



How to blog for business

**BLOG**  
for business

The word "BLOG" is rendered in large, 3D, gold-colored letters with a metallic sheen, set against a blue background. A white computer mouse is positioned to the right of the letters, with its cord extending towards the "O". Below "BLOG", the words "for business" are written in a white, sans-serif font.

Lesley Morrissey

INSIDE NEWS

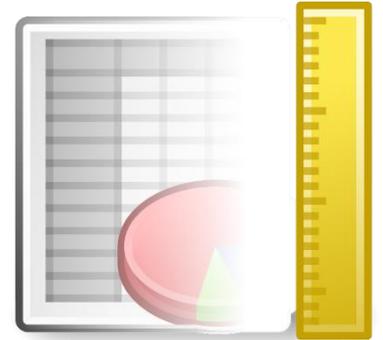
## Start from ZERO

Instead of writing random articles, when the mood takes you, business blogging needs a more strategic approach.

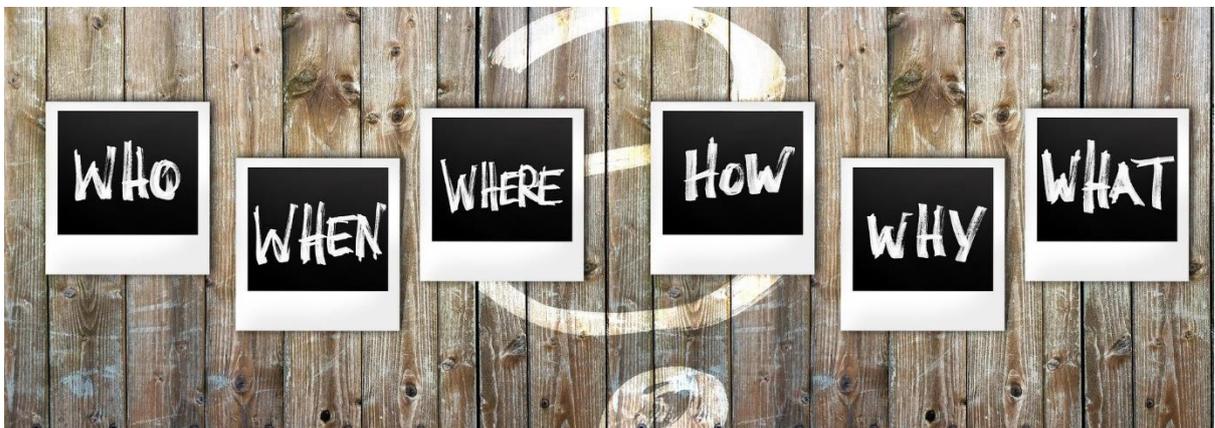
Here is your strategy checklist

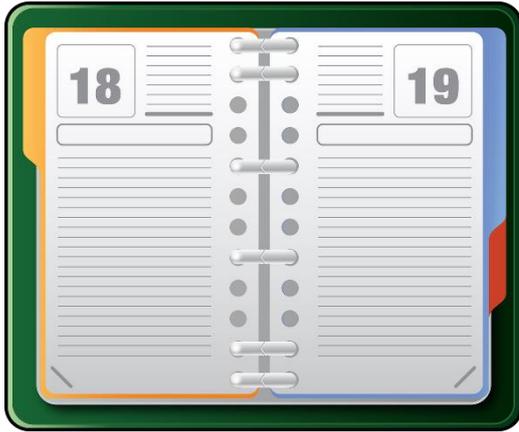
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1. Open a spreadsheet document and list all the services or products you offer as a list in column A.



2. In columns B, C, D, etc. write the most common challenges people experience in relation to this particular service/product, one in each column. This might be questions you're often asked; things you find you have to tell people over and over again or the problems this service or product addresses/solves.





3. Block out a monthly writing slot in your diary. If you're not a natural writer, start by allowing an hour to generate each blog post. Aim to do two at one sitting.

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TIP: Write your articles in Word or a similar application so you get automatic spelling and grammar checks.

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4. Start with service/product 1 and write an outline of the material in relation to the issue in column B. I find doing a bullet list of the things to cover and then fleshing it out with a paragraph for each item works well.



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TIP: Write short sentences, short paragraphs and use simple language.

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5. Repeat for service/product 2, rinse and repeat.

You'll be surprised how quickly you start generating content.

6. When you've written your blogs for the next month, block out time in your diary for the next month's blog writing session.



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TIP: Get a friend, colleague or family member who is fussy about English to proofread your blogs before you publish them.

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7. When you get to the bottom of column B, go back to the top and write about the issues in column C - and so on.
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8. Remember to add ideas when something you haven't already listed comes up.
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9. Don't forget to upload and schedule your blogs. On websites like Wordpress you can do this in advance.



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If you'd like some help with blogging and other reputation marketing strategies and tools, please give us a call on

**01245 473296**

Or email [lesley@insidenews.co.uk](mailto:lesley@insidenews.co.uk)

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*Lesley Morrissey runs Inside News, a boutique agency specialising in reputation marketing. The team focuses on generating content to:*

*Take control of your **Reputation***

*Become the **Authority** in your field*

*Maintain your **Visibility***

*Demonstrate your **Expertise***

*She is a copywriter and an expert in readability. She helps business owners to develop websites that engage, inform and persuade.*

