

Your First Blog Posts

GETTING STARTED

Juniper Berry Photography

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Getting started

ABOUT ME

Introduce yourself, introduce your blog. Let people know who you are and why you started a blog. Let them know what they can expect from you, which would entice them to follow you. How are you going to help your readers?

YOU ARE UNIQUELY QUALIFIED

Think of two things you are uniquely qualified to talk about that give value to your readers – what is your zone of genius? i.e. you are a fitness professional, you do meal plans and create workout plans. Why is meal planning helpful? Why planning your workout will help you stick to it. It may seem simple to you but your readers have sought you out because it's not simple to them.

CONSIDER A SERIES

Using the same example as above, break a process into parts. Talk about what people need to know about meal planning. WHY it's great and WHO is it for? Then talk about what items they need to be successful so they can get prepared for success and finally give them the "How To".

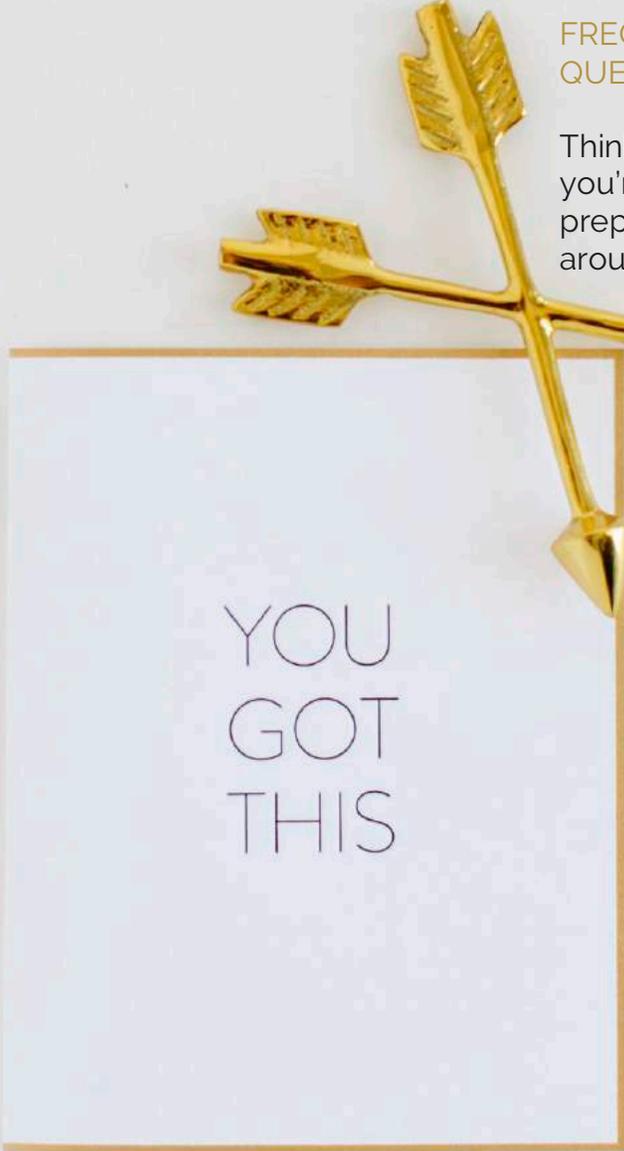
Remember to use your own voice. Your delivery and insights are unique to you and that's what sets you apart from the rest.

FREQUENTLY ASKED QUESTIONS

Think about the top 5 questions you're asked the most and prepare your next blogs posts around these questions.

NEW CLIENTS/READERS

Consider that your reader may have never experienced your service or offering before. So put them at ease about trying something new with a "what to expect" post. What will they see when they arrive? Should they bring something with them?



YOU
GOT
THIS

Success

I hope these suggestions have inspired some ideas. I wish you great success with your blog and I'd love to be one of your first readers so send me a link.

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TIP: Grow your mailing list by linking to your landing page with a valuable resource i.e. guide, printable, checklist, e-book, video, pdf.



**Sometimes later
becomes never.**

Do it now.

- Anonymous