



Blogging For Business – Getting Started

Have you wanted to start a blog but you just weren't sure how to get started? Maybe you started a blog and you haven't been able to move forward with it. When done right, a blog is a very inexpensive way to promote your business and find your tribe. It's a great way to get your audience to know, like and trust you and ultimately do business with you.

I have been writing a blog for a few years now and it took me a moment to really get going. As I learned more and more and worked with a writing coach, things started to change and I actually became excited about blogging. My business grew tremendously because I was seen as an authority and expert in my field. One of my blog articles even served as the basis for my Amazon #1 best seller.

If you are finding yourself feeling stuck and don't know where to start, here are ten things you must consider when blogging for your business. Oh, and as you read through the list you may want to have a notebook handy to jot things down as they come to you. Who knows, your notes may just turn out to be your first blog post. *Now let's get started...*

1. Clearly know why you are starting the blog. If you are starting a blog just because someone said you had to, this might not be the best way for you to promote your business. If you hate to write and won't be committed to putting out good content – STOP! Don't do it! Video or audio may be a better option for you. If you chose to use video or audio, you can always have someone transcribe the content and create blog posts for you.

Okay so you decided you are ready to move forward...

2. Know who your audience is. Who are you writing the articles for? For your business you may have created an Avatar. An Avatar is a person who represents your ideal customer. This is the person your business was created for and who you will create your content for. If you have not created your Avatar you will want to do this. Create the visual image of your customer and keep them in mind when you are creating content.
3. Spend time reading blogs for your industry/niche. Okay, if you are saying but my industry is unique, I will tell you there are people writing about it. Use Google to search on your topic of interest and you will find articles. When you do, don't just read them. Look at how they are written. How is the blog platform designed? What interested you about the site? Take notes on how you would create your platform. Be careful. Don't become a copy cat. You want your blog to reflect your brand, your business – YOU.

Up next, the tech stuff. It's easier than you think...

4. Select your domain name and hosting. When selecting your domain name, be sure that it aligns with your brand and business. If you are in the health and wellness industry don't pick something that relates to cars. In selecting your hosting platform, many bloggers use a simple WordPress site. You can use [Blue Host](#) to register a domain name. They are very affordable, have a site builder and you can install WordPress easily with just 1 click. If you are an entrepreneur with an already established website and starting a blog, you can include a section for your blog on your website. This is what I did with my blog. My website is hosted by Host Gator and you can check it out at infinitycoaching.net/blog.
5. Next you want to select your theme. If you are like me and not into the technical aspects of building a blog, this is the best way to go. Themes will establish the "look" of your website. Popular sites to consider for finding your themes include Wix and Genesis Framework.

Now it's time to start writing...

6. Write your first post. Start with a basic introduction. Share a little bit about who you are and what the blog will be about. Do not fill the first post with links to products, services or affiliate links you may have. Look at it as dating and let them get to know you and your writing style first.
7. Be consistent. Once your blog is set up, ready to go and you shared your first post you have to now be consistent with your posting. How consistent you are will impact the traffic that visits your blog and/or website. There are bloggers that faithfully post three to four times a week. How often you post is your decision but don't leave your readers in silence. It is recommended by most business and writing coaches to post a minimum of once or twice a week. My goal is to write on one of my blogs, at least once a week. One thing that worked for me, was to schedule time to write.
8. What should I write? Feeling at a loss for words can cause many bloggers to quit before they really get started. There is so much to write about, sometimes you just need to trigger your mind to get the creativity flowing. You can look up what is trending in your industry. Interview someone and borrow their authority. Write about a book that has impacted your career or business. Sometimes the ideas will come to you when you least expect them to. Remember the notebook I mentioned in the beginning? A notebook is great place to store the thoughts that will later become your articles. You can also create a file folder on your computer and store the notes there.
9. Include a call to action. Often forgotten by beginner bloggers is the call to action (CTA). For every article you write you should have a call to action. The call to action is what you want the reader to do next. Do you want the reader to visit your website? How about download a free gift? Maybe you want them to subscribe to your newsletter or listen to an episode of your podcast. What ever the action may be, provide a leading statement(s) directing them what to do.

Now what...

10. Repurpose your content. You have written such great articles, now use the content to create videos or a podcasts. Post a few paragraphs in your newsletter and have them come to your website for more. Create short posts and graphics that can be used on social media. If you have a desire to write a book, focus your articles around the subject of the book. After awhile, you can combine the articles and have a rough draft of your book. Remember, my amazon #1 best seller was created as a result of a blog post.

And don't forget...

Share your articles on all of your social media platforms.

These are the basic steps you need to take to get started blogging for your business. Here comes the tricky part and best advice I can give - be patient. Do not look for over night success and to have people flocking to your site immediately. You are using the blog to get people to know, like and trust you. That takes time.

As your people do get to know you, you will build a following. Be consistent and feed them with your knowledge and experience. They will begin to desire more, want to work with you. Most people give up too soon, don't be one of those people.

I would love to hear how these strategies assisted you with setting up or improving your blog. Also send me the link to your first or latest blog post and I will share it on my social media platforms.

Email me at cowens@infinitycoaching.net.

If you would like to schedule time for a FREE blog writing consultation or if you have any questions, you can schedule an appointment using this link -
<http://infinitycoaching.net/blogwritingconsult>

Until next time... Happy Blogging!

