



How to Write More Effective Blog Post

Social media, self-publishing and the Internet have created an amazing new opportunity to spread our words far and wide. We can take thoughts and put them into words that change people's lives.

Today, everything is short and punchy. "Write good copy," is the new buzz phrase. You're told the copy on your website has to be appealing to your target audience. In this movement to write good copy, the art of writing is lost.

Writing is not the same as writing copy. Just because you can do one, doesn't mean you can do the other. Writing good copy can help your business but good writing changes lives.

CUT OUT THE FLUFF

Some of the greatest writers in history did this. Vonnegut, Hemingway, King and many other great writers spent an extraordinary amount of time making sure their writing was free of what they considered "extra words."

Avoid adverbs.

Stephen King says, "The road to hell is paved with adverbs." I don't know if that's true but adverbs hurt effective writing. We use them when we're timid. Don't be hesitant to state your truth. There will be those who disagree but your target audience will appreciate it.

Everything you write won't be fluff-free but as you work on it and write more, you can get better. A wise man told me good writers read and write a lot.

WRITE FOR ONE PERSON

Too often, we're thinking about the hoards of people who will read our words. We end up writing for this throng of people, which comes off as us preaching with words.

The problem is that the group reads our words as individuals. The group approach doesn't connect with each person individually.

Great writing is very conversational. You write to a person as if they were sitting right next to you.

Effective writing makes your reader feel like you're speaking directly to them. It makes them feel like you're addressing a problem they have—that no one knows about.

You have to write for one person: your ideal reader. Stephen King says everything he writes is for one person: his wife.

DON'T EDIT WHILE YOU WRITE

In his book, 'On Writing: A Memoir of the Craft,' Stephen King says, "Writing is refined thinking." You should have one goal when you initially sit down to write: get the thoughts out of your head and onto paper. Never edit while you write.

When you're attached to your writing, you'll miss errors if you try to edit while you write. It will take twice as long and ruin the flow of the thoughts from your head to paper. Focus on expressing your entire thought.

After you've done a brain dump, go back and edit. It would even be a smart idea to take a little break before you edit. Step away from the words and refresh your mind. Come back fresh and see what you missed as you edit.

To make things even smoother, come back to your writing a day before the article or blog post goes live to give it one more edit. Days away will help you see what you couldn't during the first edit.

DON'T BE AFRAID TO BE HUMAN

We get short glimpses into each other's lives through our interactions online. That glimpse, however, doesn't paint the full picture. It works the same way in our writing.

Too often, we just give people a glimpse into our message when we should be willing to be vulnerable. Good writing shows people you are human, and that helps your ideal reader connect with you.

Effective writing is vulnerable, honest, paints a picture of the struggle, and lays out a roadmap for success. No one's life is perfect, why try to pretend?

Don't be afraid to be human in your writing. Many entrepreneurs give the impression that their life is perfect but no one buys it.

When you're willing to be honest, no matter how hard it is, you'll stand out.

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