



How To Start With Your Business Blog

Start A Blog -

So, how do you start a blog? A business blog offers you an ideal way to connect and communicate with your ideal target market, when you do it well it also attracts new clients to your business website and should be an essential part of your online marketing.

Here are a few things to get you through your block and to plan out, before you start typing!!



Define Your Ideal Community

Before you start a blog, (or with ANYTHING with your marketing or for your business!) it's important to define as precisely as possible your target audience. Ask yourself these questions:

- Who are you writing to?
- Where are they right now?
- What do they need to know from you and your blog?
- What are their biggest issues? What is their pain?
- What is REALLY important to them?
- How do they like to take in information? (eg audio, text or video?)
- How do they see themselves?

You should create a profile for your ideal reader as this is the first step in creating a customer relationship. Create a profile for an actual individual person and write directly to them. Of course, this will not limit you; you'll reach beyond your target market as well. But if you try to appeal to too broad an audience, you'll end up capturing the attention of no one at all!

Your Blog's Goal

When you start a blog you want to make sure that it is seen as an authority on your therapy. Your blog should help to achieve the objectives for your online



marketing, so make sure your goals are as specific as possible. It may be to simply inform your customers and engage your list, or to generate new traffic to your website. Although you'll probably have a few goals, pick one that's the overriding one – Usually it would be engagement – e.g. people sharing your content. Make sure that you write down this goal and you have a way to measure it (for example, a certain number of new visitors per week or new people joining your community, etc.). Keep it flexible and modify it if you need to.

Brainstorm Categories & Keywords

A vital part of your blog structure is your blog categories – Brainstorm the first four or five categories that you'll blog about - these categories should be related to your keywords – So make sure you pick some specific areas within your niche that people might be interested in learning about. I always recommend that you load some content in before you start a blog, load the first few posts before you launch it. Why not take some of the common questions your customers ask and answer them. Turn these answers into posts or even BETTER Video blogs

Design and Hosting

I would always recommend that you hire a company to do your web design and hosting, or you'd prefer to do it yourself using WordPress and ALWAYS make sure that your blogs are ON your website and NOT on an external site like blogger or something. Using a free platform yourself is the cheap and easy way to go, but it doesn't look good for your business, but using a hosting company and installing wordpress on your web domain gives you more flexibility and options. DON'T start with a free company – make the investment now you can get your own domain for as little £7.00

Create Your Schedule

Start a blog schedule. It doesn't matter how often you blog as long as you do it consistently – at least once a month. Monitor your results, the level of engagement and commenting and adjust your schedule accordingly.

It's easy to start a blog and get it going. When you're writing for it, THINK about the needs of your customers and always remember to try and engage your



readers. Encourage them to comment and take action. Your blog is a two-way communication tool between you and your customers.