

Blog Smarter: Make Every Word Count!

A Digital Dining Room Production

WORD
Chef



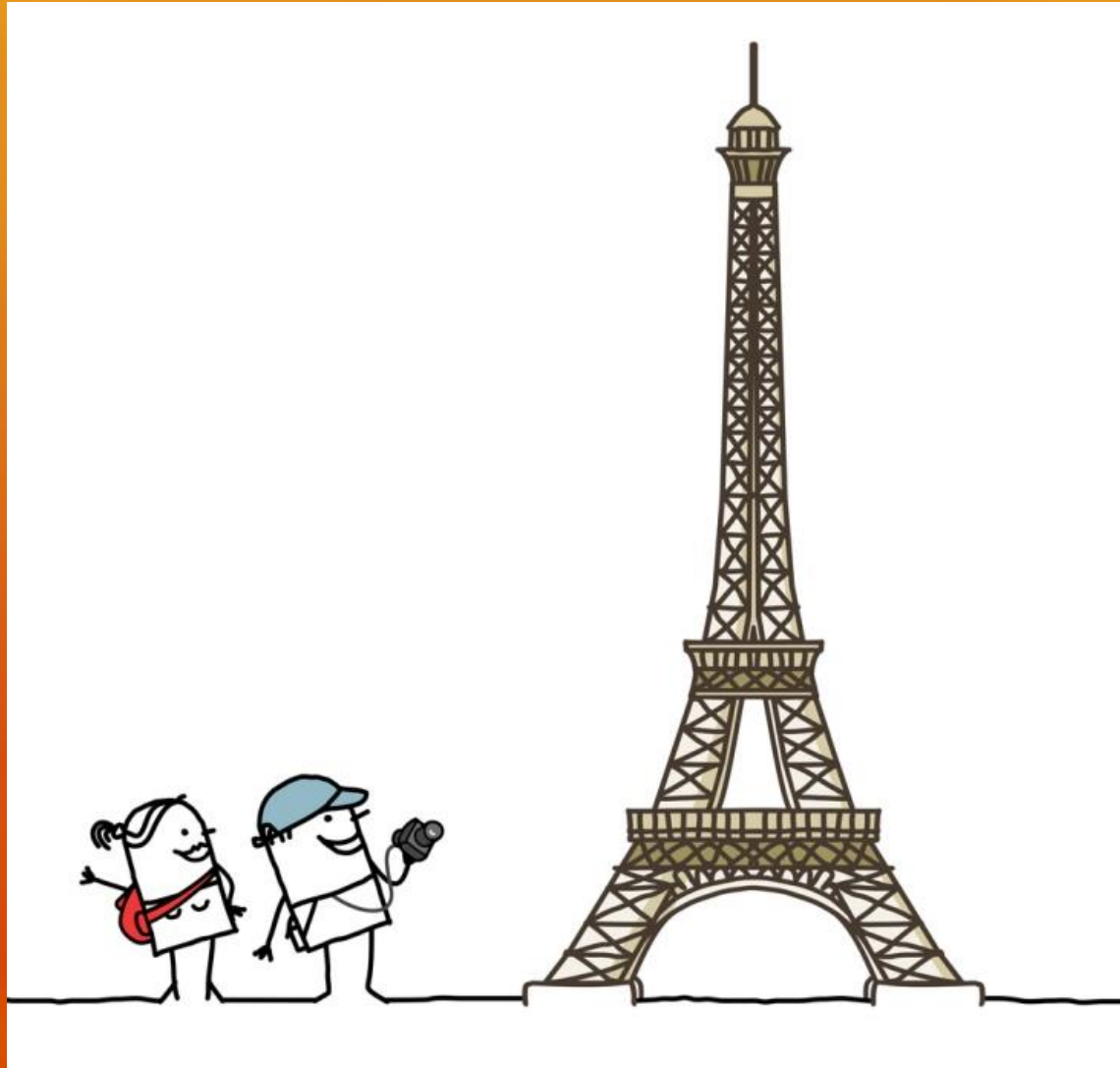
A Tale of Two Website Visitors...





Looking for answers...

Where Does Your Reader Want to Go?

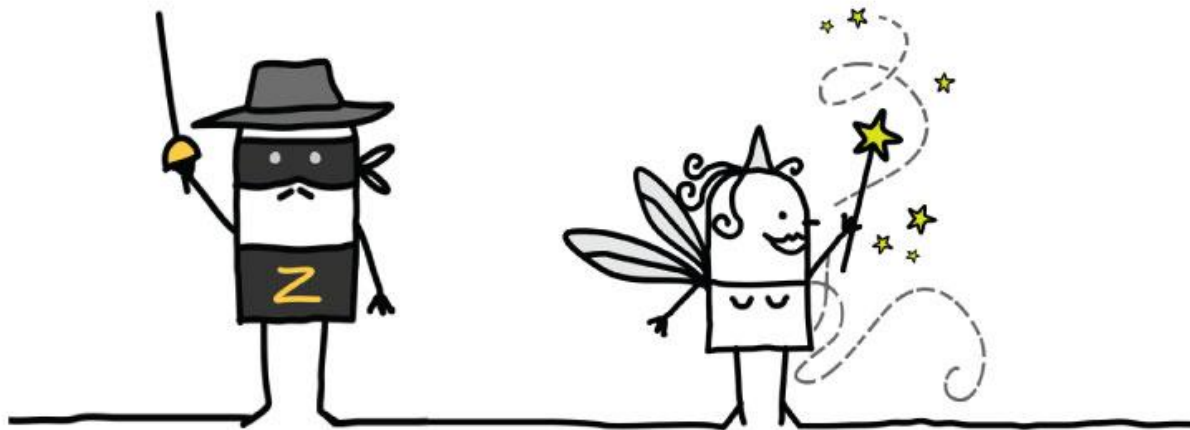


The Starter Recipe:

1. What's the problem?
2. Why hasn't it been solved?
3. What's possible?
4. How do you get there?
5. Call to action

Who's the Villain Here?

Heroes and Storytelling



And Why Hasn't He Been Dealt With (Yet)?

What's The Happy Ending?



Who's My Fairy Godmother?



Get Your Reader to MOVE:

Desire + Emotion = Action



The Shareability Factors

Will it make me look good/smart/funny?

Is it relevant?

Does it incite an emotion?

Is it helpful?

Is it wrapped in a story?

Let's Talk SEO for a minute...



A short keywords checklist...

- In your title?
- In your URL?
- In the alt-text of your images?
- In your opening paragraph?

But Write for Humans!

- Use clear and simple language:
 - Shorter sentences & paragraphs
 - Conversational tone
 - Sub-headings
- Good design and use of images
- Write to ONE person at a time

Be Human

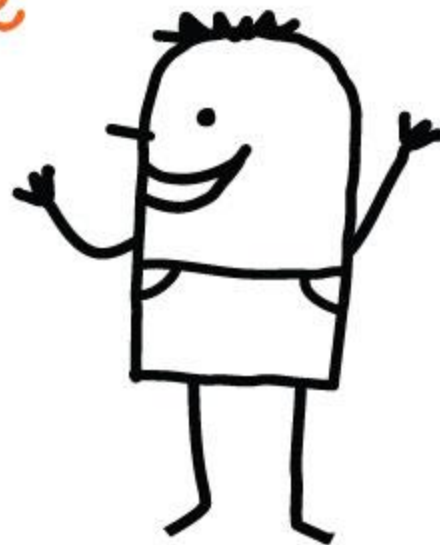
Connect with Emotion

Speak Their Language

Show Proof

You (not We)

Clear Call to Action

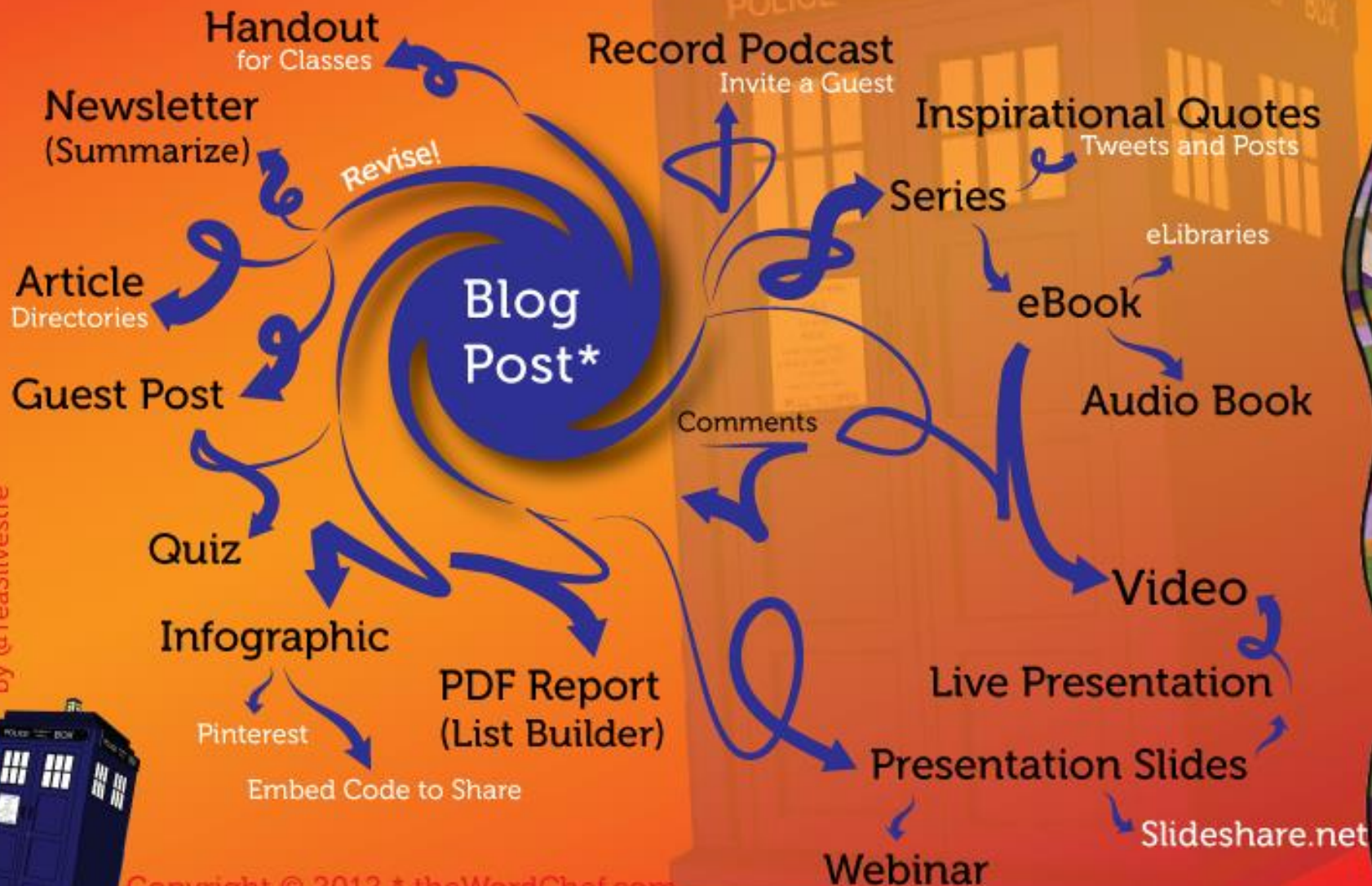


We Eat With Our Eyes First

- Fonts – no more than TWO
- Colors – two or three (plus black/white)
- Coherence and style
- Images that belong together
- Social Sharing Plugins

The Timelord's Guide to Content Regeneration

11+ New Incarnations for Your Blog Posts



by @TeaSilvestre

When Should You Guest Blog?

- Is your site **ready** to receive (and convert) visitors?
- Is your business **ready** to nurture those new leads?
- Do you have a **relationship** with the publisher(s)?

When is it “Good Enough?”



Tips to Manage the OCD

- Recognize it's about protecting yourself from rejection
- Get a blogging buddy
- START SMALL
- Write more, publish more (practice!)
- Laugh, play...SURRENDER

Get the Content DONE

- Create a plan (your Content Strategy!)
- Block out time on your calendar
- Gather your tools
- QUIT OBSESSING ABOUT PERFECT!
- Find the most enjoyable path for YOU
- COMMIT
- Track your progress
- Celebrate even the small successes

Track Your Progress

Which posts get...

- More visits?
- More comments?
- More shares?
- More conversions?

Your mission: Publish Your Next Best Post

- Identify **3 places** where your content creation habits could stand improvement.
- Identify **1 topic** you could develop that would further your biz goals
- Identify **1 accountability partner**
- Identify any missing tools (and get them!)
- Write the post. Make sure it fits the above criteria.
- Share a draft of your post with your buddy for feedback
- Publish!



Questions?



theWordChef.com
bit.ly/DigiDine

Tools that Might Help

- [Dragon Naturally Speaking](#)
- Medium.com (to share drafts with a buddy)
- Photopin.com (free CC images)
- Canva.com (graphic design)
- Picmonkey.com (photo editing)
- <http://www.copyblogger.com/magnetic-headlines/>