



Write Your Blog In Plain English

What is “good” content?

Sorry, but those looking for a formulistic approach are about to be disappointed. In truth, there is no such thing as “good” online content. Instead ask yourself, “is the content suitable for what I want to achieve?”

You won’t get it from a web designer

You can spend a fortune creating a web site, but don’t think your expensive web designer is going to give you sparkling text to go along with the fade-in graphics and flashy screen images. More likely you will get filler.

There is a better way. Produce your own great content and not only will people visit you online, but they will send it on to others. That’s why online information can become “viral”.



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Let go a little

The reason you are concerned about your writing ability is that you have been told there is a right and wrong way to do it, no doubt by people who don't have the first clue how to write themselves and so repeat all the rigid rules that at least give them something to hang their hat on. Tragically, often these are high school English teachers.

And then there are all the complicated rules of grammar. I've been a published writer for decades, and honestly, I can't understand many of them. Instead look to be reasonably literate and establish an individual style. And yes, there are some rules, but they are straightforward.

This is the Biggie Rule. I see it every time I am asked to critique someone's work: Simplify!

And here's another underused suggestion: no matter what you are writing – blog, website, podcast, video, LinkedIn Profile, even the limited space of Twitter - in each case look for opportunities to tell a story. E. M. Forster, the author of *A Passage To India*, explained the difference between a "fact" and "story". A fact is, "The queen died and the king died." But "The queen died and then the king died of a broken heart." – now that's a story!

So this is my challenge, to convince you that compelling content is not only within your reach, but also more about simplicity than all the fancy rules you (like me) will never comprehend. So let go a little. Relax into it.





An example of good and bad writing

“We are glad you have come to our site as a resource for helping to grow your accounting firm. It is our mission to advance the disciplines of marketing and sales within the accounting industry, and we are confident you will find no better source of knowledge, tools, best practices and networking opportunities.”

“We take a unique approach to web-based marketing. It should appear effortless. And sometimes even fun. We’ll help you market your firm’s strengths in your own style, just as we’ve helped hundreds of accountants like you find a vibrant voice. We’d love to help you achieve the same outstanding results.”

Why is the second effort, though not perfect, certainly better than the first?

- It is addressed to actual people.
- It has a “voice”.
- It is conversational.
- It avoids “marketing-speak”.
- It similarly avoids industry jargon.
- It does not adhere to silly grammatical rules (a sentence begins with “And”).





- It tells you three times that they want to “help” – yes, this is repetitive, but that word will stick with the reader.
- It has passion.
- It suggests they have real interest in their work. If you hate your job you will never be able to produce arresting content.

What’s the plan?

Although it is not a universal rule, your aim should be to offer some useful information to your readers. Choose a problem to fix, or a service you provide that solves an issue for a prospective customer or client. For example, if you are in the finance industry, you might want to explain the dangers of underinsurance of home and contents. In that case you want the blog post to be a learning experience for your reader.

Ask yourself:

- Is this topic useful to my customer or client?
- Does the topic address a problem they might have?
- Does it provide a solution?
- Does it provide some useful information?

Keep the tone in mind as you write

- Is my tone authentic?





- Is it entertaining?
- Is it customer/client-focused?
- Is it a meaningful conversation?
- Does it establish my “voice”? Is this voice consistent with what I have done previously?
- Do I care about this topic? If not, find another.

Write a magnetic headline

First write the headline. Yes, you may have been taught a “rule” to go back after you finish your piece of writing and then construct an appropriate headline. Fine, but if you first get the headline right, the body of the post will flow a lot easier. It keeps you on the right path, and places the theme of the post in your subconscious, which is where ideas will be generated.

“How to” is the proven formula. What is the most famous “how to” headline ever? *How to Win Friends and Influence People* by Dale Carnegie¹. This structure is powerful. The benefit is right up front, “How to” with another benefit following the word “and.” Simple, right?

¹ First published in 1936, it has sold over 15 million copies and founded an industry.



Deceptively so, as copywriter David Garfinkel has pointed out. There is a subtle relationship between the first benefit and the second to suggest that if you can achieve the first, you can automatically achieve the second.

- How to Save Time and Get Things Done (Time Management Coach)
- How to Get a Better Job and Make More Money (Recruiter)
- How to Save Money and Retire Rich (Financial Planner)
- How To Fix Your Gutters Cheaply Now and Save a Fortune Later (Plumber)

Blogger Jeff Bullas ² is a master of the magnetic headline. Spend a few minutes browsing his blog archive to get the idea (“How Many Billionaires Has Facebook Created?” – if you have any interest in social media you will read the post that follows this compelling headline).

How about this for a headline - “Social Marketing is Like Showing Up Naked to a Cocktail Party”. That blog post at the Beyond Niche Marketing site ³ is about the need for transparency in social marketing. The headline is relevant to their site, grabs your attention, and begs the reader to check out the body of the post. For

² www.jeffbullas.com

³ www.beyondnichemarketing.com



those interested in social media marketing (that's the target audience for this blog site) it is both useful and has an element of intrigue.

So let's aim for that high mark. Use the headline to tell readers how the post will be useful for them, and then add an element of intrigue. Apart from "how to", some tried-and-true formulas are:

"Ten Ways to _____,"

"The Secrets of _____,"

"What You Should Know About _____,"

"The Best _____," (e.g. "The Best Suggestion I Ever Got From a Client")

"20 Things You Should Know About..." (this is Jeff Bullas's specialty)

"The Ten Best..."

Social media guru Chris Garrett ⁴ has collected an amazing array of headline formulas. Print it out and keep it next to your computer. It will generate plenty of headline ideas.

⁴ See <http://socialmediaworkbook.com/wp-content/uploads/102-headline-formulas.pdf>



Benefits, benefits, benefits

That's right, it's all about benefits. And "how to" headlines lay it right out there.

"How to Save Tax With a Family Trust"

"How To Cheat Death With A Superannuation Nomination"

"How To Use Your Family Lawyer To Keep Your Assets"

"How To Cut Your Mortgage In Half"

"How I Helped My Clients Beat a Shopping Centre Landlord"

"How Our Accounting Templates Make Your Business Tax Audit-Proof"

Going back to Jeff Bullas's formulation, let's take a closer look at the "list" technique:

"Do You Know The 5 Signs That You Are Trading On Thin Ice?"

"Seven Ways To Save Tax With A Family Trust"

"Four Assets You Must Protect Before You Marry"

"The 7 Mistakes Investors Make For No Good Reason"

"The Six Secrets Of A Successful Personal Injury Claim"

"What You Ought To Know About Your Superannuation"

"Create A Business Plan In Ten Minutes"





Can you see the commonality here? You're not trying to appeal to the whole world, but to that clientele you have identified as your "ideal client", the one you would like to see walk into your reception area.

Another way of looking at headlines is to ask a question:

"Did You Make One Of The Three Biggest Tax Return Mistakes This Year?"

"Are Managed Investments The Surest Path To Long Term Wealth?"

"Are You Courageous Enough To Start A Business?"

Make a statement:

"Survive And Thrive After Your Divorce"

"Warning: The Tax Office Is Looking For You!"

"Family Trusts At Discount Prices"

"The Best Financial Plan For Your Family Can Ever Make"

Write the first sentence

Hook the reader, that's the function of the first sentence. Ask a question, or pose something provocative or mildly controversial. Here's a few formulas that will work:

- Pose a question. ("Have you ever wondered what it might be like to get a call from the Tax Office? It happens to us all the time.").





- Something provocative. (“Lawyers just don’t get accountants. To be honest, it’s mutual.” “Do you want to put me out of business? Good, then here’s ten ways to avoid a hefty lawyer’s bill”).
- Something out of left field. (“Why are accountants so dull?” “Do you remember the worst day you ever had at work?” “I walked into a house to visit a client and found myself wondering if I would ever get out again”).
- Something straightforward. (“Here’s what I learnt at an advanced tax seminar this week that should make you think twice about your self managed superannuation fund.” “Here’s what customers tell me every time it rains for more than a day.”).

The body text

Now is the time to expand on original idea.

Here’s where you answer the question you raised earlier, or explain your initial statement. You also decide on your strategy. For example, if this post is a call to action, the body text should appeal to the self-interest of the reader.

Close with a question that invites a comment

Close with text that invites interaction, especially if it inspires comments in the section below the post. You don’t need anything fancy, how about “do you agree?” or “are we on the same page?” (you hope some readers will not be and comment) is fine. Even better is a specific call to comment – “so what have you found in your dealings with this Department that might help our readers...” or





“What’s the worst advice you ever got from a lawyer?” or “So what’s the worst excuse you ever got from an employee for taking a sickie?”.

Let’s blog and score it out of 5

OK, the author (that’s me) is going to be the blogger here.

First I need to choose a topic. I want it to be helpful and offer advice that is not only within my expertise, but also allows the reader to come to that conclusion as well. So, following the template established in the previous *MatureMedia Guide*, let’s begin.

1. **Who am I?** I keep in mind my elevator pitch. I have written a book about proactive legal and financial techniques, so let’s work within that broad field in this blog post.
2. **Who is my reader?** I have previously established that the audience for this blog are people with legal and financial issues who are particularly interested in preventive legal and financial strategies.
3. **What’s my brand?** Helpful, authoritative, approachable. Empathetic to client problems.
4. **What is my marketing goal for this post?** To foster better relationships with existing clients, to drive more business from them, and get recommendations and word of mouth referrals.





5. **What is my style?** Slightly informal but the reader should know I am professionally well versed in the topic. I want to promote a slight sense of irreverence.
6. **What's the topic?** I'm looking for something that might have featured in the news, and I've noticed many stories in the newspapers about the difficulties of insured persons who have suffered losses in a recent spate of bad weather and bushfires. So I decide on a precautionary post about the value of preventive actions for home and contents insurance.
7. **The problem to fix?** Home underinsurance.
8. **What do I want the reader to learn?** The steps to be sure they have not underinsured for building and contents.
9. **Do I have a story I can access?** Yes, I have clients who have dealt with these problems.
10. **Is there a call to action?** Yes. The actions the reader should take right now as a matter of urgency.

Our blog post

1. The heading (title)

“Underinsured? Most Likely You Are.”





Comment:

This is a great title – provocative, short and to the point.

Score = 5/5

2. First sentence

“Most of us are **underinsured.**”

Comment:

One sentence; 5 words; one idea; clear indication of what is to come. It your attention. Bold the keyword ⁵.

Score = 5/5

3. First paragraph

“Is it important?”

Why is this important? Well, insurance is the most accessible form of asset protection. By taking out insurance you transfer the risk of losing assets from yourself to an insurance company. Buying insurance should be a carefully

⁵ We will look at keywords in our MatureMedia Guide *Finding Keywords For Your Website*

considered transaction, but sadly most people treat it like any other consumer purchase, without regard to its unique character. This is a significant mistake.”

Comment:

A little bloated and too many propositions – how to cut this down a little? But the idea is good – it telegraphs the rest of the blog and why it is important to the reader. No bold formatting to emphasise important words. Lower sentence case for headings, which is good, but it is unimaginative and begs the question, if what follows is not “important”, then why is it in your blog post? Heading does not include our keyword “underinsurance”.

Score = 3.5/5

4. Next paragraph

“What is insurance?”

An insurance policy is a contract that establishes a binding legal relationship that is regulated by both the common law and legislation. In other words, in some situations the law of insurance has been derived from precedents established in courts; in other situations the contract is specifically regulated by laws passed by Parliament. There is also regulation by independent statutory authorities.”

Comment:

- Does not create a conversation – no reference to “you”.



- Does not create empathy – the need for empathy is often difficult for professionals to grasp.
- Convoluted – what is the point of all the words before & including “in other words” – remove and see the difference. You can be sure that whenever you use the term, “in other words”, you are in trouble! Everyone has stopped reading at this point and run to the kitchen for a soothing Tim Tam (hopefully kept in the fridge).
- Is there any point to any of this? You have veered right off the track.
- It’s showing off. No one likes a showoff.
- No personality – why are you blogging in the first place? Your readers might just as well read this in a Government publication.
- Heading is out of place and stops the flow of the post.

Score = 2/5 only because it’s factually correct and shows you have some authority in this area.

5. Further paragraph

“Take this action to avoid underinsurance

“You can minimise the risk of **underinsurance** in your home insurance policy by:



- having in mind the components of the total cost of **rebuilding** – demolition, architecture, debris removal, engineering and council costs, alternative accommodation - in fact anything that is associated with rebuilding;
- making certain you have incorporated the value of any **improvements** to your property, including outdoor additions such as pergolas and garden sheds;
- ensuring you contact the insurance company when **renovations** take place – if there is a disaster after the renovation but before the sum insured has been upgraded (often on the next renewal period), you will lose the appreciated value of the renovation;
- keeping a complete **inventory** of contents and calculating how much it would cost to replace them with new items;
- not relying on the value of the property in the **rates notice** for the land value. If you then use this figure (which may not be accurate anyway) and deduct it from the amount you paid for the property, you might assume you have arrived at an accurate rebuilding sum that should be insured. This will inevitably leave you underinsured.”



Comment:

- Good heading ⁶.
- Good call to action, it appeals to the readers' self-interest.
- = "ing" words are a flag that active language is not used, which creates a passive tone (see next *MatureMedia Guide*⁷), fix this.
- Refers to "you" – good.
- Good, positive and pragmatic advice.
- Steps are always good – it promotes the notion of clear advice.
- Bullet points break up article – better for reader.

Score = 3.75/5

⁶ This does not take in to account the use of keywords, which we discuss in the MatureMedia Guides to search engines.

⁷ *20 Rules To Create Great Blog Posts*



Let's try that paragraph again:

“Take this action

I learnt this myself when I researched my book – no matter how much you think you know about finances, you're only one step away from an insurance disaster. As part of my research I rang my insurer to check whether our family might be underinsured. Guess what? We were underinsured. Massively! I then interviewed a couple of insurance brokers and asked some hard questions. This is what I learnt, and what you should do:

- calculate the total cost of **rebuilding** – look at the costs of demolition, architecture, debris removal, engineering and council costs, alternative accommodation - in fact anything that adds costs to rebuilding;
- incorporate the value of any **improvements** to your property, including outdoor additions such as pergolas and garden sheds;
- tell the insurance company before **renovations** have begun – if there is a disaster after the renovation but before the sum insured has been upgraded (often on the next renewal period), you will lose the appreciated value of the renovation;
- keep a complete **inventory** of contents, then calculate how much it would cost to replace them with new items. Yes, it's a pain, but then so is losing money;





- never – never! – use the value of the property in the **rates notice** to calculate the land value (i.e. the amount you paid for the property and deduct it from the amount you paid for the property). This will inevitably leave you underinsured. “

Comment:

- More words but it seems less dense – that’s because of the use of language.
- Personal experience of the writer is a winner.
- Included a story – very good strategy.
- You have advocated on behalf of your reader – this recognises the task you have undertaken.
- More contractions (e.g. “don’t” “can’t) which is usually beneficial.
- More conversational tone.
- Good use of lists instead of longer paragraphs – always better to break up longer text in a blog format.
- It has a good flow.
- Notice the active language – “ing” words have been replaced by active tense.





- Slight criticism – it could have been proofread for repetition and word usage, but this is a minor issue.

Score = 4.5/5

6. The conclusion

“Don’t forget contents

“Underinsurance occurs for contents as well as rebuilding. There are two types of payment in a home contents policy:

- Replacement or reinstatement policy. This replaces your content according to its current value, unless specific items (e.g. carpet) are to take into account wear and tear;
- Indemnity policy. This type of payment allows for depreciation of the asset at the time of the claim. In general these types of policies are cheaper than a replacement policy, because the insurer will not have to pay out as much after taking account of the depreciation.”

Comment:

- What are we meant to do about “contents”? This is not a conclusion, it is an afterthought. This is what happens when you don’t plan the blog post.





- There is no closure in the article.

Score = 1/5

What else could have been done with this topic?

1. Use emotive language – utilise client experience and tell a story e.g. “How many times have I sat opposite a client who has suffered a financial disaster because they were underinsured? I feel helpless, because by then it’s always too late, and as I well know...” Or “Enough is enough. This is where I do something. This is where I draw the line.”

This is emotive, caring, calls to action, and is authentic – it also has a “voice”.

2. How about a shorter less emotive version – “Underinsured? You’re not alone.” This also has the benefit of the declaratory effect of an incomplete sentence e.g. “Stressed? You should be.” It has a rhythm that is quite arresting. Bang! Or the same point in a more conversational way e.g. “Darren looked forlorn. Mary, his wife of thirty years, was already in tears. It seemed only yesterday that we had started out together – a young accountant and a hard working couple who had opened a small café a few doors down. In those days I would do their bookkeeping in return for my daily regimen of espresso. So what they told me that morning was devastating. Bad enough that their beautiful house had burned to the ground, along with a lifetime’s treasures and memories. But now, a decade from retirement, the insurance company had laid it on the line.





They were out of pocket for over three hundred thousand dollars in rebuilding and contents.”

This is a fairly compelling opening to your post, and sets it up to achieve precisely what you planned. It also has a positive undertone – you are available and caring for your clients when they have a crisis. Now start the next paragraph with a different scenario – “With a little more planning they would have avoided this disaster...” This a shadow and light technique. You want to take the reader from the darkness of the couple’s disaster to the light of better preventive action.

3. Use a metaphor if you want to say something that might otherwise sound phony. Instead of “What they told me that day was devastating” say instead – “What they told me that day hit me like a ton of bricks”. Clichéd? Yes. Effective? Yes.
4. Target one or two key phrases – in this case it would clearly include the word “underinsurance”. One of your aims with this blog is to attract potential clients who are looking at insurance and hopefully will find your blog in a search engine.
5. Show your professionalism by quoting a source – “According to a recent Australian Securities and Investment Commission report, most of us underestimate our insurance cover (i.e. we underinsure).”





Here's a better blog by the same author (me again) – this time about flood insurance (which is again timely):

“Down in the flood

Floods are no laughing matter. But the worst time to discover you're not insured for flood damage is when you're floating down a river that used to be your street. Ask yourself this question – does my contents and home insurance include cover for **flood damage**? Tick, tick, tick....sorry, time's up. May I be presumptuous and suggest that that a majority of you:

- a) don't know; or
- b) believe you are covered for flood when you are not.

Am I covered?

Here's the facts:

- **Flood damage** can be a calamity.
- It doesn't form part of most house and contents insurance (that's right!).
- Flood and other types of storm damage may be treated differently by your insurer.
- Your need for **flood damage** cover can be tricky, unless you buy it as a simple matter of prudence (which is fair enough).





Not all water damage is a flood

Yes, you're covered for "storm water" damage and perhaps "rainwater" damage under your home insurance policy. But that doesn't mean you're covered for "flood". What's the difference? Check the specific definitions in your policy, but generally:

- rainwater damage may occur when rain seeps into your house, but might exclude flash-flooding;
- storm water damage occurs when the storm causes a hole in the structure and water pours in;
- **flood damage** occurs when rivers, dams and the like overflow. Here's an example from an insurance policy: 'Flood means the inundation of normally dry land by water escaping or released from the normal confines of any water course or lake whether or not altered or modified or of any reservoir canal or dam.'

Is that clear? No, of course not!

The truth about flood cover

I'm sure you get the problem - insurance companies and policy-holders will fight over the alleged cause of the water damage. Remember, the insurer has legal obligations under the Commonwealth *Insurance Contracts Act* to proceed in good faith and clearly inform you if floodwater damage is excluded from the insurance policy.





If your claim is rejected look at the following:

- **Make sure you understand the wording of the policy.** Don't accept at face value the insurance company's judgment that they are not liable for the claim. **READ THE CLAUSE(S) YOURSELF!**
- **What caused the damage?** For instance, if the policy excludes flood (for which you are not covered), but you believe the damage was actually caused by rainwater (for which you are covered), this determination can be crucial. Unfortunately this may be a complicated task that requires the use of an expert. Do a cost-benefit analysis with your broker.
- **Was the flood the only cause of the damage,** or did it *contribute* to the damage. For instance, if the floodwater only caused a small percentage of the damage, the insurance company may be liable.
- If you have been given a copy of an hydrologist's report, **read it carefully.**
- Contact the Insurance Ombudsman Service (www.insuranceombudsman.com)”

7. Close the deal

Summarise the main points. Ask for feedback from the reader in the comments section if possible. Leave it with a question. This is great for the reader so they can feel what they've read is all wrapped up nicely:





“Yes, there is some effort involved. A couple of phone calls to your insurer; a few minutes thought about your needs if the house burns down; you might have to spend 30 minutes taking digital photos of your book collection and that Queen Elizabeth Commemorative Coronation plate Aunt Clara left you in her will. On the other hand, you could save all that effort and just choose to accept the risk of underinsurance. After all, disasters only happen to others. Right? Tell us what you think.”

Score = 4.5/5

First Draft Blog Checklist

- Have I identified a client’s needs and solve a client’s problem?
- Is the post consistent with my style and personality?
- Does it speak to my clients and customers (and not me!)?
- Have I gained the trust of the reader?
- Is the post consistent with my elevator pitch – be consistent to create a “brand”?
- Have I addressed the reader directly – posts are a conversation?
- Does this post have a “voice”?
- Have I avoided industry/professional jargon?
- Does my interest in this post shine through (or am I bored with it, too)?
- Have I put myself in the reader’s shoes?





- Have I talked about myself, our business or our practice, if appropriate?
- Have I used emotive language where appropriate?
- Do I have a “call to action”?
- Have I used bold for word emphasis?
- Have I included a story? Is it authentic?
- Can I show my professionalism or business nous by quoting a source?
- Is there closure?

Add an image

Graphics add personality and interest to a post. Include a relevant photo or graphic. Sites such as Flickr.com allow you to search for images that are for public use under a Creative Commons license. Read the license closely and give attribution to the photographer.

Photo Dropper is a WordPress plugin that lets you add Flickr photos to your posts. It searches for Creative Commons licensed photos – images that are licensed for shared use – and lets you drop them into your posts. I have used it, but there are many others as well.

Where to get ideas for your blog

You are not alone if you are worried that you will not find enough material to blog every week. This is a reasonable fear, but it is generally unfounded. Keep in mind this formula:





*Newspapers + Blogs + News aggregators + Reader + Google Alerts +
Insights = blog content.*

Google Reader was my preferred Reader that constantly checks your favorite news sites and blogs for new content. Unfortunately it has now been discontinued, but we discuss alternatives below.

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic. You can preview the results you will get.

Remember, you don't always have to create content from scratch. Taking an article and adding some insights of your own is an acceptable blogging strategy.

The blog ideas toolkit – 15 tips to find inspiration

1. Use an RSS Feed

“RSS” is an acronym for Really Simple Syndication. RSS feeds are a way for websites to distribute new content – you subscribe to a site's "feed" in a Reader, and in this way you are automatically notified when new posts are made to those websites. The advantage of a Reader is clearly that you do not have to undertake a daily, laborious task to check all sites of interest..

An RSS feed is identified by a universal symbol - clicking the symbol takes you to that site's feed. From there you can subscribe to the feed in the Reader.





- There are many Readers available – unfortunately Google Reader has discontinued its Reader. There are many other feed readers available – check out NewsGator or Firefox’s Live Bookmark feature. [Feedly](#) looks most likely to get my patronage.

2. Set up a Google Alerts - based on your choice of query or topic

Google Alerts are “alerts” that are sent to you that match the interests you have flagged and the sources you choose.

Set up a search term (e.g. “self managed superannuation”), the Alert will find matches for this term in different formats (I use blogs and news) and send these matches to you via email or your Reader (I use both). You can even specify how often you want to be notified by email e.g. daily, weekly or live as it happens (daily should be often enough).

Visit the Google Alerts homepage <http://www.google.com/alerts>, enter your search query (e.g. “retail fashion”) and where you want it delivered.

In this way you will both be kept up to date with your area of interest, and have plenty of materials to provoke blog posts. As we will see later, it is also a potent source of Twitter material.

3. Industry News

What’s happening this week, this month? What can you tell your clients and customers that gives them an “insider’s” view? Most professionals get industry





updates – e.g. CPA or Law Society newsletters. There are endless numbers of groups that do the same for every professional.

4. Industry Trends

Where is the industry going, what are the latest trends, what is your practice or business doing to keep up with the latest trends, how are you responding to issues in your industry, what are you doing in your business to improve service because of industry innovations? Tell your clients and customers what you are doing to keep ahead of trends.

5. Client Issues

What is the solution to a common client problem?

6. Client's success stories

Especially if you were there to help! (ideally don't use anonymous stories, ask your client to approve the article so you can use their name or real details).

7. Create a video blog post by interview

Can you ask a successful client or customer to be interviewed? What about a colleague that has some fresh ideas and can communicate in Plain English?

8. Pass on information

Pass on what you learnt at a seminar, DIY workshop etc.





9. Use Slideshare

Check out SlideShare. This is a way to include the slides from a seminar you may have given in your blog or LinkedIn. If you have a PowerPoint (or other software) presentation, it is very easy to achieve this, just take a look at the straightforward instructions on the SlideShare website ⁸.

10. Expert opinion

Explain the views of an expert you follow or a recent book you have read. There are plugins that also allow you to review books you have read (there are dozens of Amazon plugins for your blog that also insert the cover of the book in your review).

11. Post about another blog

Make sure you give them the credit for the work. As we will see in the *MatureMedia Guide* to search engines, there are other benefits to this practice.

12. Something biographical

Tell us your own story. How did you become involved in your business or firm? What is there in your story that might be helpful to others? A successful

⁸ www.slideshare.net



businessperson once told me how he had started his company as a penniless immigrant. It was inspirational.

13. Talk about the lessons learned from professional experience

Is there a business or professional story in the news? What lessons can be learnt?

14. Questions you have been asked by a client or customer

Is there something useful for others as well?

15. You own social media journey

Talk about your own social media adventure, and why you started blogging.

OK, let's now look at twenty straightforward rules to keep your blogging on the right track.