possible connections to make your content rich and different from the rest. If you get one interesting idea from a whole mass of stimulus then pick up the chisel and sculpt out that absolutely stunning piece of art, by getting rid of the parts that do not belong, just like Michelangelo!!! even whisking your time away with the 500 channels on TV may truly, not seem as a waste, it could generate splendid ideas for that unique blog content.

Reading can truly prove to be a great tool for building great blog content. Ideas can just rush into your heads, when you read up anything that comes across. Diverse topics from books, magazines, newsletters, blogs, etc. all provide food to the creative mind. The influx of information may churn up some new idea altogether. Watch out at every turn as inspiration may meet you anywhere down the lane to conjure up a novel idea from all that you have gathered over the years. This could happen anytime, maybe a few minutes later or a few months or even a few years later.

Spin on a twist to an available topic, through your creativity. Make use of this adaptive process of looking at the same existent information given by everyone else, think about it differently. That's the key, use innovative and out of the box thinking to develop a remarkable content. Do not restrain yourself and worry about the results, like what if this goes wrong?? Who knows it could go right too!! Pen down your thoughts and don't stop yourself before even starting. A brief teaser or a blog post peppered with a tinge of humor will turn your material into a refreshed and unique content

On a more serious note though, writing and creating unique blog content consistently is a challenging task. But feed your mind with these strategies and you will reach there. Just remember that the blog content culture thrives on creative and unique features mingled together with a twist of your passion for your subject. So pick up your paintbrushes and just lose your thoughts onto the canvas of your blogs.

### **Learn To Create A Profitable Niche Blog**

Creating profitable niche blogs are not widely known and are certainly not much used by marketers to promote their online business. Undiscovered niches have less competition and are easier to overcome. They are the ideal niches. This article shows some quick steps, which will enable you create a profitable niche blog within a day. Just think for a while the number of sites you can create in a month and the amount of profit one can make from this!

Brainstorm a few ideas and think about the ideas with key word research tools like Overture, Word Tracker and NicheBot classic. Always aim at one with a decent number of searches and something that has a demand in the market.

Stick to the one that has a search count of above 300 at Overture. With the ideas in hand, do an all-in-title search of Google. Type "allintitle" as your keyword" into the search box and click go. Check search results that are lower than 500 to 700. This is precisely the target niche.

Then search for a product that can be promoted as an affiliate. Check your hard drive for a product with private label rights or resell rights collecting desk. You may sell these on your blog. If not then you can check the affiliate marketplaces like ClickBank, Commission Junction and so on. You can also try to search in Google by "yourniche + affiliate program" to find a suitable affiliate product to promote.

Now choose a Blogging Platform from the variety of blogs that are available. It is however, advisable to use Blogger or WordPress. Blogger, is very simple to use, especially for first time bloggers. It takes approximately an hour to set up and there you have a blog ready to go. The features in this are minimal. WordPress has its own advantages and offers a lot of features as compared to Blogger.

Ensure that you name your blog after the target keyword, to aim high in the search engines. Be creative and use attractive graphics to decorate your niche blog. You can try and use some of the free graphics depositories or stock photo sites like Stock Vault, Every Stock Photo, and Public Domain Photos. If your affiliate program provides great looking banners or book covers, take advantage of it!

Create unique content for your niche. Place at least 6 key points that could be useful. Each blog post should contain at least 150 to 200 words and contain the affiliate link to your product. Once your posts are ready post them to your blog with an impressive introduction.

Once you post the blog, try to keep some interval. Place other blogs to promote your blog. After each post you put on your blog, put it on Pingomatic. This will announce it to the search engines to visit your site.

Lastly write an article and post it to Go Articles and EzineArticles. Wait for targeted traffic and sales to start from Day One. Repeat the traffic driving techniques once a week, and your Page Rank and sales will grow! See it grow by leaps and bounds.

## **How To Start Blogging For Profit**

So you are all set to earn those extra bucks from your favorite blogging activity!!! Brace yourself and flex your arms, reach out for that perfect recipe for raking the moolah in. Once upon a time blogging started out as just as maintaining a diary on the Internet. But that's a story of the past, its no more now, with booming explosion of the Internet age, blogging is setting a fiery trend among the Internet users. It is fast becoming much more than just a journal of daily typing of diary content. Blogs have become powerhouses of expressing your opinions, thoughts, passions, and of course loads of information to all readers. And to top it all, blogging is fast becoming a money making machine too.

Making exceptional profits from your blogs is no longer a difficult task. It is easy and anyone can set up this system of getting automated ongoing income. Plenty of alternatives are now available, which can get you on a profit-making journey through blogs. The contextual ad system sponsored by Google, AdSense is the most common and popular way to make profits from your blogs. Including a collection of ads in your blogs reaps in huge profits. Bloggers are using a variety of viable advertisement options to enhance profits. Through this advertisement program , a code is installed on your blog and an ad appears on it. If and when somebody clicks on it , you earn an income. Apart from the range of advertising programs, the business houses are also becoming aware of the possibility that is fruitful in increasing the value of their business

by directly advertising on the blogs. Business houses are working out, sponsorship deals with the bloggers, increasing the profits for them.

Affiliate programs are also a popular way of gaining profits from your blogs. These are like getting commission for the sales made by you. It is a simple procedure to make money by signing up for affiliate programs pertinent to your niche. In this way you just have to punch in the affiliate link that advocates the product. Bloggers are also developing digital assets to increase profits. Digital assets execute tele seminars and courses through blogging. The increasing popularity of blog networks gives an opportunity to bloggers to write for other blog networks, as there are many on the network that pay bloggers well to join in. This way you can multiply your profits by blogging for yourself and by picking up blogs on blog networks for some cool extra income.

Business blog writing opportunities are on the rise too. The profile of blogs as an effective business medium has led to companies to hire bloggers to work for them and run their blogs. Apart from this creating your blog on blogging platforms like Wordpress.com and Blogger.com provides you with customized options for enhancing your blogs to increase profits. Promotion of your blogs at forums, pay per click advertising or social marketing will also help the profits to start flowing in. Bringing forth new and unique content for your blog will keep your content novel and informative, generating more traffic and profits eventually.

There, now you have got the hang of some of the ways to make money from blogging. So don't wait, pull up your chair, get on to your PC and grab your dough from the blogoshere, it is all yours for the taking.

### **More Tips From Your Blogging Coach**

It is essential, when associating with the Internet visibility to have a blogging coach to support your blogging move. Your coach could be just as faceless as you are online, or he/she could have a personality you identify with. Let us explore this blogging coach approach, based on the dos and don'ts that are spelt out by the networking gurus and understand all that goes into making a great and interesting blog post.

When attempting to set up your own online presence, first and foremost invest in a good web host. Choose a domain name that is relevant to the business you wish to transact online and register the domain name chosen by you with a registrar. This will eliminate another web presence that could tap into your resources.

Once you are through with the domain name registration, you need to sit down and be sure about the content you wish to use your blog post for. Choose a theme and stick to it. Also generate a spread sheet to create categories for the various topics you could cover for presentation within your theme and maintain a list to avoid repetition. You need to ensure that the space you have bought and registered is used to the maximum.

Once step two is taken care of and you are sure about your content and resources, confirm that your blog post is compatible with different browsers. This optimizes the number of readers, who can access your blog post. Consider all the search engine optimization aspects suggested for a great blog post and always work via a dedicated checklist that is updated regularly.

You need to also consider issues like database back up and key word optimization to ensure the success of your blog post. Ensure that all technical support is available and you are ready to go! You must not forget essential optimization of the title and meta-tag and email subscriptions. These mostly relate to the relationship, you can hope to enjoy within the online community.

Remember, the readers will look for blog posts that go beyond simply reading. This they can get from the handbooks easily accessible online and offline. You should implement the fun element, even if you are handling business. Be light hearted and they will come back to you. Maintain a balance between the businesses being promoted, local industry gossip and even try quizzing and suggest reviews.

Your readers will come back for more information, if you generate an interest the first time. Be ready to offer advice and solve problems that a reader may find overwhelming. This could establish your expertise and ability to perform. Use your blog post to share. Share everything from your past experiences and specific understanding of specific problems. You will then be an accepted problem solver and by word of mouth publicity, you can begin to connect with potential clients more effectively.

## The Different Types Of Blog Posts

Content is King on the web. The blogosphere recognizes only successful blogs and it is very essential for the blog post to be relevant to the theme. The different types of blog posts depend on the themes chosen by each individual blogger, private individual or business. The blog posts are subjective and debatable, since each person is liable to define his or her post differently, depending upon the personality, needs, the topic and blog ethics. The blog posts or content get a real spectrum of responses, depending upon the subject of each. The different types of blog posts are chosen on the basis of mix and match of the elements to identify what works for each entity.

**Unique blog posts:** A unique blog post would ideally involve an updated content that is offered as a series of posts on topics, which you are sure to have first hand and the earliest information. Writing good content is the basic and obvious success mantra for a unique blog. Your resources must be reliable and updated and backed by solid evidence. As a blogger with a unique blog post, you need to keep reviewing the blog and the latest trends in blogging. Start with yourself and blog out of your passions and experiences that are capable of adding something unique to the life of each reader.

**Useful blog posts:** Useful content blog posts include writeups on information people can use. The topics typically include entertainment, education, debate, information and news and

community. Within the entertainment category, your readers will use the content for laughs, gossip and conversation, while on the more serious note, the blog post on education will attract blog readers, who are primarily interested in learning something about a particular topic. Some blog readers thrive on debate and dialogue, while yet some others just want to be kept up to date in a particular field. The list of useful blog posts could be longer, since each blog has the potential to be 'useful' in a different way.

**Research blog posts:** In a research blog post the focus is on developing useful content to research potential readership. This is done by surveying readers, formally or informally and by assimilating feed back. The aim of the research blog post is to enquire about the reader's needs and desires on the various topics they read. When aspiring to start a research blog post, research your potential readers and survey friends. Look into, what types of questions people are asking and search forums and discussion group.

**Distinguishing blog posts:** In a distinguishing blog post, the topics are chosen after careful analysis on the common topics being covered. A distinguishing blog post will have a different voice, tone and style. You get to distinguish yourself from what others are doing – basically swimming against the tide and so, being seen. A distinguishing blog post involves tackling different topics and writing in a distinct voice, probably by writing on an odd combination of topics, in the third person. It also involves writing in a different genre.

Irrespective of which type of blog post you wish to contribute to, remember that there is mixed opinion in the blogging circles on whether the original content is always the best or not.

## **Get a Load Of Some Good Blog Writing Styles**

There are bloggers, and then there are bloggers. It is a particular writing style that attracts readers to a particular blog. A blog can be said to be good, when the reader continues to think about the matter of the blog, even after finishing reading the blog. Given below are some tips, which could exhibit your flair for blog writing in a pleasant way.

**Create An Eye Catching Title:** Your blog title should be eye-popping, mouth-watering, spine tingling, sidesplitting, heart-warming, etc, etc. You get the point! However, your blog title should be relevant to your blog and should only welcome your reader into reading the blog. Once inside, your writing style should stir the strings of the reader's heart, instead of playing loud drums in his/her head.

**Write The Blog In A Proper Sequence:** Once your title is devised, then the matter of your blog should proceed in a proper sequence. It should start with an expansion of your title and should mention the main point that you are trying to make. This should be followed by your argument supporting your first sentences of your article. In case, you are writing a technical topic, then your points should be supported by facts. Keep the flow of your blog constant, so that the reader does not lose interest. Use mini-punch lines after regular intervals, to keep your reader glued on to your blog.

**Keep It Simple:** Use simple language, so that all your readers can understand what you are trying to portray through your blog. You can use different fonts, bold letterings and even graphics to make your blog attractive. But, match it well with the use of a proper style of writing to keep your readers interested.

**Re-check Your Article Before Loading It:** Check your article for spelling and grammatical mistakes, before loading your article on your Website. Also write the date on which you had loaded the articles on your site. An unchecked article can be a real turnoff and your article will not command any respect, if you have no command over your language.

**Reserve Some Of The Best For The Last:** End your blog with some reference to the opening lines of your article. The final paragraph should offer a brief summary of your article and your blog should end in a way that on the one hand pleases your readers that they had the opportunity to read it and on the other makes them linger on for a few moments in wishing that the article had not ended.

So, keep on trying. Post your blog and ask your friends as to how they like your style. You can also ask your readers to post their comments, so that you can get an idea as to whether they are pleased with your articles or not. Have confidence in what you are writing and develop your own unique blog writing style.

## **Your Key To Writing A Profitable Blog**

Do you have a flair for writing? Why not take advantage and make money from this flair for writing. You may not have considered a career of writing blogs or blogging as a key to success in your life with a profitable business as well. Start immediately and make money. You must be wondering what you will need to start such a career. All you need to do is jump into blogging to fetch you rich returns. To take this opportunity to write blogs would need passion and interest from your side at the initial stages. Very soon and with little effort, but with a strong determination, you would open the door to blog and show your expertise in writing, upholding your interest in writing and making huge profits as well. What else would an individual want? Sounds too good Isn't it! Let us check, how to create your first profitable blog, which will also get you hired as a Blogger.

Before starting any task, the first thing you need to do is plan your blog and focus on it as this is the foundation. This will determine the success or failure of your blog. So plan it with care. Don't be satisfied with blog jobs from your sample blog because you will never be able to create a successful profitable blog otherwise. Look at it this way - if your blog is successful, it has the potential to earn you fantastic income (top blogs earn \$1000 a day and more). So, planning for success is just common sense. Start working and planning right away, if you are aiming at that kind of income.

Think about a topic that you feel you are really passionate about and can write in detail. You must focus on your blog - a topic to blog about. Your topic can be just about anything: sport,

entertainment, a celebrity, pets etc choose anything, and whatever you think people also would be interested in. Focusing on your blog is vital, so that you attract readers.

Once you are focused on your blog, you can write articles that will attract readers. Make your articles interesting so that people who read your articles may even think of hiring you, if they are in such a position. Always think about your topic and remain focused on it. Keep this strongly in your mind that your blog is not an online journal, but a tool, which will get you writing jobs to make big bucks, ultimately reaching your goal.

Remember to add information about yourself in your blogs, so that once your blog becomes popular people should be able to reach you to hire you for blog writing. Try and create an "About Page" mentioning all your personal details on this page making it easier for people to contact you. You can also add a small "Hire Me" graphic in your sidebar.

Join the community of Bloggers and they will help you become part of the blogosphere. So, there you have a brief outline of how to write a successful and profitable blog, which will get you blog jobs. Begin now!

## **Creating A Content Plan For Blog Writing**

Optimum search engine visibility is every blogger's dream. Blog SEO or search engine optimization is also a popular topic among business bloggers. What does it take to earn this visibility? Keeping a researched plan in place is what it all bottles down to. You need to learn how to create a content plan for blog writing to be able to blog about topics that the target audience wants to read. Once you identify the topics, integrate them into a blog content plan and write about them.

Technically, blogging is easy. But, you need to ensure consistent growth and content volume to rank among the best. You need to be sure about what you want to write about and your resources before creating the content plan. The good thing about blogging is that for most topics, content and ideas already exist. You need to use a keyword research tools and determine which ones are most likely to work for you. For creating a content plan for blog writing, you need to keep the following essentials in mind:

**Step 1:** Start by being absolutely sure about the topic of your blog. Write the main topic down on a piece of paper.

**Step 2:** Select a keyword or key phrase research tool to identify the right keywords to attract the target audience to your site. There are free versions available too.

**Step 3:** Enter the main topic into the search tool and run the report. Ensure that the topic is relevant to your theme.

**Step 4:** Generate a spreadsheet to copy the results. Then review the content and make corrections wherever required. Remove phrases and topics irrelevant to the theme and redundant content.

**Step 5:** Generate a dedicated list of all the topics you have written about and blog them in order, such that you always have a stack up pile of extras.

**Step 6:** Look to see whether or not the blogged topic educates the target audience and amply displays the knowledge capital intended. Give your audience what they want.

**Step 7:** Keep revisiting topics from a different angle and expanding the existent list of topics and phrases.

The importance of creating a content plan for blog writing: All these steps may seem repetitive at some time or the other and make you feel you need lot of effort. But, once you get going creating a content plan for blog writing is fairly simple and straightforward and very successful. It is worth the effort creating a library of information that directly corresponds to the relevance and presence of your blog. You get a chance, via the content plan, to keep to the topics that your audience wants to read about. You actually lay the base for future search engine visibility with a good content plan. You will always have a broad range of relevant phrases, enough content and a list of relevant topics by generating a content plan. You actually demonstrate your expertise on topics that are important to your audience and prove your mettle to people, who access the blog. Smart blogging involves dedicated effort, foresight and drive. This is possible only with a good content plan, for blogging being kept ready and updated and in use.

## **A Dummies Guide To Writing A Killer Blog**

Hey! Are you a beginner to blog writing? Well then, here are some basics that you need to know, before writing a killer blog. Lets begin with, what are blogs actually? A blog is a lively vivacious diary or a personal journal updated regularly on the Internet. Blogs have become the best mediums for expressing your thoughts to one and all. You can write anything in them, may be your opinions, comments on anything you wish, your passions, your dreams, desires or just about anything, you can think of. So, pinch your brains and set your imagination on fire and get on to writing a killer blog.

Here are some pointers for writing absolutely eye-catching blogs. Voila! You will be transformed from an ugly toad to a handsome prince! Don't get carried away, as this simply means that you will become a killer blog writer, or shall we say, blogger, from a dummy novice.

Read a lot of blogs to trigger and generate new ideas. The catch is to spin or add a twist to the old subject. Though you must steer clear from making this a practice for generating your novel content for the blogs. Spend a luxurious quantity of time on idea development. Original ideas or

thoughts make up a really bubbling blog. Brainstorming is a sure way of hatching new ideas. There are many ways in which you can exercise brainstorming.

Roll up your sleeves and get down to the floor and find out what are the problems that your devoted reader club is facing. Then you jot down all the possible solutions and see if you can tie up the solutions and come up with a brand new blog. Apply brakes on sentences and paragraphs and give a free reign to your sense of humor. Follow the rule of KISS, while writing blogs that is Keep It Short and Sweet. People tend to get bored with longer lines. Moreover, the essence of the message is lost at times.

Put in as many links as possible into your blogs. This gives a sound background of information to the content of your blogs. Keep the text of your blogs simple and avoid complex words or sentences. Check and recheck your work. You may come across some blunders that you have made. So, revising gives you a chance to rectify your mistakes before submitting your blogs.

An interesting aspect of blog writing is that it gives you some freedom from following ancient sentence formation rules. Like, get going and start your sentences with 'but' or 'and'. But then watch out and stick to the grammatical rules that make your content crystal clear. Use points and bullets wherever possible into your content. Try to embody your content with keywords, so that you can divert the traffic towards your blog.

Get these pointers in your system well and you will be blogging like a professional in no time. Steer away from those clumsily written lines. Following these methods will see to it that your blog is a cut above all your fellow blog writers.

## **Developing A Writing Style And Voice For Your Blogs**

Content is called the king. To make your content unique, one has to develop a unique voice. Bloggers write in an informal style, even with any ordinary topic. It keeps the reader engaged because of its style and voice. Voice in writing means the kind of tone you are using in your subject. So, to supercharge your writing, you can add voice to the content, which will definitely attract more readers.

Blog is written in a conversational style, where you have to avoid all kinds of jargon and clichés. It's better to read your article loudly after completion. This way, you would be able to know, how to add voices in the blogs. The tone differs from article to article. But, the reader should have a fun experience, while reading it. Besides that, you can read books on bloggers or browse the Internet, which will help you to gain an in-depth knowledge to develop your own writing style with an appropriate tone for the subject.

Since it is an informal writing, the tone should be such that you are writing to your friend or near and dear ones. Think about them and then write. This way you would be able to know, which tone would fit best in your blogs. The ultimate result would be to write in a relaxing style and it

would sound more informal rather than a formal essay. You may visit some other blogs. This would help you to get some ideas about the writing style and material. You may also find some interesting ideas for your own blogs. Always think about the blog. If possible carry a notebook with you, as striking ideas can come to you any time. It is better to jot them down, which may help you later. If you pay more attention to your daily life, you will come across many interesting things, which will help you to add the right voice to your blogs.

Another important factor to help better writing is the co-blogger, which can take half of your pressure and you can focus on your own blogs. Always update yourself with the latest information. This is very much needed even for a conversational blogger. Maintain discipline while posting your blogs, so that your reader should be able to know, when you are posting your blogs.

One of the important aspects of blogs is that they feature comments. Below the blogs there is a comment link, which if clicked can show you the comments of the readers. Not all blogger wants to add this feature of comments. If you want to allow comments for your blogs, you have to keep an eye on them. This is the best way to get valuable feed back from the readers. Anybody can add a comment, which you may not like. Even the spammers can take advantage of this for marketing. To get rid of this issue, you can buy software, which removes unnecessary comments.

Lastly, there is no right style for writing a blog. But, an individual or creative style is needed for a successful blog. Moreover, it doesn't matter what you write, but how you present it is more important to make your blog a popular one.

### **A Few Lessons From Your Blog Coach**

The online community thrives and makes the most of the faceless communication via blogs or specially allotted spaces that enable you to market yourself! This space gives you a presence that ultimately works for a face. People begin to relate to you and your ideas via the blog. Blog coaching is very essential before you embark on this online, faceless, wireless adventure! A few lessons from your blog coach include:

**Generate instruction and information based blog posts:** Use your online space effectively. Offer guidance to your readers on issues that you identify that affect their lives. You, in a way, become their faceless friend and in the anonymity, they relate to you better. You should target posts that work short term and long term. While the short term articles are likely to make good reading to the loyalists, who start linking the matter to your field of expertise; the long term articles give new comers a chance to find out how to do things within the industry you represent.

**Always review your blog posts:** Although the blog post may come straight out of your head or heart, always review the content. Nobody likes to read incorrect sentences, or incorrect sentence formation or spelling errors or grammatically incorrect content. It is a common practice

to outsource content writing and rightly so, because it buys you time to concentrate on other aspects of the business you transact. However, always take time off to review the content for error. It speaks of you. You can also opt to write yourself, via the ready made review posts that come in hundreds online. The reviews are available on every kind of product or service there is on offer. You can add to them by offering fair opinion and maintain a forum, where your readers can interact with you.

**Include lists in your online blog post:** One of the easiest and most readable content strategies is including a list in your blog post. A list draws the attention of the readers instantly and also works like a magic on the search engine ranking. Readers identify easily with lists and include links from other bloggers too. Keep the list brief and treat each point separately. You can develop paragraphs with each point. Lists are also a great way of helping you to brainstorm and give your readers something unique to read about.

**Include the opinions of others:** There are bound to be phases while blogging, when you run out on matter, probably just because of a hectic schedule. At these low times, spruce up the blog post by allowing someone else to do the talking via a dedicated and industry related guest post. Your readers get relevant expert opinion and learn something beyond, what you usually offer, making your whole endeavor even more unique.

Your blog needs to create a profile for you, so that your readers can identify the content. Make them know they are special to you and apply special interest to make your blog re-readable and accessible 24x7.