

Writing
The Blog ✓ Checklist



Write better, faster posts!

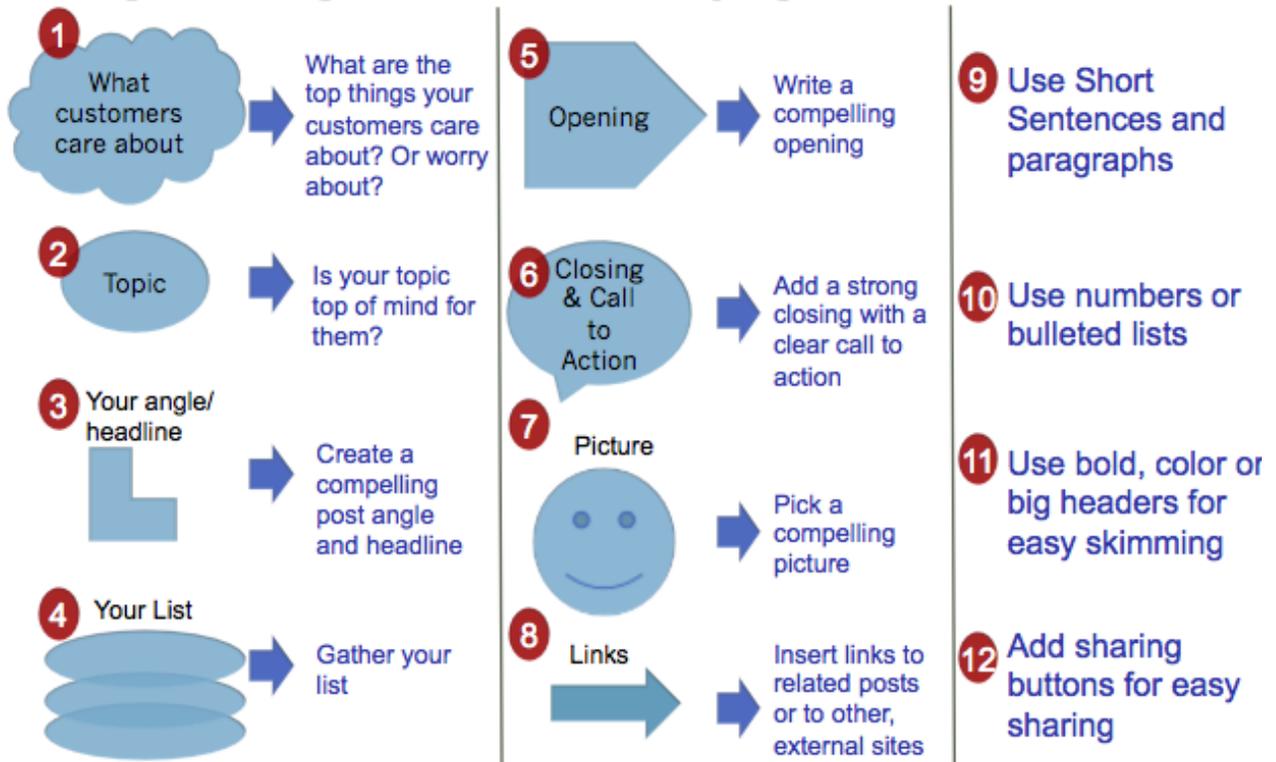
The Blog Writing Checklist

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Welcome!

Welcome to the Blog Writing Checklist brought to you by Right Mix Marketing. Use this as a helpful checklist to easily create better blog posts that really resonate with your target clients.

Blog Writing Checklist one-pager



Hi there, and welcome to the Blog Writing Checklist. Follow the steps detailed on the next page to make sure you have a winning blog post!

To access a webinar of the Blog Writing Process, go here:

<http://www.rightmixmarketing.com/blog-writing-workshop-registration/>

1) What your customers really care about

With any blog post, it actually doesn't start with putting pen to paper and just starting to write a blog post. It actually starts back with truly understanding your target customer and really what your target customers care about. The way I like to say is "What are your target clients REALLY worried about?"

So for example, if you're an architect, your clients may be thinking about things that are not necessarily related to architecture. They may be related to their remodel or their contractor, so not directly related to the architecture part of a project.

For example, an architect's clients may worry about "How do I avoid a disaster remodel?" or "How do I find a reliable contractor?" "Can I finish this remodel before Thanksgiving?" "Can I afford my remodel?" These kinds of things. Basically, you need to understand your client's mindset and you brainstorm all of the different things that you're worried about. That's the first step.

2) Pick a Topic to focus on

Second, from that list of things they worry about, you pull out the topic that you want to write about for this particular post. For example, if you want to write about not having a remodel failure or a disaster remodel. Let's say that's your topic. That's a great one that your potential clients would love to read about, and you could show your expertise in this area and give them a sense of trust and confidence in you.

3) Your "Working Title" for the headline

The third step is to decide on a headline and angle. So let's say we had "How to Avoid a Disaster Remodel." You may want to make it interesting for them and a lot of times a list post and a number of key points is something that really attracts readers. So you can title this "6 Ways to Avoid a Disaster Remodel." Or, "The 6 Critical components of a remodel." Or, "Remodels Gone Bad: 6 Ways

Remodels Can Fail." Anyway, you come up with a compelling headline that's clear, but also interesting.

4) Generate your list for your "list post"

Next, we're going to collect the list of items. So we're going to have, let's say, 5 or 6 tips. Again, we can adjust that later, but let's get what I call a working headline first. Now we want to brainstorm or do some research to get our list. So what are those items?

Maybe it's things like "Make sure you find an architect that fits with your style." "Make sure that you understand the full scope of the remodel that you're interested in." "Make sure that you're not too cheap in your selection of materials and people that you work with, because what you get is what you'll probably pay for." "Make sure you're involved enough in the process that you don't leave it completely to chance about what's happening, but also don't smother the staff, the architect and the construction worker, the contractor." So there's a set of things that you know as an expert that will help prevent a disaster remodel. That's the list you brainstorm. You might weed it down to--maybe you'll have 10 and you'll weed it down to the 5 or 6 that you think are the most important.

So that's our framework for a post. We have a compelling title, and we also have our list of items that we're going to have. So let's start writing.

5) Write your opening

Next we want to write an opening. The opening can be something like telling a story. For example, "The other day I was at a networking event and I ran into someone who told me about their disaster remodel" and you can go into a little bit of detail about why it was a disaster and what happened and the implications of that.

Or another way you can start a post is to say, "After having done 100 remodels, I've come up with this list of items to help homeowners to avoid disaster." That's another way to start a post. Another one could be "Your home is one of your valuable assets. You want to make sure your investments in it

are wise and go as planned, so here are 6 ways that you can avoid having a disaster remodel." These are some different ways to open a post.

6) Write your closing (and include a “call to action”)

Let's look at how you close your post. You're going to have the opening of the post, and then your list (with a description of each item of the list) and then you'll have a closing.

You don't want to end on a weak note. So many people end their posts with a weak closing or really no closing paragraph at all. You want to end your post very strong, and one way to do that is to come back to where you began. If you were talking about that networking event where you met that woman who had that disaster remodel, you could come back to that and say, "So with these tips in mind, you can avoid the disaster that Lucy had experienced in her kitchen remodel."

Then you add the “call to action” piece, which is "And if you want a free consultation on your upcoming project, feel free to click here to set up your free 30 minute consultation." That's a call to action. Calls to action can be different things. For example:

- Click here to get my best 10 tips about remodeling (subscribing to your list)
- To get my updated tips on remodeling, join me on Facebook (to get more Facebook likes)
- Don't miss any of my remodeling tips (subscribe to my blog's RSS)
- Need to learn about tools, click here for my Favorite Tools (to show people your list of tools – for affiliate income or commissions)

You should have at least one call-to-action per post. You can have them in different locations, but the closing is often a good spot for them.

7) Get a compelling picture for your post

You want to always have a picture for every post. This can be stock photography, like iStockPhoto.com, or Fotalia.com, or it can be a picture of one of your projects that's compelling. If it's stock photography it could be a

picture of a kitchen or a disaster, or it could be a picture of someone pulling their hair out - that kind of thing. It depends on your personality and what kind of picture you want to include. Make sure you use pictures you're licensed for and give credit where you need to--to a photographer, etc., if those are the terms.

I like to get stock photography from Fotolia.com or iStockPhoto.com.

8) Add in any links

Next is links. These are things where you provide easy access to additional resources that you mention in your post. If one of your points is that they want to check on the contractor's license, you may want to link to the tool that allows people to check licenses right in the spot where you describe this action.

Links within your own blog are even better. Let's say you wrote a post on "What Are the Most Important Rooms to Remodel in a House for Resell Value?" You could link from somewhere in this post to that article. That keeps people on your site longer and has them reading more of your content, which establishes more trust in you.

9) Make your post easy to read

Some things to keep in mind as you're writing - use short sentences and paragraphs. This is not a college essay, a research paper or a book. This is meant to be an easy to read post. Easily consumable in a few minutes. If they want to skim it, you should have it so that it's easily skimmable and with the short sentences and paragraphs.

And it's a list post, so of course we're going to use numbers or bulleted lists. It doesn't mean we only have to have one or two words for each point on our list. We can have a couple of words and then we can have a colon or dash and then describe each point a little bit. So each point the list should include enough description so the reader really understands your point.

Also, for ease of reading and for nice formatting, you can use bold or color-- just a little bit! And big headers make it easy to skim and pleasant on the eyes.

10) Make sure you have sharing buttons on your posts

Lastly, you definitely want people to be able to share your blog posts, either via email or on Facebook, LinkedIn or Twitter. These days, blogs allow you to put sharing buttons so that it's easy for people to connect with their networks and send your post to them. So make sure that you have share buttons connected to your post.

That's the wrap up! I hope you enjoyed it and definitely watch the accompanying webinar by going here:

<http://www.rightmixmarketing.com/blog-writing-workshop-registration/>

To see some examples of my list posts, take a look at these posts. Can you see how I used points 1-10 in each?

Examples:

<http://www.rightmixmarketing.com/social-media/secrets-to-pat-flynn-s-success-smart-passive-income/>

<http://www.rightmixmarketing.com/business-blog/original-blog-content-is-important/>

To access a webinar where I go through the Blog Writing Checklist, go here:

<http://www.rightmixmarketing.com/blog-writing-workshop-registration/>

For Constantly Updated Essential Blogging Tools List:

<http://www.rightmixmarketing.com/online-marketing-tools/>

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