

# How To Run A Successful Blog THAT WILL BOOST YOUR FOLLOWING

*Here are the very basics to running a successful blog, where we'll enforce three core blogging concepts.*

## 1. Write The Blog Post

**Fact:** You have to write blog posts if you're going to blog.

**Real-world Realization:** Writing is hard work. It's not shovel-ready work, it's not elbow grease, but it's work that strains your brain.

*What should my blog posts be about? (Ideation.)*

Your post should be about one specific thing, and then three things related to that one thing. In other words, it's about the idea of core content and peripheral content. If you blog about baking, that is your core. You'll spend most of the time writing about the recipes and things you bake. Three related topics to that core content might be talking about handy kitchen tools, ingredient reviews, and new cookbooks.

*What is your blog's core content?*

*How about the 3 related topics?*

- 1.
- 2.
- 3.

Make sure your post is something you love and believe in. If either of those are lacking your writing will not be enjoyable work; it will be dreaded drudgery.

*What should my specific post be about? (Focus.)*

Your blog post should be specifically focused, not generally. You might have lost specific focus if:

- You have more than three level two headings.
- Your post is much longer than you planned.
- You are having trouble writing a conclusion or call to action (we'll talk about that next).
- Your introduction or thesis statement doesn't make sense with what is in the body of the post.

## How long should my blog post be? (Depth.)

Everyone has their own opinion, and there are many different right answers to the question of blog post length. Here is a good place to start: 1,000 words (give or take a hundred).

Your blog post should contain, in those 1,000 words:

- An introduction.** You will tell your reader what you're about to say in the introduction.
- An argument.** This is the main body of your post, where you present information to the reader. That information should have:
  1. At least three links to your own content.
  2. At least one link to scholarly or research based content.
  3. At least one link to quality outside content.
- A conclusion.** You will tell your reader what you just said.
- A call to action.** You will give the reader something to do.

## What should my blog post look like? (Appearance.)

Your blog post should have:

- A great headline:** Which should be about six to eight words. The most exciting words come at the beginning of the headline.
- Three level two headings:** If it has a third level of subheading, try to have a few for each level two heading.
- At least one pull quote or tweetable quote:** This helps with blog promotion, which we talk about next.

Aim for having at least one tweetable quote in your blog post. #blogging #socialmedia

CLICK TO TWEET 

- Give your reader lots of white space** by keeping your paragraphs to no more than three sentences each.
- Make your blog scannable** with headings, lists, and white space.

## How many images should I have in my post? (Appearance.)

You must have at least one image. That image should:

- Be a "hero" image (strong enough to stand on its own.)
- Have either your URL or your Twitter handle on the image. This is in case your image is orphaned via Google image searches or image social networks, like Pinterest.
- Be sized to fit the majority of social networks. Using a system like Canva can really help you out.

## 2. Promote The Blog Post

**Stupid question:** If a tree falls in a forest, and no one is around to hear, does it make a noise?

**More useful question:** If a tree falls in a forest, and no one is around to hear, does anyone care?

*Who do I tell I wrote a blog post? (Audience.)*

The people **you know are interested** are those who:

- Signed up for your email.
- Followed you on social media.
- Commented on your blog.
- Shared your link somewhere.
- Email you.

The people **who might be interested** are those who:

- Do the previous list, but on another blog that is similar to your's.

*Who are you going to share your blog with?*

*How do I tell them? (Relationship.)*

To honor the relationship nature of people instead of the the recipient nature:

- Make unfollowing easy. Honor all cease and desist requests without question or fuss.
- Space out your promotion based on the intrusiveness of the delivery device, where email is more intrusive than a Tweet. Intrusive level is based on how sticky it is, and what level of effort is necessary to make it go away.

### 3. Habitualize

I bet you thought the third step was going to be something like "engage."

*Well. Surprise.*

Engagement is sort of in promotion, anyway, in that relationship part. The focus here is on blogging. Not social media. Not marketing. I'm not going to pursue engagement of your audience in this post. When it comes to blogging, the two most basic things you can do are create the content, and then let people know you did. And then, by making those two things a habit, you up your chance of success. Which will make you feel quite spectacular. And it should!

*What are the best habits?*

*How do you get things done?*

To help understand yourself a bit better, ask:

- Do I work better in the morning, afternoon, or night?
- Do I work better with lots of planning, or by the seat of my pants?
- Do I like to get things done all at once, or spread it out over time?
- Do I need to work with a group, or on my own?
- Do I need help with editing or revisions?
- Do I blog better in the office or at a coffee shop?
- Etc.

## *How do I create a habit? (Action.)*

Behance has some good ideas on how to make a habit out of the behavior you want solidified.

- 1. Create big goals.** Your bigger goals can then be made up of smaller daily goals that you can accomplish. Your goal isn't simply "learn to play the guitar" but is made up of smaller goals like: "find guitar teacher today" and "order guitar book" and so on.
- 2. Create if-then statements for behavior.** Chain one set of behavior to another. For example, "if I get up from my desk chair, then I get a drink of water" if your goal is to drink more water each day. Or "if I want to go for lunch, then I must first write down one new blog post idea before I go."
- 3. Reduce habit options.** Don't give yourself too many choices or too many habits to form. Pick two habits you want to create, such as writing a blog post draft every Monday and publishing it by Wednesday. You can worry about other habits and options after that one is set. This blog post itself was meant to help you reduce the options (remember: information overload).

What are your big goals?

What are your if-then statements?

What habits do you want to reduce?

*It takes at least 21 days to form a habit, or so the habit mythology goes.*

## **So let's review it all:**

**Write:** Write blog posts that are specific using the set guidelines in this post.

**Promote:** Promote those blog posts.

**Habits:** Once you have habits based on the set guidelines here, expand outwards.

**Writing and publishing good content is just the beginning to having a successful blog. Make your blog even more successful when you try out CoSchedule! Grab your 14-day free trial today!**

## Hear The Raves



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

# CoSchedule

*The social media editorial calendar for WordPress*

The screenshot displays the CoSchedule WordPress plugin interface. At the top, there are three tabs: "WordPress Blog", "Schedule", and "Settings". The "Schedule" tab is active, showing a grid of days from Sunday to Saturday. Each day's cell contains a list of scheduled social media posts, including the time, a small profile picture, the post title, and the social media icon. A large circular CoSchedule logo is overlaid on the right side of the interface.

SUN	MON	TUES	WED	THURS	FRI	SAT
	<ul style="list-style-type: none"><li>8a 5 Tips For Writing Better Blog Headlines Marketing</li><li>8a 5 Tips For Writi</li><li>9p Don't Miss: 5 T</li></ul>	<ul style="list-style-type: none"><li>8a 5 Tips For Writi</li></ul>	<ul style="list-style-type: none"><li>4p Schedule Your Blog Like a Content Pro Content Planning</li></ul>	<ul style="list-style-type: none"><li>8a Schedule Your</li></ul>		
	<ul style="list-style-type: none"><li>8a Planning Your New Editorial Calendar</li></ul>	<ul style="list-style-type: none"><li>10a Grow Your Audiece &amp; Traffic Now</li></ul>	<ul style="list-style-type: none"><li>9p Schedule Your</li></ul>	<ul style="list-style-type: none"><li>8a Grow Your Aud</li></ul>		<ul style="list-style-type: none"><li>9p Grow Your Aud</li></ul>