

1

THINK ABOUT WHAT YOUR CUSTOMERS WANT TO READ

What do they care about and what would be useful to them? If you're unsure, ask them.



2

WHATEVER TOPIC YOU CHOOSE, MAKE SURE IT LINKS WITH YOUR BUSINESS

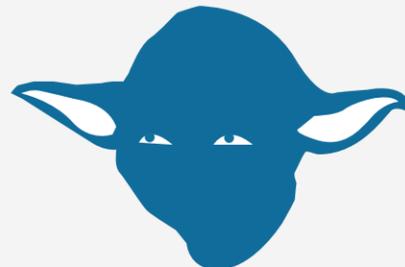
If you're a hairdresser, for example, it's probably best to avoid writing about the latest X-Men film, unless you're explaining how to imitate Wolverine's distinctive coiffure, of course.



3

DEMONSTRATE YOUR EXPERTISE

If you own a letting agency, a list of tips for successful house or flat-sharing would be useful to people who are considering renting a property with friends.



4

DO YOU HAVE A NEW PRODUCT OR SERVICE YOU'RE EXCITED ABOUT?

If so, get your existing and potential customers excited too by posting a blog explaining how they could benefit from it.



5

MAKE AN IMPACT WITH YOUR HEADLINE...

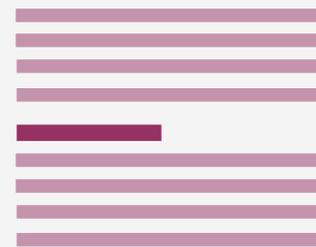
...by immediately telling people why the article is worth reading.



6

BREAK UP YOUR TEXT WITH SNAPPY SUBHEADINGS

This technique will make the post easier to read and will grab the reader's attention.



7

USE A CONVERSATIONAL WRITING STYLE...

...but pay attention to grammar and spelling. A well-written blog post will create a positive impression and will offer a pleasant reading experience, too. If you need assistance, get in touch with a copywriter.



8

CONSIDER INCLUDING PHOTOGRAPHS OR GRAPHICS TO LIVEN UP THE TEXT

Or you could even ask a designer to give your article added pizzazz by transforming it into an infographic, like this one (thanks Simon Warbrook).



9

INCLUDE A 'CALL TO ACTION'

Make it clear what you want the reader to do next and why, such as visit your online shop to find out more about your latest offers.



10

FINALLY, USE SOCIAL MEDIA CHANNELS...

...to entice people to visit your website and read your blog. You want to build interest in your business and what it has to offer.

