



Walkabout Media Enterprises

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Social Media for Growing Businesses

## **The 30 Min Blog Post**

### **Good to Know**

1. Make It Fit: Search engines display 60 characters of title
2. Average posts, aim for 500-700 words. Long form posts, 1200-1900 words.
3. Create your post in Word, check spelling and grammar then copy/paste into your blog.
4. Keep a short list of topics you could write about. This dramatically reduces writing time.
5. You may write badly at first. Write whatever comes to mind and fix it later.

### **Step 1. Decide on your 'point'**

Decide what you want to accomplish with your article. Maintain your focus by writing a concise goal statement at the top of your post. You don't have to use it in the final draft.

### **Step 2. Pick a topic and an eye-catching title**

#### About Topic:

Readers spend an average of 2 minutes reading a blog post, so smaller well covered topics do better than sweeping epics. If the topic is too large for one post, consider a series of smaller posts rather than a long form post.

#### About Title:

Use a working title to save time while you write and create a final title when you're done.

How to write an effective title

1. Convey an immediate benefit "Generate Sales with LinkedIn"
2. Ask a compelling question: "Do LinkedIn Connections Help Generate Sales?"
3. Make it personal, use 'you': "Improve Your Sales Using LinkedIn"
4. Use keywords like product names "Pair LinkedIn and Salesforce to Boost Sales"
5. Use humor or irony: "Are Your Sales A Little Too LinkedIn?"

### **Step 3. Draft an outline, then fill it in**

Write between 100 and 200 words per section

1. **Introduce the topic and the point** – Next to the title an interesting first sentence is the best vehicle to get readers. The first 130 characters of your post become its preview.
2. **Explain why your topic is relevant**, use examples, statistics, stories and case studies here
3. **Explain how the topic can benefit the reader**, use 'how to' directions or develop your solution here.
4. **Summarize the topic and restate the point.** Include a call to action. Ask your reader to do something as a result of their encounter with your content. Include links to landing pages/ other articles/ websites.

### **Step 4. Re-read and re-write**

Often the difference between good content and poor content is rewrite. Take a little time to re-read, re-write and spell check before you hit the publish button.