

October 2011

Dear Friend,

So, your article's written. The next step is getting it published. But where?

One of the best places to publish articles (or at least the information in those articles) is on your blog. If you don't happen to have a blog of your own, though, you could offer to write a guest post for someone else's blog. This is a great way to reach an audience you might not otherwise have "met."

I decided to focus this issue on blogs as a way to get your information "out there" because blogs play such an important part in content marketing. (For proof of this, read Chris Sturk's article at [Mequoda Daily](#).)

And the number of blogs out there is growing fast. According to a 2007 video on [OM4's](#) website, over 70 million blogs had been created in the previous four years (since 2003). That number has more than doubled since then. [Wikipedia](#) says that as of February 2011, there were over 156 million blogs.

In this issue, I'm going to cover some ways article-writing can help you write better blog posts (for yourself and others).

## Generating Ideas for Your Blog

by Chris Wilson

Blogs come in all flavors: formal, casual, long, short, funny, serious. But one thing all *successful* blogs have in common is this: the content is always interesting, useful, and keeps readers coming back for more . . . week after week, month after month, year after year.

So . . . coming up with fresh ideas for your blog is critical if you want your customers - and potential customers - to keep coming back.

That's where articles come in. Each time you write an article for your business, whether you post it on your website or submit it to a conventionally printed trade magazine, you have a resource for several new blog posts.

Here are four suggestions for ways in which articles can be used to generate new blog content:



- **Use part (or all) of the article as a blog post** (with minor rewording here and there, so it's not an exact duplicate).
- **Begin the article in your e-newsletter, including just the first paragraph or two, then insert a link to the entire article** - posted on your blog at your website. (This is a great way to attract people to your site, where they can then educate themselves more thoroughly about what you do.)
- **Pick out two, three, or more sections of your article, and turn each one into a separate post.** Expanding on each of those sections isn't hard to do if you really understand your topic. For instance, using one of my previous newsletters as an example ("[Tell a Story . . . and Watch Your Business Grow](#)"), I could easily expand on each of the six principles of creating a good story - turning them into six different blog posts.
- **Break up your article into two or more parts.** This method is great for encouraging readers to return to your blog . . . that is, if they want to get the rest of the story.

\* \* \*

Listed below are three books, each of which gives a unique and more in-depth look at blogs and how to make them work for you.

## RESOURCES

[\*30 Days to Social Media Success\*](#) by [Gail Z. Martin](#). This is a "30-Day Results Guide" that helps you jump-start your social media marketing in just 30 days. In Chapter 12 ("Blogging for Business"), she lists *MANY* ways you can use a blog to help your company become more visible.

[\*Professional Blogging for Dummies\*](#) by [Susan J. Getgood](#). This book is great if you're either just getting started with blogging or if you're trying to improve the blog you already have.

From figuring out your niche in the "blogosphere" to monitoring and measuring the activity on your blog to keeping your content "fresh," this book covers it all. It also lists common mistakes (and how to avoid them), tips for jump-starting your creativity, and a list of blogs that every serious business blogger should know about.

[\*Launch: How to Quickly Propel Your Business Beyond the Competition\*](#) by [Michael A. Stelzner](#). Using the analogy of rocket fuel, Stelzner explains that primary fuel is regularly produced free content that meets the needs of your reader base. He also says that blogging is the easiest way to use primary fuel (page 128).

Another point he makes is that it's important to encourage comments on your blog by actually asking for them at the end of your posts. He says tests have shown that when this is done, the number of comments rises dramatically (pages 103-104).

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To your success,

A handwritten signature in black ink that reads "Chris". The letters are cursive and fluid, with a large initial "C".

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