



## Blogging

Blogging is a unique way to engage your target audience and to grow your business. Writing a blog can set you up as a subject matter expert. People will come to respect your knowledge on your services and products, thus increasing your audience and sales.

A blog should be 500 to 750 words in length. Each blog should cover one topic, should a topic need more attention, make it into a series. Every blog should be directly related to your business, services, and products.

Blogs should be easy to read. Use bullet points, headings, and subheadings to organize your ideas. When needed, reference where your information originated. A great way to increase your readership is to reference previous blogs in your current blog with an embedded link. Asking other bloggers to reference your blogs with an embedded link and in turn offering the same to them which will also increase your readers.

The goal of each blog should be to explain some facet of your business, product, or service in more depth. Look for ways to add value to your audience, ways to provide them with much needed information, especially insider information. For example, if you are a photographer writing a blog on how to take a professional headshot will empower your audience to seek higher quality services, hopefully yours. However, should distance be an issue, they will feel more confident with the knowledge gained from you.

When writing your blog, strive for simple sentence structure. Use proper grammar and punctuation and keep the reading level at a 6th to 8th grade level. As the internet brings the world closer together, nonnative English speakers will read your blog. Do not use jargon or vocabulary for your field, you want every reader to understand what you are communicating.

Blogging should be a fun way to connect with your audience and grow your business. Remember the best writing advice is to just start, do not allow the blank screen of your computer screen to make you freeze.