

15 Easy Ways to Find Content for Your Business Blogs

Content Marketing with Blogs

By Patsi Krakoff, Psy.D. WritingontheWeb.com

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When I started blogging in 2004, I didn't have a clue how to use my blog effectively to build an audience of readers truly interested in coming back to read what I had to say. I simply needed a place to write chapters for a book I was creating.

Surprisingly, however, people started finding me on the Web and asking questions. I noticed a huge surge in traffic, both to my blog and my website. That's when I discovered how powerful a blog could be for getting found and getting known by people who need answers to questions.

A blog works best when you're posting frequently. For most, this means every day or every other day...at least two or three times a week. So how do you find enough quality content to write about?

A blog is **the most powerful content marketing tool on the planet**, if you post frequently and write relevant content that helps your readers solve problems.

This is a guide to help you discover easy ways to write good content for a business blog. I hope it helps you. Let me know over on my blog, www.writingontheweb.com!

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1. Be really clear about **why you're blogging**, who your ideal readers are, and what your core message and/or theme will be.

Your ideal readers _____

Your blog's purpose (what problems do you solve?)

Your core message _____

Your Persona/Personality (why you care about your readers):

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2. **Set up Google Alerts:** www.google.com/alerts on these topics

Your topic _____

Your subtopics (categories) _____

Keywords _____

Your business name _____

Your name _____

3. **Use other people's blog posts** as inspiration and jumping-off points for your own. Monitor your favorite blogs by subscribing to their feeds or email subscriptions. Find relevant blogs through blog aggregating services. I highly recommend www.AllTop.com for finding blogs in your field.

Blogs to read regularly

4. **Use a polling tool** such as Vizu at www.Vizu.com to ask readers to vote on their biggest challenges, etc.

Potential poll topics for your business _____

5. **Announce your own events**, products and services, speaking gigs, etc.

Products to announce _____

Services to announce _____

Events to announce _____

Frequently Asked Questions _____

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- _____
- _____
6. **Share information and tips** you think might interest readers, but in a way that engages a conversation
 7. **Make a list of your blog Categories**, topics and subtopics

Topics _____

Subtopics _____

8. **Set up an editorial calendar** with a day for each subtopic. You don't have to post every day, but when you do, which of the topics above are you writing about when.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

9. **Ask selected blog writers** whom you respect to contribute a **guest post** on a topic of their expertise. Make sure it is appropriate for your readership!

List 5 bloggers you could approach:

1. _____
2. _____
3. _____
4. _____
5. _____

10. **Grow blog antennae!** Cultivate radar-like ears that continually scan the Web, newspapers, magazines, e-mail, etc. for interesting items to blog about. Even your own life, challenges, and mistakes make for great posts.

Remember to make your stories relevant to your readers. List 5 things that caught your attention this week:

1. _____
2. _____
3. _____
4. _____
5. _____

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11. **What do you read?** Tell readers about your favorite blogs, books, ebooks.

1. _____
2. _____
3. _____
4. _____
5. _____

12. **Refer to the classics, to history,** and to the current books you're reading.

List a few ideas here:

1. _____
2. _____
3. _____
4. _____
5. _____

13. **Appeal to universal human needs** and your readers' emotional hot buttons

My readers want _____

My readers concerns are _____

14. **Use Keywords, and keyword research tools:** Use HitTail at www.HitTail.com to find the **long tail keywords** people are using to find your blog and write posts using these keywords

The lesser-known keywords readers are using to find my blog are _____

15. **Voice opinions and ask readers for theirs,** their experiences, and their input.

List 5 questions you could ask your reader right now

1. _____
2. _____
3. _____
4. _____
5. _____

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Patsi Krakoff, Psy.D.



Hi, this is me posting on one of my blogs. I usually post every morning, before the sun comes up over Lake Chapala, in Ajijic, Mexico. My two kitties, Huey and Dewey, nudge me out of bed and while I'm serving their breakfast, I'm thinking about what my next blog post might be.

It helps that I've been working online since 1999, and have been writing my entire life, starting with an old typewriter at age 11. I won a Ford Motor Company Journalism scholarship to college, and wrote freelance for many years in Paris, France, mostly for Vogue Hommes, the men's magazine.

I am passionate about content marketing, e-newsletters, ebooks and white papers, and am available for ghost writing projects. I have a doctorate in psychology -- that's a really good background for being able to connect with readers online.

How to Work with Me:

<http://www.coachezines.com/hire-patsi-get-content-marketing-results.html>

How can I help you? There's a page on my writing blog that describes my services, and I'm open to working with you to create results with your content marketing online.