

Hello, it's your host Nikki Purvy of the Better Than Success podcast and today we are going to talk about how to run your company's blog so that is not a complete waste of time. And I am super excited to bring this content to you because I know that you are going to need help with it. You may not realize it, or maybe you do realize it, but you will need a lot of help with it when starting your new business or even after you have started your business and you see that you've been blogging and you've been blogging regularly, or when you've been blogging and you've not been blogging so regularly and you blog is just not helping you site, you are still getting five views. One from the one client that you have, another from your mom, and two more from your employees or your subcontractors and one from you every couple of days and that is just not the way to go, or maybe it is the way to go. I am going to go into how that scenario can help you as well. But I am just going to give you so much information on blogging and your business and how it can help your business that I created a download for you at betterthansuccess.com/7 that has so much notes in it, it has even got a check list in it that is going to help you run your company's blog so that it is not a complete waste of time. So I know that when you start this business or when you have started this business you are going to get a new website, or you have gotten a new website, and a lot of times new businesses want a blog page. And when they come to us at Lidyr Creative and they say, "Hey, I want you to design our website, we want a blog page." Every time, deep down inside, it makes me want to say, "are you really going to blog? I am going to set this blog up for you but are you really going to do it? Are you prepared to make the commitment? Do you even know why you want to blog? Or is this just something that you want because you think it is something that you should have? As much as you believe that people will come to your blog, are you aware that no one will come to your blog at first? Are you okay with that? And if not, I can give you another really cool page, in lieu of the blog." But I want you to know that I think a blog is really important and every business really does need one, but if you are not going to commit or have someone in your business designated to commit, then I don't want you to do it, I really don't because no blog is better than a poorly managed blog. But a well-managed blog is the best of the best. It can really take your business to the next level, it can help secure clients and more customers and I am going to give you the ins and outs of a well managed blog and this will help you determine whether you are really going to do it or not. Like I said, I have a lot of info in here and there is a checklist at betterthansuccess.com/7, so be sure that you go ahead and download that so that you are not driving off the side of the road trying to make notes. Before we go in on any of this, let's get some basics down. Let's talk about blog vernacular. Let's talk about the difference between a blog and a blog post, this sounds very, very, very elementary, and I know it's beneath you but I hear some professionals make this mistake between a blog and a bog post when they talk about their blog and I will give you an example. I have seen people online, they will say like, "hey I made a new blog post, go over to my site, thebestredsocks.com and check out I put up a new blog." And I am like; you put up a new blog? No, that is not right. So let me explain to you what the difference is. A blog is your actual, entire, chronicle of whatever it is that you are talking about, that is the page, that is the site, in its entirety. Remember, blog is just short for web-log. So it is just your whole entire log. When you make a new entry in that blog that is called a blog post. So if you have a blog that you have been writing on for a year and you put up a new article, you don't want to say, "Hey, I have written a new blog." No, that does not make any sense. "Hey, I have written a new blog post," is what you want to say, "Go and check on it on my blog." "I have written a new blog

post, go and read it on my blog," that is the way that that works. So, hopefully I have enriched your life with that bit of information and helped with our communication today.

So, let's first talk about how a blog will help your business. We are going to break this up. How a blog will your business inside of 9 months and outside of 9 months. Why 9 months? 9 months to a year is about the amount of time it will take for you blog to start helping you from a search engine optimization perspective. So in about 9 months if you are blogging properly, Google may start to rank you for the key terms that you hoped to be ranked for, but it takes about 9 months to work. So, let's talk about inside of 9 months, how your blog will help your business, especially if Google is ranking you for your particular key terms. So, unless you invest money in search engine optimization, your blog will not help the visibility of your site organically. Let's get that straight, it will not help. Google isn't going to go to your site and all of a sudden start placing you on the first page above people who have blogging, writing, and are authorities on this topic that you want to start ranking for. They are not going to start ranking you above them just because you started this new website. But I will tell you how it can help you get sales, or get new clients immediately. In order to talk about this we are going to further break it down. We are going to break it up into two categories; a blog for big ticket products and services versus a blog for smaller priced items or digital products. If you are selling big ticket products or services, big ticket items such as swimming pools, refrigerator s, or furniture; anything that costs a lot of money, or if you are selling consulting services, like accounting services, cleaning services, web design services, any of these services that are going to get clumped together, but chances are if you are selling these types of items you are getting most of your business in person, or by referrals. And in the first year or two or three, your blog will not change that, but what it will do is help close the sale a little faster. The sales funnel goes like this, the prospects learned about your business through a friend or you and then they go to your site to check out how real you are. Having a well maintained blog will definitely help solidify your authenticity once people do come to your website. That is probably more valuable than Google traffic on a per page click if you are selling a service or a big ticket product. Think about it, if you sell big ticket items or services, most likely people need to talk to you anyway before making the purchase. Once you have sold them they go to your site to validate you. This is why I say as far as conversion rates go, your blog will help you convert more than pay-per-click ads or even organic clicks from Google, if you are getting referrals and meeting people. So having a blog is very, very, very valuable. Let's talk about smaller priced items, the first principle still applies but people probably do not need to talk to you. They may be actually finding you online, through email, social media marketing, or in person, and people most likely will pull the trigger right after that. But the presence of a well managed blog does establish trust. People will feel more comfortable pulling the trigger if they know someone is taking the site seriously, once they see the presence of that well managed blog. So let's talk about how a blog will help your business outside of 9 months. I mentioned how your blog isn't going to help you get search engine traffic for a while, but that doesn't mean you shouldn't start. 9 months to a year seems like a long a time from today but it is not. 9 months will be here before you know it and it is not a lot of time to invest so you can actually come out on the other side, getting some organic traffic for the key phrases or the key words that you want to rank for. So, it is a little bit to invest and it has a large amount of return if you do your blog properly.

So, let's talk about a little bit about the relationship of Google search engine optimization and your blog. I know some of you are hanging right there with me but some of you are like, "I am still a little confused, you are talking about organic traffic, all this other stuff." Let's just go back and talk a little bit about that and we are going to talk about the relationship to Google search engine optimization in your blog. For those of you who don't know, SEO or search engine optimization is the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine. It is basically making your site more desirable to Google or any other search engine, really Google is the only one that matters in making your site desirable so that you come up high in the rankings. A long time ago in ancient SEO times, way back in late '90s to the mid-2000s, people used to do all sorts of witchcraft to get their websites ranked in search engines. We call this "black hat tricks". And a lot of times when clients come to us about SEO they think we are going to do some sort of black hat trick. They don't really know what the black hat tricks are and they try to suggest to us some sorts of things, but we don't do black hat tricks at all. I am going to give you an example of a black hat trick. Let's say you sold red socks on your site and you wanted to rank for that term, "red socks". Then back in the day, what some SEO black hat tricksters used to do is they would make texts the same color as the background and write red socks all over the background of the site. So no one can see it visibly, but when Google combed the site, it will read red socks, red socks all over again so that Google knew your site was about red socks. Once it combed your site it would see those words that people couldn't visibly see. Now obviously, this is a really, really bad trick, but it worked back in the day. It doesn't now; you can actually get penalized for it. But that is just an example of one of the tricks the SEO black hat tricksters used to do. The tricks go a lot more sophisticated but Google has always gotten hip to people's tricks and dinged or even penalized people, or even took them out of the search engine altogether once they caught wind. What you never want to do is get dinged, it is hard to get back into Google's good graces. So Google's whole existence has been to put in place algorithms, like Panda, to hurt people who have crappy sites who don't provide real content and rely on black hat tricks. Trust me, you are not smarter than Google, I don't care who you are, so stop it. All the work that you are spending working on black hat tricks, if that is what you want to do, if you are trying to get your SEO, your search engine optimizer, to do black hat tricks, stop it. All the work you do doing those things, it would be more work than actually creating really good quality content on a site that is a really good quality site. It's like the drug dealers, all the work that drug dealers put into being convert and conniving, it is probably a lot more work than if they worked hard and had been just a little more patient and smart and been honest.

So, how can we manipulate the search engines if we are not doing any sort of black hat tricks? Of all Google's algorithms changes, information releases and penalizing they have done over the years, have led us to one conclusion, us, I mean good search engine optimizers, they have been telling the world that what they want from you in exchange for ranking you in their search engine is good quality, long content, and other people linking to your good quality content. That is all they want and trust me, I know you work hard, you are smart, and you got some good quality content up in your head, that all you have to do is get it down on paper, I mean, on a blog, in a blog post, in the right format. And I am going to help you with the right format. So, here are some rules to help you run your blog so you get traffic from it, organic traffic from Google, nine months to a year from now. The first rule, blog regularly, I am the blog-Nazi. When clients come to us to get a website designed and they want a blog I always tell

them that if they want their blog to be worthwhile then they should launch with at least five blog posts. If the world were mine, I would say ten. If you gawk at that ten, I understand, but if you gawk at that five then you are probably not ready for the commitment. Now, when I say blog regularly, how often is that? That's up to you, at the very least, every other week, at the very least. Just know that unless you already have a huge following, this isn't going to help you get tons of traffic, but it will keep your site up to date and looking authoritative to visitors. If you really want to knock it out the park, you can blog daily, that is someone who is all about their business. But on average, expect to blog, or you should blog maybe once a week, twice a week, maybe. But if you decide to blog regularly, you are an all-star and I applaud you.

The next rule to run your blog so that you get traffic from it organically from Google is to promote your posts, promote your posts on social media, promote it in an email-blast to your database, promote some more, and then a little bit more, and then a little bit more. You might feel like you are getting on people's nerves, and you might be, and guess what, who cares? I need you to not care. But this is an opportunity to continuously remind people that you are in business and you are an authority on your topic. There is this 80/20 rule where you blog 20% and you promote 80%. I see nothing wrong with that rule. Promote, promote, promote!

And then the third rule is to link to other peoples' sites. This helps with SEO and I want you to feel comfortable with spreading the love and citing your references. Spread the love because you want the love spread to you, and cite your references because sometimes you are going to have to paraphrase, or sometimes you may actually take a quote from something else, and cite it, You don't ever want to get caught for trying to steal other people's content. And it is okay to say, "This article says this about that, check out the full link over here." There is nothing wrong with doing that.

So, let's move onto the next part of this podcast and we are going to talk about something people struggle with all of the time, how to choose a blog post topic. How to choose your topics on a regular basis, and that is something that i/we at Lidyr and Better Than Success know a lot about, because we put out a lot of content. We are publishing content five days a week on Betterthansuccess.com and I do believe we are doing once a week blog posts on Lidyr. At one point we were doing a lot more but when we started Better Than Success we decided to cut back on Lidyr because at this point, most of our traffic is from referrals. So, we are selling big ticket items and a service, so it's a big ticket item/service which is all of the things that we do. As you can imagine, websites aren't the cheapest things in the world, so most of our website traffic comes from referrals after we physically meet someone. So I don't mind not getting organic traffic because the reality is I like to prescreen people because if someone is not serious, if they have a wacky idea, or whatever. Because when we build the website, we are in a partnership for a certain amount of time, and I like to prescreen people, so I am okay with not getting so much organic traffic. I do want to rank for my own name though, so, you know, that is important but I am okay with not getting so much organic traffic for web design, web design Philadelphia, because we get so much referral business. So we know a lot about that, but we do produce a lot of content. Now, at Better Than Success, we do get a lot of organic traffic because there is so much content over there and it's really good quality content. So let's talk about how to choose a blog post topic. You know I am all about giving you strategies and actionable items to help you so that's not different that what I am going to do now. So, let's talk about the first strategy, keep a space in your phone or computer that you make notes

about what blog post topics that you want to write about as they come to your head. Use client's interactions, customer conversations, news, or even arguments that you have with your significant other has inspiration. That is a little joke because me and my boyfriend we talk a lot about business because he is a business owner as well and a lot of our conversations are about business, and we debate a lot about it and it's really great, it's great to have someone to bounce ideas off of. So anybody that you have in your life that you bounce ideas off of about business, or even somebody, it may not even be about business, it could be about something completely unrelated. I want you to have this mindset that you are always open to ideas to come to you and make sure you jot them down quickly. Have a space that you always refer to so that when it is time to sit down to write a blog post, you're not killing yourself trying to find a topic. You just go to your notes that you have on your computer or on your phone, and then just ahead and start writing. The second strategy is to restrict yourself to writing about aspects of the business that you actually love. This will help you to write faster and create unique content. It will allow you to develop your tone of voice for the blog and this way you will be providing the world with unique quality content, what Google loves. So I am going to tell you a story about writing about an aspect of the business that you actually love that affected me. So, for those of your who follow us, Lidy Creative, we used to have another podcast before this called, "The ecommerce Success Show" and the reason we started the ecommerce Success Show was because a lot of our clients are ecommerce clients. They came to us because they wanted to build an online store. So, we were just gathering information and tips and tricks that helped people to have more success online, that was the tagline for the show, "tips, tricks, and news to help you have more success online." And the reality is, even though I like ecommerce a lot, I don't love it, and I was really struggling with producing content regularly. I would go a week, two weeks, I think one time I went a whole eight weeks, and that is like literally, for podcasts that is a huge no-no. It was because I was not completely in love with ecommerce, now I like it, I have no problem, not even a little bit with doing ecommerce websites or even giving clients ecommerce advice. We had one ecommerce client where I was helping her with her website and I was telling her where to click, I was on the phone with her, but I didn't have it in front of me and she was like, "Wow I can't believe you know this stuff in your head like this, you are really good." And then I thought, wow this is kind of impressive, the fact that I am telling her where to click on this really complicated page on the back end of her site, and it's because I really do love it, but to talk about it every single week and find content about it every single week was not something that I loved. Now what I do love is writing about small business development or podcasting about small business development. That is what I love and so this show I have not had any issues with writing and producing content regularly for you. I have not had any issues with talking to you about this stuff because I really, really, really, really, really do love it. This is the aspect of the business that I love the most. So write about the part of the business that you love the most. The next strategy in helping you to choose a blog post topic is, check out and see what is in the news about your industry, write a commentary piece about it or a news recap. That always helps. If you can't think of anything go and Google your key term that is on your site and see what the news is about that for the day over the past week, over the past month, and write something about that. "Hey, there is a new regulation that came out in whatever type of business and this is what I have to say about this, I think it's great because blah blah blah blah." Or if you don't want to provide you opinion on it, "Hey there was a new regulation in this industry and this is what it means to you, this is what it means to us, this is what it means to our economy, this is what it means to us as a

whole.” State the facts and that is it and keep it moving. Paraphrase. Do not copy someone’s content because that is what is going to get you dinged. But paraphrase and write your thoughts about it. And the next strategy is to write about what is going on in your business. What is going on in the four walls of where you practice your business, talk about that. Now you don’t want to give out any sensitive information but talk about what is going on in your business, talk about what you are going through, get personal. Don’t get too personal, we don’t want to know about your personal life, but get personal about what is going through your head running your business. How difficult, how easy it is, how challenging, how you are up for the task. Talk about any of these things that will help solidify you as an authority on your topic.

So, let’s move onto the hardest topic, but it seems like the most juvenile topic of all when talking about running your company’s blog and that is how to write a blog post. Don’t get mad at me, I am not trying to belittle you at all. I am not trying to talk down to you, but the truth is, because of WordPress, now I am only going to talk about WordPress because most of you out there have a WordPress site, but because WordPress is so easy and intuitive most people just log in and think that they know what they are doing. They set up a blog, post up, and walah, they think they have done it properly. But unfortunately, here is my adage that I made up, so you can quote me, make sure you site me; “WordPress can be as easy as you want it to be and it can be as complex as you need it to be.” It can be as easy as you want it to be and it can be as complex as you need it to be. So most of the time, people are overlooking a lot that they could be doing to help their blog and a lot they could be doing to help their blog posts. So there are a lot of missed opportunities in terms of providing more value as well as providing Google with the information that you want it to have so that it knows what your blog post and your blog is about. So let’s talk about these steps to writing a good blog post or how to write a blog post. The first thing is choose a title that makes sense. This sounds real simple but we have a lot of clients who, when we do their website, we tell them to send over a couple of blog posts that they have written so we can post it up for them and then later show them how to post it themselves. And then they give us blog posts and these titles that are just crazy. So you want to make a title something that allows people to know what the content is all about. So I am going to give you an example, so let’s say you have a fashion site and you write a blog post about new weather; what some of the more creative clients will share with us, as far as the title goes, is they will say, “What the weather man brought in.” It’s cool, it sounds creative but one, that title doesn’t make me want to read it, it sounds silly; and two, Google doesn’t know that this is about fashion. Right, so it’s combing your site, it is crawling your site and it stops at the title because there is something on the back end of the site, without going too technical on you that tells it what the title is, and it says, what the weather man brought in. Now why would they rank you for fashion if you are talking about the weather man? Right? And then once it crawls the body of your blog post and it sees that you write about fashion, now it is just confused and they feel like you are misleading people and it is not quality content and they won’t rank you. So, let’s give a better title, “Top Spring Fashion Picks of the Day.” That is telling Google that it is about fashion. It is also telling Google that you got pictures and it makes me want to click on it as a reader. Oh, I want to learn about the top spring fashion picks of the day, this is awesome, let me click on that. So, let’s make sure that we get really good titles. Here are some suggestions that will help you pick titles. Lists, people love good lists, we do it all the time on Better Than Success, “top 6 marketing tools for you business”, that is a

really popular blog post, or, “here are the top 7 tips to running an effective PR campaign”. So, lists are really good. What about controversial titles? Let’s use this podcast as an example. So, if I were to take this podcast and turn it into a blog post a title could be, “Why you are running your blog all wrong.” That sounds controversial right? But it also makes people want to click and it also tells Google what the blog post is all about, running a blog. So another way to choose a good title is you can do comparisons, you can compare two things, or you can write two things and extract out two things that you are comparing. So, for instance, we did a very popular post on betterthansuccess.com which was Hootsweep vs. Buffer. Those are two softwares that allow you to post to twitter and it gives you some features that Twitter doesn’t give you, but you can do a comparison. So make sure you choose a really good title that makes people want to click and it also tells Google, and people, what your topic is all about.

The next rule on how to write a good blog post is make use of header tags. You need to understand what they are. Header tags are a little bit complicated to explain if you are not familiar. If you are using WordPress, header tags are those things you can do to your text to make it larger or smaller. You usually highlight the text and there is a drop down box and it is by default by paragraph and then you hit the dropdown box and you will see some other option, header 1, header 2, header 3, header 4, header 5, and header 6. So let me explain to you header 1 is the largest, header 6 is the smallest in terms of the size of the text. If you are not familiar with what header means then you will just think that it will just make the text larger or smaller, but it means a little bit more than that and you can use it to manipulate the way that your content stands out and you can use to manipulate how Google reads your content. So header tags are just that, they are headers. They are a way to make a header in a particular section of your blog post stand out; you want to title that section. The H1 to H6 tells the reader, as well as Google, how important that particular header is. So H1 is really important and all the way down to H6, that is less important. The way that you want to organize your mindset about header tags is think about when you were in grade school and you did an outline. So you had this Roman Numeral 1 had a title, you went down ABCD and then Roman Numeral 2 and then maybe after that A you had a 1 2 3 4, so on and so forth. Hopefully you remember how to write outlines, header tags work very similar with the number of the tag being different hierarchy. The only difference here is that in an outline you can’t have a one without a two, remember your teacher used to say that to you all the time, you can’t have a Roman Numeral 1 without a Roman Numeral 2, you can’t have an A without a B, you can’t have 1 without a 2. With header tags those are not necessarily the rules, but what you want to do is organize it in such a way that it makes sense. So when you use your header tags, you want to make sure that you have titles or words that associate themselves with what your topic is in your blog post. It is always good to have your key phrase, whatever it is that you are trying to rank for in your header tags as well as in your title, but you don’t necessarily have to because Google knows what words are associated with other words. So the best thing to do is try to write really good content that makes sense and then the rest will fall into place and it works the same way, you don’t want to have header tags that are so creative and so catchy but they don’t make sense when Google combs your site. You also want them to make sense when people are reading, don’t try and get too fancy, too creative with this information. So make sure you do a little research around header tags and make sure that you study up on them. What I also want you to know is that when Google combs your site, when it crawls your site, what it sees is those tags that surround the text. So it’s not just making it larger or smaller, it literally can read, “Oh, this text is a

header 1, this is really, really important and it is associated with this topic and it makes sense. Oh, this tag is header 2, it is semi-important, it is associated with this topic and it makes sense.” That is what you want Google to see and that is also what you want your reader to see. Does it make sense? So, write so that the information flows logically and write so that Google knows what you are talking about. Don’t get super, super creative.

The next tip in how to write a blog post is name your pics before they go up on your blog and add an alt tag. Now I am going to explain what that means. When you upload pics to your blog, pictures to your blog what you want to do is name the picture whatever the title of the picture is, whatever it is associated with, your key phrase or your key word that you are trying to rank for in your blog post, make sure that it makes sense, right? But name it before it goes up to your blog, name it on your hard drive. If you saved it to your desktop or whatever, you have this picture and you put it on your desktop and it’s got some really long character name, it’s got all these numbers, or it’s got some name that is not associated with your blog post, so go ahead and rename it and then upload it. The reason that you do that is because the name determines what the permalink or URL for that image will be and Google can read it. If that is too techy for you, don’t worry, just do as a say, just name it before you put it up, name it something that makes sense before you upload it to your blog. Add the alt tag, after you upload it, there is also a space on that picture where you can type in what the alt tag will be. The alt title means the alternative title, if this picture doesn’t come up because a person has a crappy phone or a crappy computer with slow internet service, if the picture doesn’t come up for some reason they will see the alternative text and that alternative text can be read by Google. So you also want the person to say, “Oh, okay, this is a picture, this must be a picture of red socks. I can’t see it but it’s a picture of red socks so it makes sense.” But then also Google can read that is what the alt tag is, it does help you in having another opportunity to tell Google what your blog post is about. The other thing is that you want to make sure that you add a featured image to your blog post. That is very important and I am sure you are doing it anyway but just make sure that you do it and then try and add another image inside of the blog. Maybe make the image kind of small, justify it to the right and put the image next to text that makes sense that the image will go there. So, let’s say that you have a section in your blog post talking about short red socks and you first sentence is, “short red socks are really great for athletes” and then you want to add a picture of an athlete in short red socks. Put your cursor right on that sentence and then add the picture, that will make the picture go right next to the sentence so that it will 1, visibly be right next to the sentence but then 2, when Google crawls your site it can see the placement of the picture, it doesn’t look at the picture because the search engine spider doesn’t see, it is not a real thing, but what it can do is read line by line by line so it says, “red socks are perfect for athletes,” then there is the text for the picture, that is what it reads. So that is really important.

How many words should your blog post be? This is the next tip for how to write a blog post. How many words should it be? According to Neil Patel and QuickSprout.com, it’s a website I really like so for all of you internet marketers out there and all you people who really focus on making your site the best of the best, go to quicksprout.com, he’s got so much content out there. But anyway, according to Neil Patel of quicksprout.com, the average length for a webpage that ranks in the top ten results for any key word on Google has at least 2,000 words. The higher up you go in the search listings page, the more content each

page has. So, 2,000 words is a lot, I suggest that you write a variety ranging from 300 words to 2,000 words. Every blog post doesn't have to be 2,000. If you can crank every one of them to be 2,000, then that's great, but let's think about it from a reader's perspective, sometimes readers want quick information, sometimes readers want long information, and guess what; every topic that you write about doesn't require a lot of information. You don't want to write just to be writing, right? You want to write really good content. So, sometimes you write something and it is just 300 words, that's just what it is. But you don't want to have missed opportunities; there are a lot of topics out there that will require you to write 2,000 words so I suggest that you do that. It is a lot but as you do it more and more it will become easier and if you can spring for it, hire someone to do this. That is always a viable solution. You can always call Lidyr Creative to have us write a blog post for you, shameless plug, 215-550-5054, shameless plug. So, yes, be sure to mix it up between 300 words and 2,000 words.

The next tip on how to write a blog post, this is number 5 by the way, is be very concise and clear with your language. There is nothing worse than a blog post that rambles. So just be very concise and clear, it makes for good quality content.

Number 6, fact check, you do not want information out there on the internet that you have produced while you are trying to establish yourself as the authority on a topic. That is erroneous, you do not want that. If you are in doubt, double check; that is what Google is for. I am a professional Googler, I have my six sigma certification in Googling. I have gotten my PhD, I have graduated from the school of internet and googling with my degree in googling in 1997. I am joking. But I am a professional googler. There is an ongoing joke between me and boyfriend; if we are debating about something, he is like okay, go to Google, that is what you do because it settles the conversation, it settles the argument immediately. I just go to Google, let's find out. So, if you are not sure, you have all of the information at your fingertips for free, for free, for free. Yes, you have to pay your phone bill, yes, you have to pay your internet bill, but guess what, you can go to the free library if you do not have the means to pay any of those bills. Take your behinds to the free library and Google. Fact check.

The number 7 tip on how to write a blog post is remember to have an intro, a body, and a conclusion. I know when you were in grade school your teachers taught you this. But since you have been out of grade school and you have been texting and posting to Instagram, posting to twitter and making really short snippets of information, you have forgotten how to write an intro, a body, and a conclusion. Don't forget, I am reminding you, intro, body, and conclusion. That also will help you with your word count if you are struggling to write those longer blog posts. So, make sure you can write a nice healthy intro. Intros are good because those are ways to add to your tone of voice. You can start out with a story. You can start out with why you are writing the blog post. Stories are really good though. And don't forget your conclusion; make sure you conclude with everything that you just said. Wrap it up, say why you said it. The old adage when I was in school was; the intro says what you are going to say, your body is say whatever it is that you are going to say, and your conclusion is say why you said it.

So, the last tip on how to write a good blog post is to make sure you write conversationally. You do not have to sound like a road scholar; actually no one wants you to. Google and your fellow humans like content that is conversational. Write like you are talking to your friend. For sure it has to be proper

English but you want to make sure you are writing like you are talking to a friend. And sometimes if you get really, really, really good, if you want to write in the vernacular, which may just be the omission of a noun or an improper verb conjugation. Things like, "I be going to the store." I talk like that all the time so if you want to get funky like that sometimes to prove a point, you can, you don't have to sound like a road scholar, trust me, you don't. I don't want you to; I want you to write like you are actually providing information to a friend but at the same time, like I said, try and get grammatically correct and use proper syntax but you just don't want to sound like a road scholar. Have a conversation, have a conversation with your audience, have a conversation with Google. Google loves it. But more importantly, have a conversation with your audience, it provides the most value, it is easier for people to read, people like to read conversational information, it just reads much more smoothly.

So, that concludes this episode, as I have mentioned you can download all of my notes at betterthansuccess.com/7. And I appreciate you turning in please have an amazing week and please do not forget to subscribe, rate, and review on iTunes; we are also on Stitcher for all of you Android users. So for all you people who are listening on iTunes or listening on directly on our website, make sure you go to iTunes and subscribe and make sure you send your Android friends all this information. Subscribe, subscribe. Subscribe; rate, rate, rate; review, review, review. I want you to have an amazing week and until next time, happy entrepreneuring.