

Help! I Want to Start a Blog, but What do I Write About?



One of the most popular words on the internet is blog. With more and more consumers looking online for their solutions, an increasing number of entrepreneurs are integrating blogs into their marketing to drive traffic to their business and stay in touch with their prospects and customers.

As mentioned in [last week's](#) article, a blog is simply an online journal or articles for your community to read. A blog can also be used to facilitate a conversation online.

As a marketing tool, blogs are filled with lots of potential for your business. With our mobile society, the advantage of having a blog is that it can be read from anywhere. It can also help your ideal prospects find you when they are searching online.

The other advantage is that a blog is a great way to regularly and inexpensively connect with your audience. Nothing can facilitate conversation, educate, or bond a community more than blogging.

If you don't have a blog associated with your business, now may be an excellent time for you to start one. The question I always receive is, "What do I blog about?"

Once you determine your marketing strategy and system for staying in touch, there are many ways to integrate blogging and develop content. Here are some ideas:

1. Your Opinion. One way to attract your ideal clients is sharing your opinion, especially if you have a unique approach or viewpoint that sets you apart.
2. Repurpose. If you have a special method, formula, or signature program, a blog is a great platform to repurpose your content while adding tremendous value to your community of readers. Sometimes people need to see something over and over before they integrate it or "get it". Although you may think you're repeating yourself, many people in your community may be seeing it for the very first time.
3. Educate. Use simple tips, changes occurring in your area of expertise, upcoming events, and other high-valued content your community can read and use.
4. Guest Bloggers. You also may want to have guest bloggers or ask for quotes from others who would love to contribute to your blog. You don't always have to be the author. I've done this with a special online community I set up for [cancer conquerors](#) who want to reclaim, reshape and renew their life after cancer.

Your blog articles don't have to be long to be effective. Short, easy, implementable tips or articles can be just the ticket to engaging your audience and adding value. Add a video (to have a vlog or blog combination) so your audience can see your personality and for another way to connect with your community.

