treasure vault of online business

# The Principles of Blogging Business

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**THE PRINCIPLES OF BLOGGING BUSINESS**

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# 1

# The facts about money

From time immemorial … .. the days of our forefathers where trade by barter was the way of doing business to our present time where we are using paper money, what do you think is the source of this money?

***Value right!***

**Value is a beautiful thing to behold**

So, If you have something valuable to me now, something that I need or want, I will give you money now in exchange for it.

That's simply life and business.

In other to earn money, you must give something the other person will feel valuable.

# The difference between Need and Want

According to Kotler and Armstrong in Principles of Marketing, **need** is a state of self-deprivation – where you feel deprived of something worthy and important to your life such as food and shelter.

A **Need** can be explained based on classification, they are:

**a. Physical needs** such as foods, cloth, and safety.

**b. Individual needs** such as knowledge, self-expression, and

**c. Social needs** such as affection and self-belonging.

**Want** is a form of need that is influenced by your personality and culture.

For example, if you visit a restaurant for lunch, you will probably order fufu and vegetable soup, garnish with meat, fish and other edibles.

But an average American in the same restaurants will order French fries, big mac with a soft drink.

***That's what he or she wants and you have to serve it.***

Giving value is the only road to a steady income and wealth.

It's an accepted law of money and wealth building.

***You have to sell value to keep generating income online and growing your business.***

# Types of value

Value can be **tangible** (physical like food, shelter, cloth, and Smartphone), and **intangible** (in the form of services such as medical treatment, vacation tour guide, and car wash).

What I am doing, teaching blogging business, digital marketing and other art of growing your business online is a form of service.

They are all value.

**Thus, how will you create value?**

1. Understand the value entails?

2. How will you sell it?

1. Value is anything beneficial, useful and important to another person (your consumer).

Value is when you meet your buyer's wants or needs. To create value, it's within you, your body and soul.

***You can create value within your talent, skills, and strength.***

**Your talent** is the natural way of thinking, feeling and behaving (habits). It is an act you can't do without daily. You act spontaneous and unconscious about it.

You are always thinking about it, feeling it, and taking action towards it.

**Remember, Your FOCUS** is Important

**"Follow One Course Until you Succeed"**

Your talent, which you have been developing over time through habitual skills, by acquiring more knowledge and practice, should be your **CALL in life.**

**YES, your primary purpose in LIFE.**

Make your **CALL** your **Life Purpose**; give it all the attention it requires an absolute focus.

It will be the sole purpose for your life and overall existence.

The message vividly clear, every creature you know such as plants has a life purpose and they are practicing, executing it. You shouldn't be an exception.

If you don't have a life purpose, desire for it, seek it and you will find it.

**If you don’t seek, you won’t attract anything initially**

You’re unique, likewise every individual, and even among twins. Their physical frame and structure is a clear sign of uniqueness and life purpose.

The same approach should be likened to your life purpose. Your life purpose is unique to YOU; only you and no one else can understand it better and change it.

**Surround yourself with positive people and great minds that will keep helping you achieve your life purpose, meanwhile, theirs will be fulfilled as well.**

Someone such as your life partner shouldn’t be taken for granted.

In summary, to sell your skill online, value is a major aim.

**Always THINK VALUE**

# 2

# Professionalism in blogging

Our life, your life is about service to one another. This is simple to understand and accept.

Just look at yourself, all that you're wearing, the food you've eaten, your shelter where you take abode are services from other people. You've to deliver yours as well.

You have a gift, which appears like duty and responsibility to our planet EARTH.

This GIFT is your TALENT which you must have converted into a professional SKILL. ONLY you best know and understand your skill.

When you embrace your skill, this is where your LIFE will be filled with HAPPINESS, WEALTH & FULFILLMENT.

**People who embrace their life purpose are "real" joyful people**

Your talent to skill requires continuous learning, focus, patience, and determination to keep succeeding and surmount every challenge that will surely come.

One great characteristic of talent to skill is: it's FUN and fills with PASSION. You must LOVE it and be passionate about it.

If you don't love it wholehearted and don't find FUN doing it, that's not yet talent to skill.

And if you haven't discovered your talent yet, you have to keep passing through the medium of self-discovery.

**One fabulous approach to self-discovery is to be an adventurer.**

Take up any and many challenging works.

**Our world is in constant motion, why not you**

Engage in many activities both new and old practice, assume many roles of duties and responsibilities. Through hard work, you'll discover your talent to skill, which will be your STRENGTH.

# In conclusion

To be professional, you have to focus on your talent, which is your strength and primary job on this planet. Keep nurturing it and ultimately, build a great business out of it.

Stories of successful people who have made profound marks abound and they serve as examples and signs to success such as Thomas Edison, the Wright brothers are a few.

**It's all in your mind factory**

They all possess the trait for self-discovery, they love what they do from their heart, and focus on it till they achieve a successful milestone.

They keep developing their capacity, accept FAILURES as stepping stone to SUCCESS, and ultimately they create a great business out of it.

# 3

# Why blogging business

This is an art of expressing your business idea, product or service.

This is not the time for expressing yourself but your business with a high emphasis on your consumer need or want for their utmost satisfaction and fulfillment.

A blog is a website filled with information arranged in ascending order with the latest information at the top. It can be built in different formats such as text and image, audio, videos, and images only.

Millions of people are on the internet searching and reading information of high interest to them.

Thus, your potential customers can be reached through a blog website with information-rich to satisfy their curiosity.

# 4

# Benefits of a blogging business

1. It increases the visibility of your brands online. This will be achieved through articles and other forms of quality content you will be publishing.

But it's more about **quality** than quantity and you have to promote your blog website.

2. It gives you the platform to generate new prospective buyers whom you have the responsibility to nurture and convince you to have the right solution (products or services) to their problems or needs.

**Stand tall and be known**

3. It makes potential customers find you through the search query they are making on Google, Bing, and Yahoo.

If you aren't blogging, writing and communicating about your business and brand, there is no way your prospective customer will find you because you are not contributing any information to the search engines.

But if you're blogging about your business and brand, your articles and whatever content format you're using will be indexed on search engines and you will be discovered.

This marks the beginning of a great journey for your prospective buyers to become buyers and customers.

4. When you publish quality content that meets prospective buyers' needs, they will be developing relationships and trust with you and your brand.

They will have the feeling of what you can offer them as service or product which will increase their decision and trust to buy.

**Be quality conscious and minded**

5. Through blogging, you will be able to understand your prospective buyers better.

You will watch for signs through what they like most from the content published, what they want most and you can ask questions to further understand and know how best you can help.

This helps in delivering the right service and product they truly need or want.

Besides, blogging helps in developing a strong friendship relationship with your customers which can make them become promoters or referrals: the best form of marketing.

6. Through shared information and contribution to knowledge in your industry, it will increase your company value and goodwill among your peers.

This can bring enormous opportunities such as joint business venture, networking, product or service launch, speaking engagement and invitation and many more.

7. Blogging gives room for emotional expression and personal feelings towards your product or service.

It makes buyers and customers express themselves freely, say what they feel about your brand, how it has really helped them solve their problems and such information can strengthen the confidence of your brand in the heart of prospective buyers still making researches, forming their final decision.

***Freedom of expression***

8. The art of blogging makes your readers share your piece of content with their families and friends, especially when they find it highly beneficial to them.

Through this act, you will be gaining more prospective buyers without much promotion or advertisements.

9. Blogging makes you a thought leader in your industry, an expert in the field they can trust as a problem solver.

***You've got authority***

Instead of communicating to a diverse and broad audience, your blogging business will be attracting the right targeted audience for your niche subject, product or service.

Thus, you have to embrace blogging wholeheartedly.

# 5

# Mindsets and behavioral traits of successful blogger

To be a successful blogger, there are thinking factors you have to develop as habits and attitudes.

These were thinking of many bloggers who have become successful, who are making tremendous changes to their business and some are in limelight with celebrity status.

**Your intention matters a lot in anything you do.**

What is your aim for starting this blogging business job? An aim that leads you to the right path of success.

I know you aim to make money, tremendous money and keep growing your income because this is serious BUSINESS.

Yes, you are going to achieve them but who is going to give you money in exchange for your product or service?

**The First Mindset for blogging is the spirit of helping one another.**

You must design your business along with this spirit. You're in business to help people with their needs. You must build your business culture along that theme.

You are right if you think **CONSUMER**. You can call it **AUDIENCE.**

The first thinking for starting a blogging business should be about your consumer and NOT money.

1. Who is your targeted consumer?

2. Do you understand them better, in terms of their needs and wants?

3. How will you keep generating consumer?

4. How many consumers will you have before you start making money?

5. How are you going to deliver value and keep building your goodwill as well?

These questions are what should be important and NOT money.

If you can get everything about your consumer right, your business income will be flowing steadily and momentarily.

**Apart from understanding your consumer, other mindsets and traits you must possess to be successful are:**

1. You must be passionate about what you do. Challenges will surely emerge but passion will make you feel determined to succeed; continue to strive for excellence and professionalism.

2. You must be dedicated and focus on the blogging job till you succeed, make a great impact and living out of it.

3. You have to take a risk, every business involves risks to succeed. Don't shy and run away from testing new technologies that might develop your business.

Sometimes, early adopters have a tremendous advantage that can't be surmounted.

4. You must be original in expressing your messages and communication. Don't copy another blogger's style of writing or presentation in a video or audio.

***Be real … .. do your own thing, your way***

Embrace your unique potential; use your unique voice and personality – that's the true identity of blogging.

5. You have to be entrepreneurial. Watch out for business opportunities from your audience.

If you noticed a large percentage of them keep requesting for a certain product, service or piece of information and topic, give it to them in premium.

6. As a blogger, you must be learning every day.

Learn from peers in the industry; attend conferences, seminars, and workshops organized by professional bodies and experts in your industry.

This gives room for networking that adds enormous advantages and value to your business goal.

By learning, this involves reading, been curious about your services, products and the subject you are teaching.

Learning also means carrying out research on what you have read, practice them and think on how to make it better.

No knowledge, models or strategies is perfect. There are many loopholes and gaps, if you're curious and think further.

7. You can't be an island in handling your business. You've to network with peers, develop a mutual friendship.

You have to give room for an opportunity that will create a network for improvement and greater working performance.

8. As an aspiring successful blogger, keep an effective calendar for writing and publishing content.

Blogging is synonymous with writing and content development - that's the major work and responsibility of a blogger.

Content development might seems new to you. The more you are writing and creating content, you will become great at it. Practice makes an activity permanent – it is for real.

Thus, you must create a calendar for writing and be strict with its effectiveness. If you feel you will be writing whenever you like, you will be killing your blogging business gradually.

One of the most important things about blogging business is communication which involves content development and believes these words – ***it simple and fun if you set your mind into it***.

These are the major mindsets and behavioral habits you must have to succeed in your blogging business.

They're the path successful bloggers follow and you have to do the same thing to avoid mistakes, errors, losing a large amount of money invested and hopefully, regretting you have wasted so much time.

# 6

# Introduction to blogging business

Before you think of selling anything online, make sure people want it so badly as well.

This simply means, you have to understand your market - a starving crowd of people hungry for the kind of business subject you intend doing before you venture to create a product or service which you will finally sell to them.

**You know market changes, what people want today might become entirely different tomorrow.**

You have to understand the people you intend to sell, know what they want and manage the mutual relationship and connection you both have.

**The art of blogging will enable you to achieve these goals.**

## How blogging helps you understand your target market

Imagine you are a fashion designer. You're passionate about fashion, through learning and practice; your passion keeps growing to an extent you are skillful and have become a professional fashion designer.

You want to start an online business around the skill. You can utilize blogging business to understand people better, what they truly want (that's their demand) before you start creating products and services.

In order words, this will shape what to create and deliver as product or service.

Besides, you can utilize blogging to showcase the designs you have got. If they love it, that's fine. You produce more based on request. If they don't like it, you have got more work to do.

You can utilize blogging to make inquiries about a product or service creation or launch, know their perception and gets feedbacks which will further help you to improve on the product before final launch.

**The art and practice of blogging business will be of tremendous help in understanding your target market, to know what product or service to create, which will finally result into tremendous sales and profit for your business.**

This is the goal why I want you to build a blogging business. To sell, I mean an idea or ideology, product or service.

Therefore, Blogging is an art of expression using your unique voice and personality to enlighten people about the subject you're selling as business. It's your personal opinion, expression, and attitude towards a subject. Any idea, product or service must be positioned as **SUBJECT**.

It is also an art of keeping records of events about a specific subject matter which can be daily, weekly or monthly, in the form of documents (text), images (graphic), audios (podcast) and videos (vlog), stored on a computer with the aid of internet to publish it for the entire world to access anytime anywhere.

Therefore, blogging is rooted in content: writing, talking, making visual presentations through videos and images.

For instance, if a fashion designer deals with cultural wear, the subject he or she will be expressing, blogging about and selling will be **cultural wear**.

So, blogging is about creating and publishing content around the subject cultural wear.

The goal for blogging is to keep talking about your fashion design business, to get it stick in your customer heart, to understand your readers, to find out the product or service they want and willing to pay for and to serve them delightfully.

But in order to be successful, you have to know and understand the mental triggers behind being successful and profitable at blogging.

You must learn and practice **GIVING** before **RECEIVING**. Sell your idea, product or service abundantly through **HELPFUL** and **BENEFICIAL CONTENT FIRST**, this will make people to **KNOW** you, then they **LIKE** and **TRUST** you to become your fans, followers and finally **BUY** your product or service.

**Summarily,** blogging business is the process of conveying messages to build relationships and connections with the targeted consumer to sell your idea, product or service.

That's the **SPIRIT** of blogging business and the best practice.

# How to choose a blogging subject

You start blogging by picking a subject that interests you the most; with growing passion at heart.

You believe authoritatively this subject is your greatest strength; you're going to keep improving, with growth and development.

The subject has to be a problem people face, an activity that's beneficial to their life. If the subject doesn't help people life gets better in any way even smallest, it won't have value for monetary reward.

# Blogging subject core qualities

1. Passion

2. Knowledge

3. Laser focus

4. Greatest strength

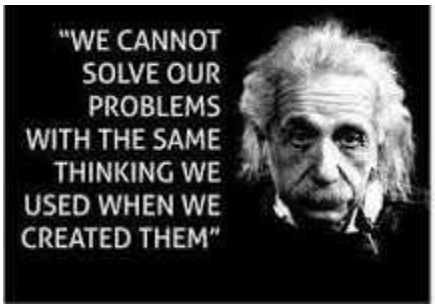
# Where to find your subject

You can discover your subject from:

**a. Career:** If you have passed through many academic or professional careers, ask yourself honestly, which possess the qualities for **passion, knowledge, laser focus** and is your **greatest strength** for **improvement.**

b. **Personal story**: Meditate about your personal life; visualize it as a journey, find what qualifies it as a subject.

c. Published book, talent, and trained skills.




# Blogging subject as niche

Niche is the subset of a market within a large market, a similarity of sub-topics within a subject.

In Nigeria, the fashion market for example is large and competitive. There are numerous products and services you can offer when you enter this industry.

**To choose a niche, you must have these 3 qualities and they are:**

1. You've got to have growing passion for the business, be visionary or be certain of success. This is personal belief and optimism.

2. You've got to be knowledgeable, enjoy learning and find research easier to do.

3. You've got to be laser-focus.

It's not compulsory you must have these qualities to start, develop your mind along the journey, gradually, it becomes habits and lifestyle.

# How you can pick a successful niche?

1. Whatever industry you belong, let assume fashion, break it down into different parts.

Nigeria Fashion has traditional cultural wears, weddings, graduation, religious wears, corporate wears, office wears, English wears and etc.

It can be divided based on gender (male or female), age (baby, kid, adolescents, teenager, adults and elderly), current state (parties, pajamas) etc.

There are many divisions to mention.

2. Pick one niche that aligns with these 3 qualities: **passion, knowledge, and focus.**

This will be your blogging subject. Its better you start with a niche subject you believe is your greatest strength.

As you progress in business through revenue and employing staff, you can move to the other niches you love.

3. Carry out **keyword research** to understand the terms - the phrase or word people searched about your niche.

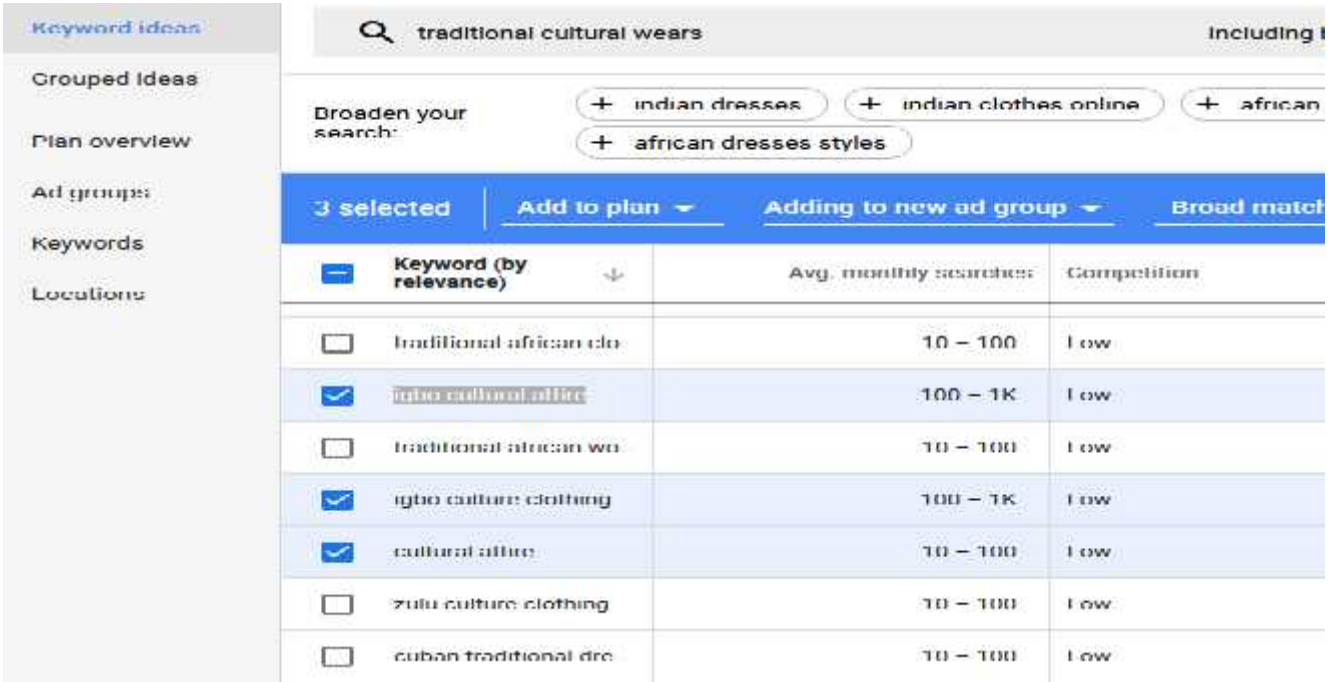
For example: let's look at **traditional cultural wears.**

The result shows people use the terms:

**Igbo Cultural attire,**

**Igbo Culture clothing** and

**Cultural attire.**



Therefore, the common terminology is ***Igbo cultural attire***.

**Another good example: Native Nigeria dress**

The term Nigerians choose to call it is **Nigerian native attire**.

So instead of the word "**dress"**, Nigerians call it **attire**.

And you've to go with the consumer, use the terms and language they choose to call your product or business niche subject.

**Other terms are:**

Nigerian mens lace outfits,

Men's native attire Nigerian,

Nigeria men wear,

Nigeria native clothes,

Nigeria native fashion,

Nigeria men's wear design,

Nigeria men traditional wear,

Men's traditional attire in Nigeria,

Nigeria men native fashion,

Nigeria men native attire,

Couples native wear Nigeria,

Bayelsa native attire, and

Nigeria native cloth.

**From the aggregate, the common terminologies are** Nigeria, mens, native, wear, attire, traditional, and fashion.

4. Use these **common terminologies terms** to craft your blogging niche subject in the best way consumers will understand it better.

Using the example above, a niche subject can be:

**Nigeria mens native wear** or

**Nigeria mens traditional attire**

**Nigeria female native attire**

Though monthly search is about 100 to 1,000, don't bother about the figure in demand.

You know many Nigerians still prefer to make their final decision to purchase at your office or shop. They love to see want to buy, wear it and make sure it satisfies their look.

But, this figure shows online growth possibilities in the Nigeria fashion industry. There high probability for more purchasing decisions to be made through online media.

And you can have blogging business as a platform to create online business and community that will attract prospective buyers and keep delighting customers through continuous service.

Remember, every transaction is not about the end product or service; there are many activities you can do to delight your customers and improve their lifestyle.

And they will be happy you're going above board to keep them at heart.

**IMPORTANT:** Consumer is not always right when it comes to product to offer or subject they will consume, you have TO give it trial and watch for the result.

Most times, they don't know what they truly want until you introduce it to them and influence them to embrace it or accept your ideology, that's when they will know it's highly beneficial to them.

So, If you believe in an idea or product, keep introducing it to your readers no matter their rejection especially a sample size haven't tasted it.

The winning sign is to make sure your ideological subject, product or service is beneficial to your audience life. It will lift-up their life, financially, morally and physically.

# Blogging purpose

After choosing a micro-niche, define a clear purpose – a simple reason why you are blogging.

- Why are you doing this job?

- What do you intend to achieve?

Is it an awareness campaign for your idea, product or service; to gather and organize people and transform their lives through problem-solving; to sell products and services or all of the above?

Define your aim and the objectives towards achieving it.

This will make part of your **mission** and **vision**.

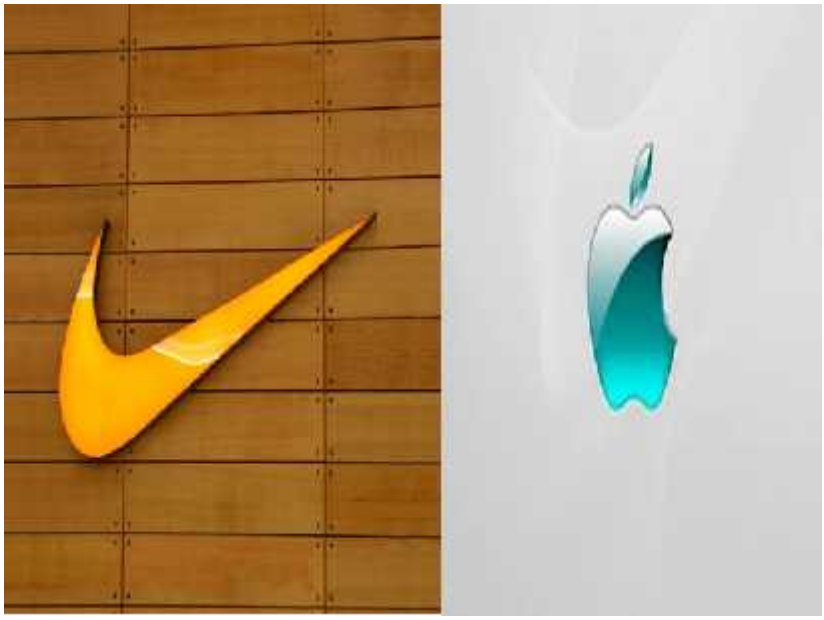
# 7

# Blog branding

## What is a blog branding - the power of perception

Branding is a complex affair, a continuous activity for your blogging business.

Blog branding is the process of creating a unique identity and perception of your business in the heart of your targeted audience.



It involves a unique design outlook with an identity well blended to your unique personality and business lifestyle.

For instance, you can present your blogging business as a team of people working towards a common goal or the only one working (personal branding).

**Imagine a blog brand as a symbol of personality.**

As a symbol, you can make people perceive your blog as shape, sign, artwork, and color; they will feel the behavior, the thinking behind the scene and experience.

I want you to imagine a blog brand as a personality with name, distinct bodily structure, skin color, the body wears, behavior, habits, and character.

Everything is unique, with a unique journey, stories of trials, failures, and successes. Create a brand that flows, moves with the best personality and social culture and values you want for your consumer.

Be confident about it, do your own they way you see and want it to be. That's the power of uniqueness and difference. Yes, it makes your brand alive.

# Qualities for blog branding

a. Your blog must have a unique symbol different from other blogs.

b. It must represent your business aim as a message.

c. It must be well known among your targeted consumers with consistency and promotion.

# The difference between a website and a blog

It's good you know this - website and blog are used to propagate messages to your targeted consumers but the major difference is the refreshment of the message.

**Blog** churns out fresh information daily, weekly or monthly while information on a **website** is usually fixed and static. They don't change it even for months to years, because it's still relevant to the time.

As far as the information on the website is still relevant to the audience, it doesn't need a change.

Some blogs are like that as well – information can still be relevant for months to a few years.

# The benefit of blog branding

1. It makes your blog memorable to consumers. The moment they see your logo, name, or anything that symbolizes your blog anywhere whether, on a billboard, sportswear, jotters, business card, road signpost, they recognize it instantly.

They began associating with it and loving it. That's a great feat to pursue and achieve.

2. The symbolic nature increases customers' love and mutual relationship.

3. It makes your business appears highly professional with perception as if you have been operating for long but you started the online version.

Besides, it attracts new consumers, it makes them curious and takes notice like "*what's this*" "*what's going on here*".

4. By the time you launch products or services or new products, the brand you have been building can grow these products or services.

**Stand out from the jungle**

5. Branded blogs have higher **recognition** and **value** than a blog that lacks it. They tend to offer quality services through experiences.

6. Brand increases sales and revenue.

7. It makes buyers become loyal and promoter.

8. Its position and distinguishes you from fellow players.

9. It makes you charge a premium price for services and products.

10. Lastly, the brand awareness you will be getting will make you strive for professionalism and quality service delivery because you've got a reputation and goodwill on the line.

***As the saying goes, a good name is better than riches.***

# What you need to build a great brand for your blogging business

**1. Name**

This is the first requirement that symbolizes your business uniqueness.

1a. Choose a simple name that is easier for your consumers to pronounce and remember to an extent, if they heard it once somewhere and decided to search online for more information, they can still find clues rather than miss you entirely.

1b. Avoid the use of a hyphen (-) during registration.

You might like a name so much the only option available is to add a hyphen. Don't be tempted, It will cause confusion for your consumer.

I know some do it, they might be lucky; nevertheless, it's a bad act. A Consumer might make errors that lead to losing viewership and other goodies that come along the way.

It's your consumer, not to satisfy your ego.

1c. Choose short 2 to 3 syllable names such as billblogger, carpethub, and learngarden.

This includes email addresses, social media, and other handles etc. Use clear and simple handles such as info@, support@, customercare@, wecare@

**2. Color**

Your choice of color is important to your blog brand. Colors have different meanings, effects, and associations.

The choice of color should depend on the type of business you will be doing, products and services you  will be dishing out to your targeted consumer.

For example, you can't paint a fridge used for storing and preserving what people will eat and drink **red** because red symbolizes the blood, scary things, war, fight, problem to people (targeted consumer).

The same approach should be given to your blog website which serves as an information, communication and engagement tool for business.

Choose color(s) that resonates with your business goal and product or service. The color you feel your target consumer will like and understand.

For example, if your blog is about horror and thrillers' stories; the color can be black or red. Yes, your targeted consumer will understand and resonate with it. They will crazily in love with beauty.

Also, if your blog is about food recipes and healthy foods; white, yellow or green color will highly be appreciated by your targeted consumer.

**3. Value proposition**

This is also called tagline. It is most likely the first message your targeted consumer will see, perhaps read and think if they are in the right place.

So, you've to craft well. It's a summary version of your mission in business, what you want to do for your consumer.

Visitors must understand your value proposition within a few seconds they visit your blog website.

It must be short, simple, and concise. It's the sole reason, the **WHY**, and the purpose of your blog.

**It must answer these questions:**

a. What do you offer?

b. What are you selling (products and/or services)? It must provide quick hints

c. What benefits do you intend to offer your targeted consumer?

Most time, a tagline is designed along with the logo. It appears at the top left corner, a visible location for visitors to see and read.

**4. Logo**

This is the symbol, a graphical representation of your blogging business. This is what your targeted consumer will know you for, and use to distinguish your business.

It's mostly used as the website favicon. **Favicon** is the tiny object that appears at the top left side of the blog, a symbol that distinguishes your blog wherever your audience sees it.

It's now an important distinguish information on Google search.

**5. Consistency**

Strive for consistency in whatever activity you do. Stay consistent with your color, fonts, writing style and designs you feel consumer love.

It is wise to try something new but be smart about it. If the consumer doesn't like it after a few or many attempts, stop using it.

Nevertheless, it shouldn't stop you from trying new ideas and be innovative. If you start something you can't keep consistently, it will reduce the quality of your brand.

**6. Personality**

Personality in branding is every activity you have inputted into your business. It is your characteristics as a person or your team and as a company.

It entails how consumers relationship, approach to business operations, business philosophy and what success means to you. It's important you adopt the best principles, behavioral traits and practice in your business operations.

Your brand personality must create a valuable impression, customer's perception, and experience. Besides, your brand personality is unique to you, it's your writing style, style of presenting videos, and making audios.

Don't try to emulate another person or company. Just be yourself with happiness and peace, strive for professionalism and exhibit the best practices at the same time that will grow your business value and goodwill.

# 8

# Target audience

## Introduction to Target audience

I love to call it the target consumer, that's the way I see him or her. The Consumer is king; I am in business to serve him or her.

Therefore, every message must sink, if it doesn't, I should watch out because there is a problem. I need to work harder and smarter at effective communication, improved relationship, and experience.

Now is the time to think about your targeted consumer.  The kind of visitors and readers you love to associate with, who will finally become email subscribers, followers, fans, buyers and promoters.

**I want like-minds**

## Who is a buyer persona

A targeted consumer is a **buyer persona**. A **buyer persona** is someone who has a **growing interest to learn about** your business and buy your product or service.

To study, analyze and understand your **buyer persona**, you will visualize him or her in an imaginary form of your prospective customers and customers.

# How to understand your buyer personas

**As a new business person,** you might have just 1 or 2 personas, and it is always wise to start small.

But as an **existing business person,** your buyer personas can be 5, 10, 15 or more based on findings and years of operations.

**Buyer personas** will be carried out using online surveys and interviews. You will carry out market research**,** gather enough data and insights, ask the **right questions** from the **right people.**

**Is about data collection**

**As a new business person**, answer questions such as:

a. Who do you envisioned and like to target for your messages (content)?

b. Who do you like to sell, pitch your idea, product or services to?

**As an existing business person,** you will be working with customers and prospective customers.

# Buyer persona sample data and questions

These are questions to generate buyer personas data and create information.

**1. Who is he or she?**

A question such as a name,

**Background:** Occupation, job title or role, family status, the industry he or she works, company size, working department size,

**Demographics:** male or female, age, income level, location, years of working

**2. What did he or she want?**

**Goal:** Primary and secondary

**Challenges:** primary and secondary

What can your business do and offer: to help the persona achieve his goal and overcome challenges.

**3. Why did he or she want it?**

- Get some real quotes about goals and challenges your buyer persona product or service might feel.
- Why doesn't he want to buy your product or service

**4. Situation/Thinking factor:**

What is his/her highest priority;

What is the motivation for this highest priority;

What's his/her pain points;

Any obstacles, what are they;

What his/her goals;

What his/her needs;

What is his/her major objective from all these activities?

**5. Habits:**

What type of media did or she consume?

His or her likes,

His or her dislikes,

His or her skills,

How did she or he conduct research,

What source of resources and information did she or he trust most?

These are a few questions that can generate precious data in understanding your **buyer personas.**

**NOTE:** Ask relevant questions that relate to your business, product or service.

6. Give your persona an identity (a name) and image, so you can always envision what it looks like to serve him or her better.

7. Use the data to create a story. Let's assume you sell babywear. A persona could go thus:

*Gbemi is a lawyer working for a manufacturing company, married, aged 25. She wants Adire wears for her daughter, stylishly design for hot weather.*

You will use this data collection to define your buyer persona and create content that resonates.

# The important benefit of buyer personas

1. It helps you understand your prospective customers and customers better.

This is the most important benefit because, with a deep understanding of your buyer persona, you will be able to create better quality content such as blog posts, social media messages and email letters that fulfill their needs.

2. As you create the right content, you will attract the right visitors to your website which becomes readers.

From readers, he or she will become an email subscriber; from there, he will be a buyer and ultimately, a promoter.

3. It strengthens your focus and specialization on problem-solving product development.

4. It makes your marketing and advertising precisely.

5. It helps you make a quick and smart decision as you are fully aware and knowledgeable about your buyer personas thereby saving time and resources.

6. The focus on your buyer persona will influence you to create quality content that helps them to discover you through search queries.

7. It increases the chance of making more sales.

8. It makes you spend precious valuable time on profitable customers.

# Buyers journey

How you find it important to understand your buyer personas' behaviors, motivation, and goal for your business, it is paramount as well you understand his

journey.

**The buyer's journey** is the process the buyer went through before he finally makes the decision to buy.

# Stages of buyer persona journey

**There are in 3 stages:**

a. Awareness

b. Consideration and

c. Decision

You will be creating content for each stage. Remember, the content format can be a blog post, audio, video, and image.

**a. Awareness stage**

This is the journey where a buyer is experiencing pain, discomfort, problem, a feeling of something missing in his life; he doesn't understand it and doesn't know how to go about it. So he needs your guidance.

He doesn't even know the name to call this problem or pain but he can describe through signs and symptoms.

To get answers, he will probably start asking the search engines for any possible name and information.

He will investigate, read blogs; any form of content to help him understand the problem and symptoms.

**Content development for awareness content** will be about the pain points and problems your buyer persona is experiencing based on your business mission, your product or service.

Using the **baby fashion,** for example, let's assume a buyer persona is searching for baby socks at Ikotun, Lagos or any type of baby wear; It could be designs or patterns.

**Content topics to create:**

- Write about your office in Ikotun. Use stories, It could be in the form of the latest news, any information about the office location.

- If you are into design and patterns, write about it; show your work to make your buyer persona knowledgeable and well-informed.

- Think about the pains, the problem your buyer persona might be thinking as well; create topics from it and write as blog posts, for videos creation, or any content format.

**Your JOB description**

i. You will come up with content to enlighten and educate the buyer persona about his problems and pain points.

ii. You will give answers to buyer persona questions, problem and pain points from the investigation and research he made using search engines.

iii. You will explain in simplest terms, in the buyer persona language what the problem is, why it is happening, the consequences he might keep feeling if not solve.

Also, give your buyer persona hints of confidence you have the solution.

You won't sell anything at this stage but you can educate the buyer persona about your product.

You can share customers' stories, which have used your product or service.

**b. Consideration stage**

At this stage, the buyer persona is highly aware of his problem and pain point, he understands it better now.

He is getting clarity for a possible solution and has discovered a name to the pain point. He is more knowledgeable, more aware and seeking a final solution.

For the final solution, he will probably not depend on your product or service but have lists of other products or services he is considering to buy.

He will compare products based on effectiveness, price, delivery time, support services and etc.

He will weigh their pros and cons.

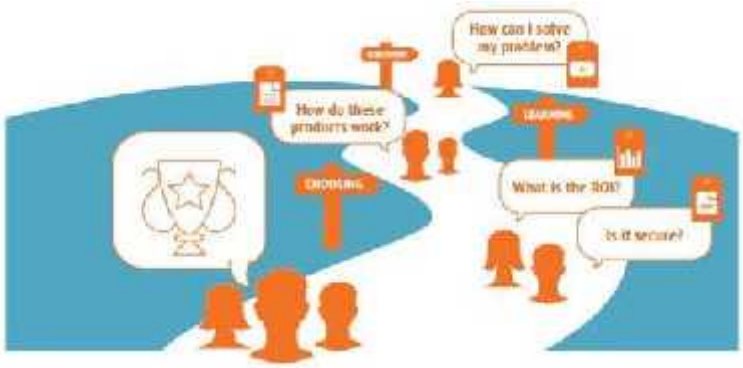
Therefore, put all these points in mind and make your content persuasive for him to buy.

**Content development for consideration Content** will be about a persuasive solution to the problem and pain point.

**Your JOB description**

i. You will create simplified persuasive content about your product or service.

ii. You will be speaking the healing language of your product such as "*it increases ROI by 57%", "it burns 3kg fat in 10 days"* and etc.




**Life is a unique journey.**

iii. You will show proof for product or service effectiveness, how it has solved the same problem in someone's life.

iv. You will educate him about the good reviews and testimonial you are getting for the product or service.

v. You will educate him on the best price offer, the value he will be getting and tremendous benefits.

**c. Decision stage**

This is the final stage for the buyer persona journey, where he will decide on the product or service to buy and solve his problem of want.

**Content development for decision content** is about product and services sales pitch and sales letter.

**Your JOB description**

i. You will be specific about your product especially from customers' angle that has used it to solve the same problem and find satisfaction.

It is a way of allowing customers to tell fellow prospective customers their own story.

ii. You will develop customers' case studies and success stories – customers that have bought and utilize your product or service.

**A case study** is a documented problem-solving approach to your product and its result.

**In conclusion,** you will use the different stages of the buyer persona journey to map content for your business.

When you create content that changes the lives of those who read it, over time people will come to **know you, like you, and trust you.**

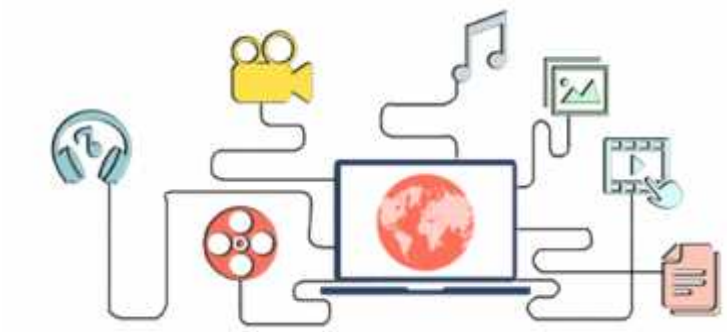
# 9

# Purposeful content strategy

**The power of content**

Content is the currency, the money bags of your blogging business.

Content is king, the fuel and energy of blogging business. It can in text, image, videos and audios format.



You must learn to create content (so easy, you will understand as you read). It's the greatest mode of marketing and selling your idea, product or service every day. Without it, you're nothing in business.

Consider it the **LIFEBLOOD OF BLOGGING**

They are messages visitors, email subscribers, customers and promoters will read and do something about if needful.

These messages will be delivered through your blog posts, social media posts, landing pages, email letters, teleseminar, webinars, and others.

Content is the only way you will attract visitors to your business offer and use it to convert them into email subscribers, customers and promoters.

Think of how super important it is.

# Types of content development

**a. About page**

- The message is about selling the idea and WHY you are in business. Show your buyer personas you care about them, that you are ready to help them achieve their needs.
- Talk briefly about yourself, the team of people working with you. The expertise they have to solve the buyer persona problem.
- Every message must strengthen confidence, speaks why you care and how you are going to be of service to them.

**b. Home page**

This covers a summary overview of your business, your service, product and service offers, what you are, what you do and what you want them to do.

**c. Contact**

This is a simple detailed message of how consumers can contact you.

It will include a map, office address; social media profile web address, email address, and telephone line.

**d. Blog post**

This is where you will be giving your buyer personas sample solutions to their problem, hints, tips and tricks about what you are selling as a business mission.

This is where marketing takes place through education, enlightenment, and entertainment for a mutual relationship.

**e. Email letter**

This is a personalized message to follow-up and further educates and enlightens your buyer persona about your product or service.

It is the moment for a deeper relationship to convince your buyer's personas to accept your offer.

**f. Landing page**

An example is the **sales letter** you read to order this eBook; **email opt-in** you filled with your personal details to receive email letters and etc.

A landing page is where you will write a highly convincing message about your product and free gift offers, in simple words and language terms the buyer is familiar and will understand.

# The key to quality content

Quality content is a message that is read, shared, engaged with and readers yearn for more.

**Quality and remarkable content lie within your unique voice, expertise, capability, and ability.**

- Don’t mimic anyone writing style or mode of delivery. What you must smartly steal is your buyer persona language terms, keywords, slang and way of expression.

This is because you are writing to them, and their satisfaction.

Be yourself and be fun at expressing yourself in their language. That’s where your uniqueness and success lie.

- Don’t write for perfection but publish what you have got. You can always edit, re-write, re-publish and update with the latest know-how.

# How to create purposeful content for blog posts and social networks

You must’ve understood your buyer persona to a certain degree before you think of creating content.

You will create content with your buyer persona in mind and associate it with the buyer journey which is awareness stage, consideration and decision stage.

You will utilize what you learned about the buyer journey in the target audience.

**1. Awareness stage:** This is the research, investigative and educational stage.

The stage where your buyer persona wants to have a better understanding of the problem he is experiencing.

Think about the problematic topics your product or service can solve.

List and write about them.

It content format are blog posts, email, eBooks, and white papers.

**2. Consideration stage:** at this stage, your buyer persona has a better understanding of his problem and is considering the product or service to use.

Create topics from product or service, your customer experience, and feedbacks.

Develop content through these topics.

It content format are: email letters, sales letter, and case studies.

**3. Decision stage:** This is the moment he wants to finally make his purchase decision.

At this stage, let him know you have the best product or service, the best price with tremendous benefits and bonus.

The content format is email, sales letter, success stories, and order form.

# An important keynote to write remarkable quality content

1. Make the headline attractive, let it build anticipation to click and read more.

2. Let each paragraph builds anticipation to continue reading.

3. Let there be a call to action at the end of the blog post.

Call to action is a command action phrase for what readers should do next after reading your content.

For example: What to do next, You might like to read this, Subscribe to our newsletters and etc.

4. Make sure your blog always. It could be daily, weekly or monthly but be consistent.

Remember it is quality over quantity.

Upon launching, let the frequency be high, as months get by, it can become low if you wish, which depends on your niche.

For instance, the news niche is compulsorily a daily affair.

5. Your permalink URL should be configured at www.yourwebsitename.com/post_name/

For example www.billblogger.com/start_blog/

Or www.billblogger.com/2019/01/start_blog

Not www.billblogger.com/yajhdsijjkakskj/huayahajh/hajayjhag/

# Sources for content topics and ideas

There are many places you can get inspiration for content based on your buyer persona journey – from awareness to consideration and decision.

**They are:**

1. **Google keyword planner**

2. **Blog posts and comment**: Use search engines to look for similar blogs teaching your kind of subject.

Learn from them (that's your competitors); get ideas for content topics to write and readers comment.

3. **Discussion forums** such as Nairaland, Reddit, Buzzsumo, Facebook group, Twitter feeds and other social community sites are a good platform to scan for content ideas, topics and to understand what buyer persona wants.

4. **Intuition:** Use your personal experience, insights, and instinct to generate ideas to blog.

**Questions such as:**

- What do you think consumers want?

- What questions do they want answers for?

- What problems are consumers experiencing, passing through right now?

- What do you think they should know?

5. **Register for Google alert**. **Google alert** is a tool that activates and keeps track of the latest information, topics, and trends that has been published on the internet based on the subject you want.

For example, if your business is about baby wears or fashion, register Google alert on the subject and you will be receiving newly published articles about the subject via your email address.

Website address: https://www.google.com/alerts

Whatever information you got, you can always discover ideas, inspiration, blog topics, social media posts and an email letter to develop as content.

**6. Question and answer:** There is a platform for answering people questions such as Quora.com.

Register as a member and you will discover vast topics you can utilize for creating content.

You can contribute to the platform by answering questions you know and it serves as a platform to understand buyer persona wants.

**7. Surveys:** When you have started gaining email subscribers and social media followers, ask them what other topics you should write about, ask them about their goals, what they love to read.

# 10

# How to write an awesome blog post

Before you write a blog post, put your buyer persona in mind. Write it; express yourself as if you're talking to him one on one. Write in simple language and terminologies. Use words your targeted buyer persona is familiar with online.

**1. Start with keyword research**

Before you start investigation and research to write the blog post, answer this question ***what's this blog post all about?***

Once you know, ensure buyer personas are using that same word or phrase.

For instance, you want to write about **dog training**. To Nigerians, they call it a dog while in America, it's called puppy training.

**A keyword** is a phrase or words your buyer persona (who is an online searcher) is query using the search engine.

For example: "*train puppy*" is a keyword

"*Train puppy to sit*" is another keyword

Once you know the **keyword that matches** the term people search for online, you can integrate it into your blog post while writing and the message will be excellent as a communication medium.

Let the keyword appears in your **headline**, the **first three paragraphs**, in the **middle** of the post and the **last three paragraphs**.

**VERY IMPORTANT NOTE**: *while writing, don't compulsorily add the keyword to your blog post.*

*But add it intelligently to keep the message interesting with the natural flow of excitement for reading, thereby not killing its quality.*

*Remember you're writing for your buyer persona (consumer)* ***satisfaction first*** *and not for search engines.*

*If done right, it helps with search engine optimization and the result is higher ranking on the first page.*

**2. Compelling headline**

Make the headline title attractive, soul-arresting with attention-grabbing words that will build anticipation to open and read more.

The title must be compelling, and you must answer the question it promises in the body of content.

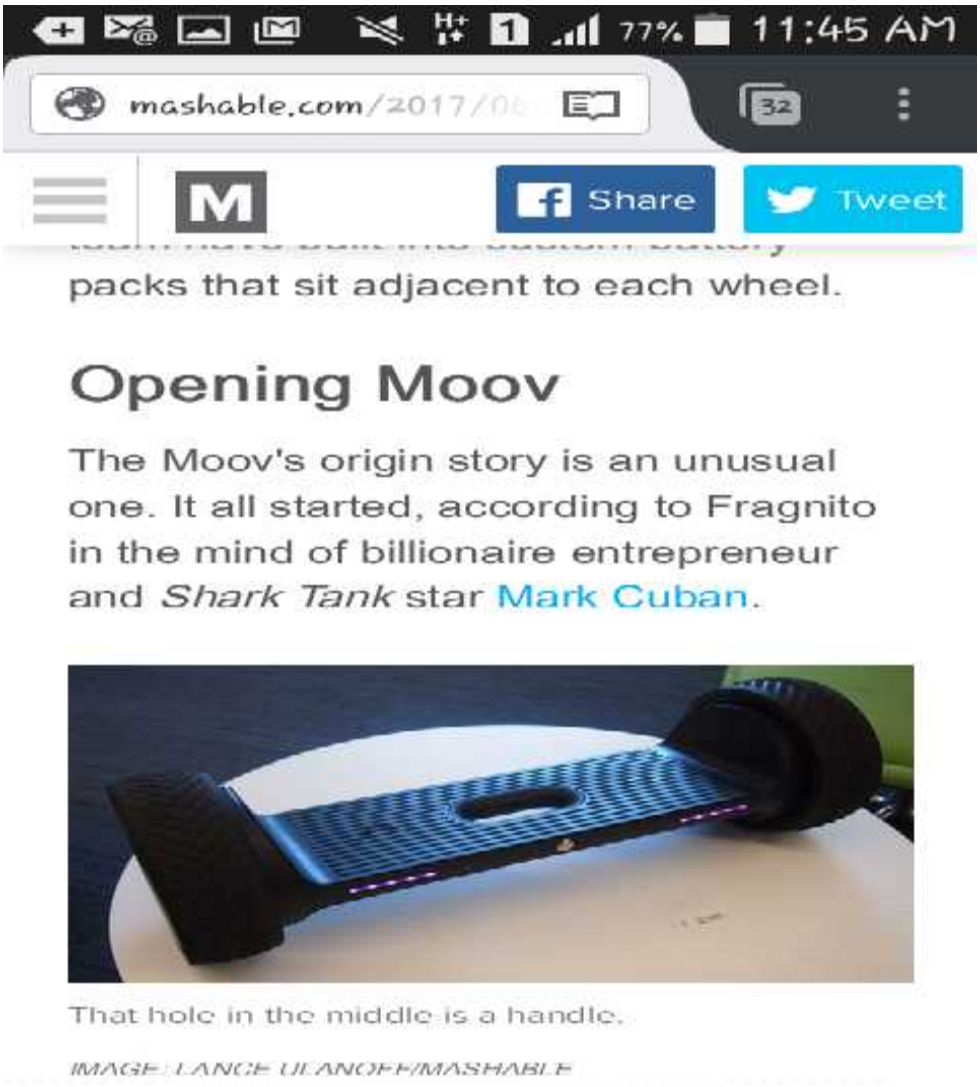
Remember you'll be competing with other blog posts titles on search engines result page; Facebook, Twitter, and Instagram newsfeed and other internet media.

**Types of headline**

There are **2 headline tags**, they are **H1** and **H2**. H1 is the main headline while H2 is the sub-headline.

Here is an example from **Mashable**, this article is about the hoverboard product "Moov".

The headline reads "**Mark Cuban's Moov is ready to rebuild the hoverboard market**"




It has a sub-headline "**Opening Moov**".

The keyword likely used for this blog post will be "**Moov**". Consumers are definitely with brand product "Moov"

"**Moov**" has appeared at headline which is H1 and sub-headline which is H2.

Therefore, when you naturally add a keyword to the headline and sub-headline, it makes **search engines optimization** for the blog post better.

This helps Google, Bing and other search engines to quickly understand what the blog post is all about which helps in ranking it for consumers who want the information.

**REMEMBER:** If the keyword can't naturally appear without destroying the quality of the message, leave it. But try to create your content and let it makes quality sense.

The GOLDEN RULE still abides: write for your consumer **FIRST**, speak their words (using the search keyword).

This rule is important and search engines such as Google will still rank your blog post if you write **quality, relevant** and **remarkable content** with interest of the consumer at heart without adding a keyword**.**

This reason is, such posts will be interesting to read and if it brings satisfaction, value and benefit to your readers, they will share it and it will gradually become popular.

It's the popularity that will make search engines such as Google to rank it higher than other related posts because they are aware of the signal that readers (that are online searchers) love it.

**Best attention-grabbing and attractive headline titles**

a. **Numbered List** such as "10 worst pictures, 10 best pictures, 9 health benefits, and etc.

A numbered list headline means this post has been well-structured and arranged. That's how most prospective readers will interpret it.

So he wants to get the information quickly. He wants it **fast** and **simple**. He knows each number will be straight to the point, simple to understand.

From research, the numbered list blog post headline attracts the most **open** clicks.

Besides, while writing any blog post even if the article is not about the numbered list if there is a way you can make the message simple by numbering, do it – make it numbered list.

But don't always use numbered list all the time, use varieties of blog post headline titles.

Therefore, take advantage of the numbered list to write a quality blog post. It's number 1 and the most preferred reader choice based on online research and evidence.

As long as the article is interesting from the beginning till the end, your readers will like it.

Also, notice the use of adjective after the number such as:

- 10 worst pictures: **worst,**

- 10 best pictures: **best,** and

- 9 health benefits: **healthy.**

b. The "**How to"** headline titles (followed by your topic _____)

"How to" is one of the best headline blog post titles readers like so much. It also speaks simplicity, straight to the point that gives an answer to what readers want.

c. Other **high performing headline** titles are:

a. What you (followed by your topic _____)

b. Here is

c. Can you

d. Watch this

e. The first

f. Are you

g. What is

**NOTE:** If you frame your headline as a question, you must add the conclusion.

For example: "*Are you confident as a great writer? You should consider these 5 genius writing tips I bet you don't know*."

**3. Blog post introduction**

Start writing your blog post with captivating and compelling stories; followed by the benefits readers will derive from reading it. Make it compelling and attention-grabbing that he will love to continue reading untill the end.

This will further build their anticipation for better things ahead and influence him to keep reading.

**Though, it's optional to start with a story.**

It depends on the topic and scenario where a story plot can be infused to create attention and interesting flow of reading.

Write the blog post as if you are talking to one person or consulting with a patient or client.

The word **YOU** should be prevalent.

**4. Body of content**

After an introductory message to the topic, start delivering on the promise you made in the headline. No more beating around the bush.

Because the reader is already aware and understands what he wants; he found your blog post as the answer and therefore, goes straight to the point.

No stories that are not needful and helpful.

**5. White spaces**

Break your post by leaving white spaces.

For example in this article by Mashable, you can see the whitespaces they left depicted with arrows.

Imagine 3 or more paragraphs were lump together, you will feel turn off reading such post especially if it is a long post.

Long posts of about at least 600 to 700 words are very good; it ranks higher on search engines the first page like Google, which means it is the most preferred post people love.

I recommend it but make sure you leave room for white spaces for easy readability. You can apply numbering where needful.

Divide some points into sub-headline and numbers such as 1, 2, 3, and etc.

Remember you aren't writing a novel, a college essay or newspaper editorial article but you're writing to an average buyer persona on street to read and understand your business.

You're writing for web users whose attention span is short. You've to entice them, make the reading experience sweet from beginning to end.

Your goal while writing a blog post is to make the reading experience simple and easy for readers to like and understand.

**6. Visual image and video**

Add compelling visual images and videos where necessary. It helps explain your writing and corroborate it.

If you can afford the budget, use infographics to explain the message better.

**7. Summary**

Add a summary of the key points you've explained at the end. This is for visitors who like scanning.

They love to glance, read the summary and decide either to start reading from beginning or not.

**8. Relevant links**

While writing your well-researched blog post, add relevant links to resources readers will find useful both within and outside your blog.

This simple act can improve your blog posts' search engine ranking.

Because links going out of your blog posts especially if it's an authoritative website is a signal Google and other search engines that, you did a thorough job in writing.

Also, when searchers come to your blog through Google or Bing, they read your blog post and keep click other links within the post to read more, this will serve as a signal to Google that your blog is a rich resource for that topic the reader queried on their search engine.

Such an act will number the amount of times readers spent on your blog, which is a good ranking factor.

Also, make sure you link with a word or phrase readers will be enticed to click and the page must be truly relevant.

For example, a phrase: **orange, apple, and mango** should be linked with the **fruit**-related blog post while **kales, spinach, and beetroot** should be linked with a **vegetable** blog post.

Because that's what readers will think when he clicks to read especially based on the message you are conveying.

So, always think like a reader, put yourself in the mind of your readers when linking word or phrase (also called anchor text) with blog posts within your blog or outside your blog.

**9. Share button**

Make your blog post easy to share and to add a comment.

**10. Call to action**

Add a call to action button at the end of the blog post. After reading, what do you want him to do next? You must command readers to take another action.

This can direct him to sign up for a newsletter or 5-minute consultation. Perhaps to a free valuable gift you will solicit in exchange for their email address.

Call to action can be an image banner.

**11. Meta Description**

Add a Meta description to your blog post.

When you observe a search engine result page, you'll notice a description at the end of each **blog post title** like the image below.

That is a Meta description.

**A Meta description** is a summary describing what the blog post is all about to search engine readers.

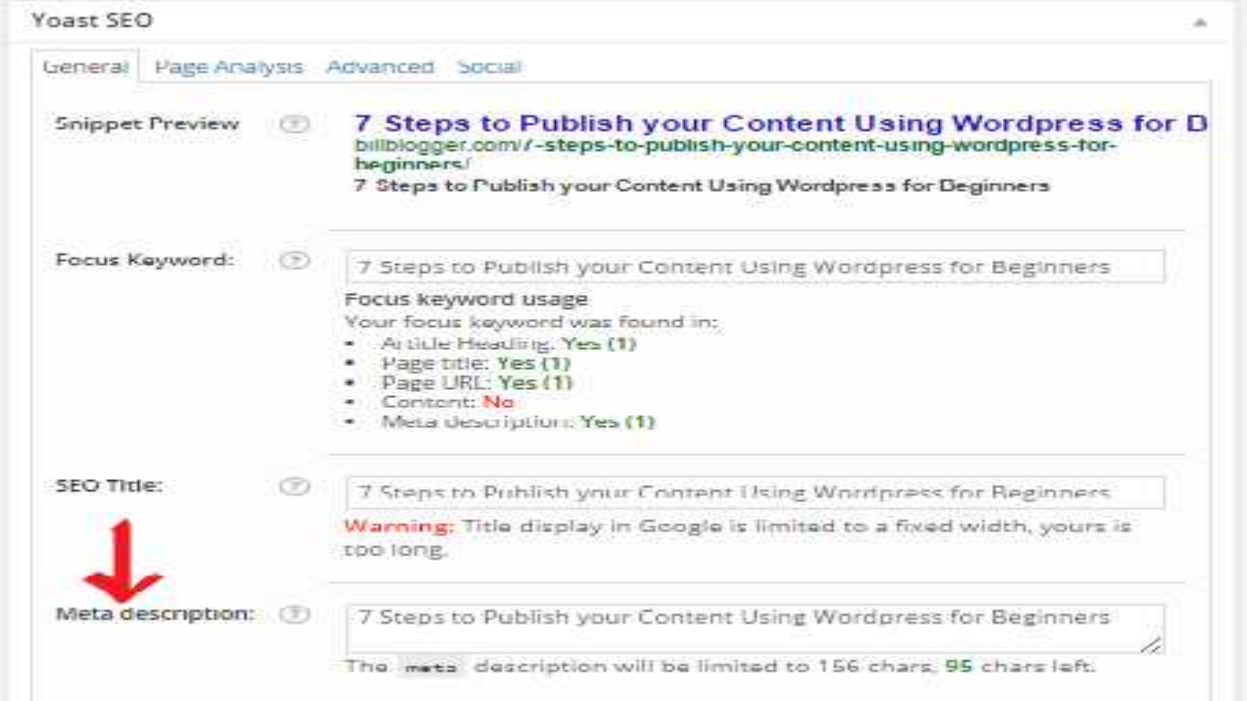
Imagine it as a way of selling your blog post to potential readers. Remember, you'll be competing with 9 results on that single page.

So, naturally, add keywords and still make the sentence(s) appears meaningful. If you can't, leave it.

Remember; stick with quality for readers' satisfaction.

**NOTE:** If you're using the WordPress publishing tool, you can easily add and customize the Meta description using the free Yoast SEO plugins.

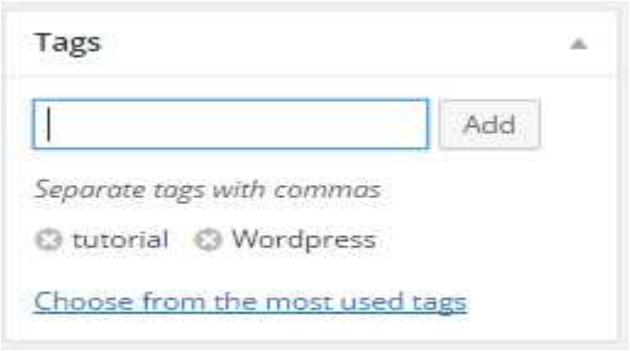
The Meta description category will be found at the tail-end of the publishing editor box.

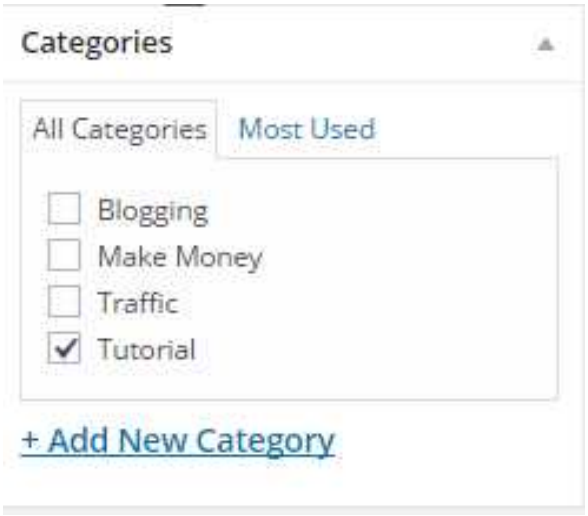



**12. Tag or categories**

Add tag or categories to your blog post. If you're using WordPress, this can be configured easily.

Tags will enable readers to click and read more posts about such category especially if they enjoy the first post.






**13. Conclusion**

Close the post with request readers' feedback, funny conclusion, and your signature bio.

Readers' feedback is very important; always ask for it, to understand their level of satisfaction and wants.

For example: "*these are my own failures and lesson learned for not starting by blogging business early, what is your own. Share your story."*

Also, add your signature as the author is optional if your blog website has been built with author signature. That's simply stepped by step strategy to write an awesome blog post.

# 11

# Anatomy of an Opt-in Landing Page – How to Write It

## Anatomy of an Opt-in Page

An opt-in page is a landing page with one purpose:  to capture prospective email subscribers.

The page should not contain any web-link other than the **SIGNUP LINK** on the form area and perhaps, social media share.

## Opt-in page structural arrangement

It structural arrangement is:

**1. Main headline**

The headline should be concise and communicate the problem you want to solve for the reader.

It should communicate what the reader will get right away as a free gift and how he is going to get it.

For instance, if it's to download an eBook, start the headline with the action word **"*Download*"**.

If it's to sign up for a newsletter, start the headline with **"*Signup*"**.

For instance, in the above image, the free gift is an eBook, so "***download your free special report***" was used as the main headline

**2. Body of content**

In the body of content, explain to the reader what is in the free gift, its importance, and the benefits of the gift and how valuable it will be in solving his problem.

You can explain using bullet points with white spaces. It helps the reader to quickly understand what the free offer entails in a minute.

**Follow this structure for the body of content**

a. Start the body of content by explaining what the gift is all about.

b. Write what the reader will benefit from getting the gift. Don't write lengthy but be brief, concise and straight to the point.

You can observe from above the image, the body of content is not lengthy but brief and concise.

c. **Bold** the important phrases you want to catch the reader's attention.

d. Place your opt-in form at the right-hand section.

Use the same action verb you used in the headline for instance ***download*** for the form button.

And finally,

e. Add social media sharing button. Though, this is optional.

This is a simple way to create an opt-in page.

# 12

## How to Write Sales letter

# Introduction

A sales letter is the landing page that describes and explains your product or service to your buyer persona. It's mostly targeted at email subscribers, but blog visitors can read it as well.

# Sales letter structural arrangement

They are:

1. Headline title

2. The introduction

3. The letter body

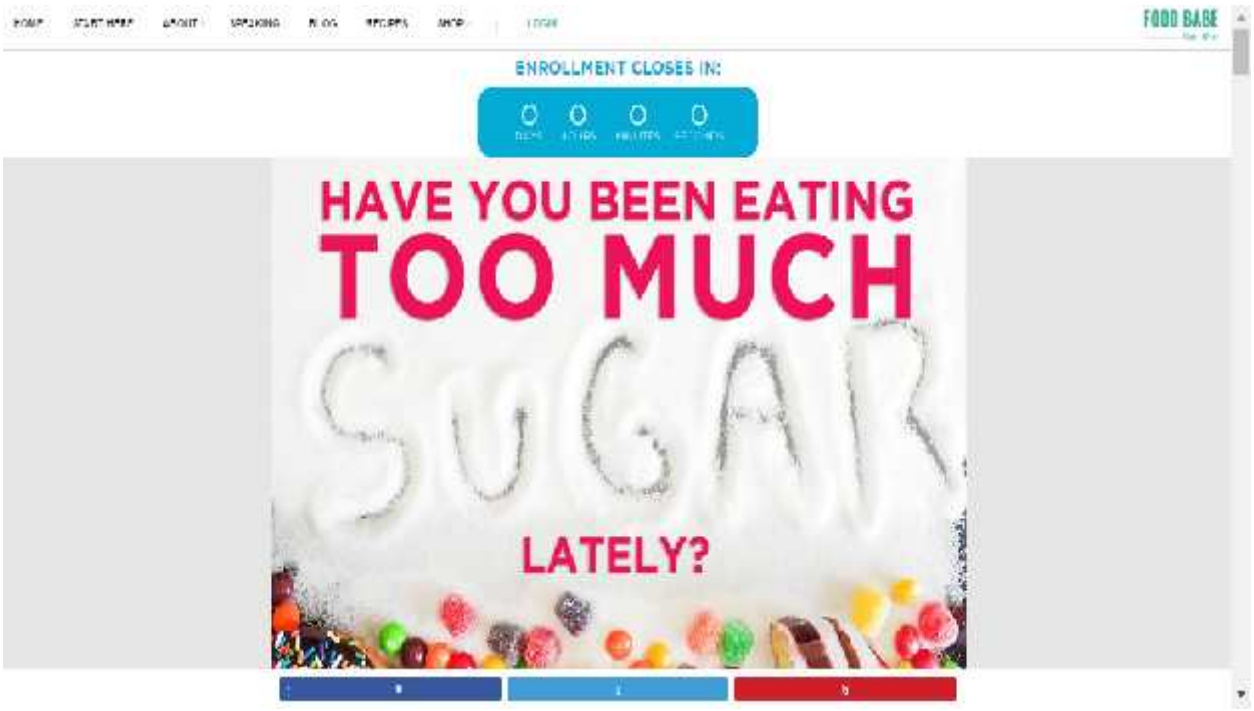
4. The real offer

5. Close your sales letter with scarcity

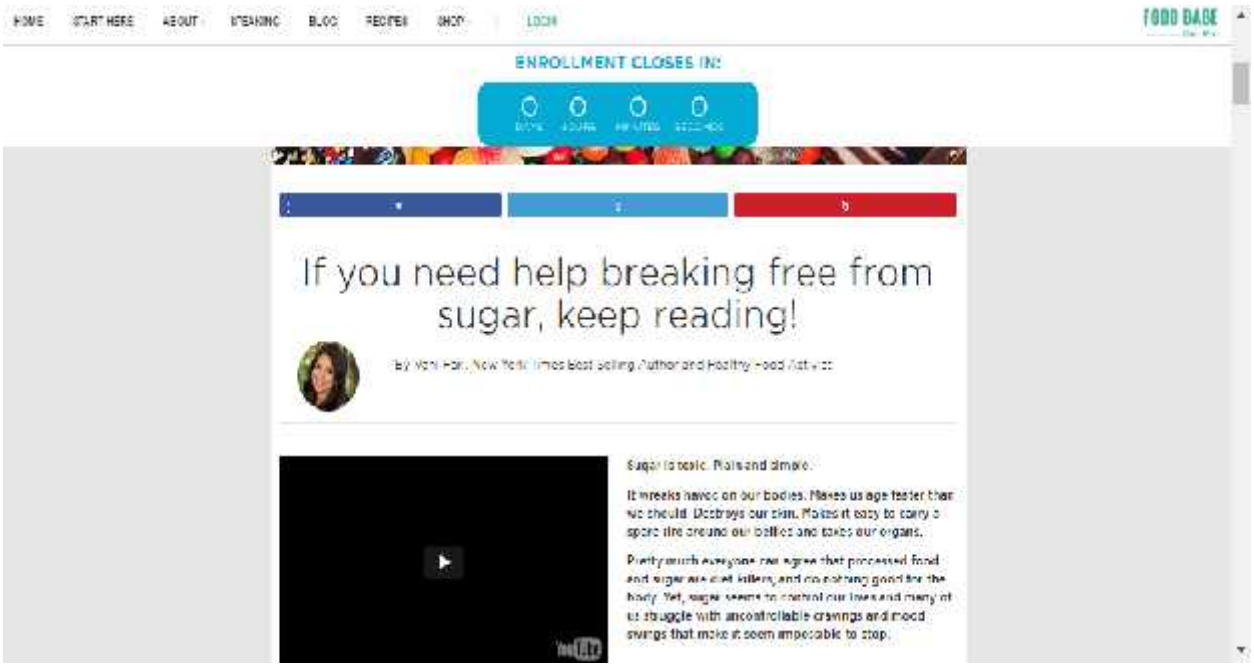
**1. Start with a headline title**

This composes of pre-headline, main headline, and sub-headline. Its purpose is to instantly grab the attention of your buyer persona with a solution to the problem he seeks.

For example, this sales letter by **food babe**, its major headline is ***"Have you been eating too much sugar lately"***




Then, it follows with sub-headline: ***"If you need help breaking free from sugar, keep reading!"*** This further explains and gives better meaning to what the message is truly about.




**2. The introduction**

How you start conveying your message depends on the product or service you want to talk about and offering the market space.

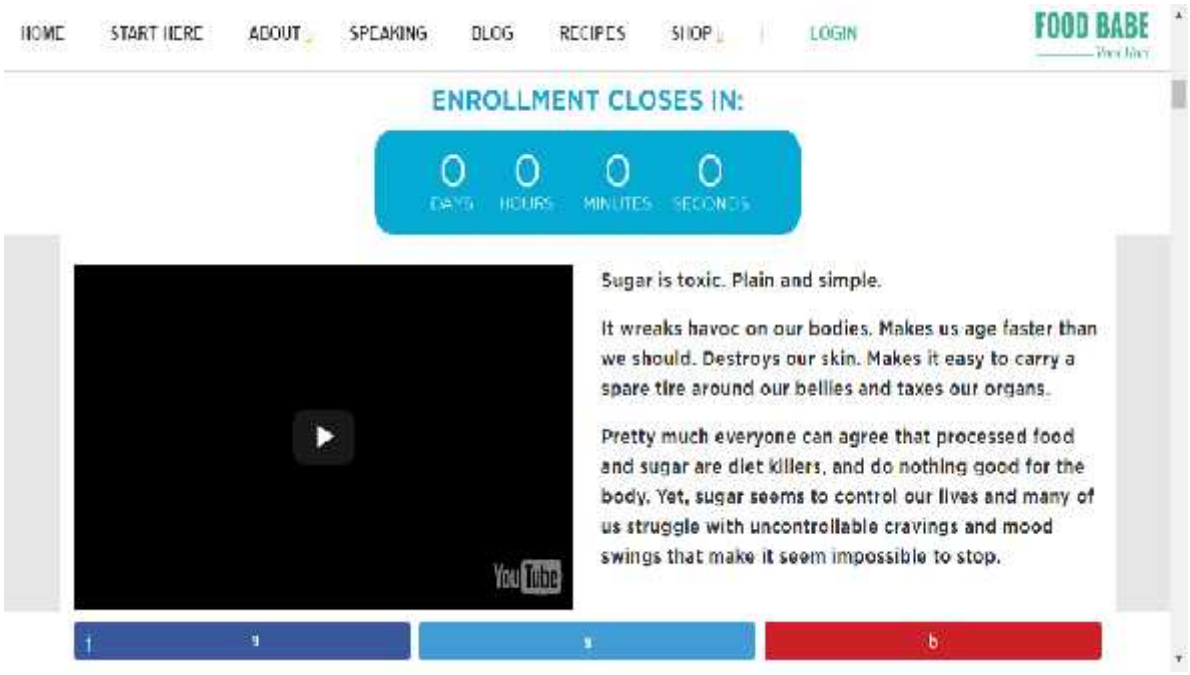
Pass the message across by digging into your buyer persona emotional state which can be fears, pride, guilt, and anger.

This means you have to understand your buyer persona state of mind and explain the problem.

Write the introduction with an in-depth description of the problem in the worst condition imaginable, and remind him, if he doesn't make a decision now, the problem will continue to get worse.

Use images, words to imagine and describe everything.

For example in food babe, the introductory message for the product is "***Sugar is toxic***."




Meaning sugar is a big problem for so many people out there. That's the ***fear*** and ***guilt*** the buyer persona experience.

The introductory message went further to explain the **pain points**, possible consequences that will happen if the problem is not solved.

It says "***It wreaks havoc on our bodies. Makes us age faster than we should. Destroys our skin. Makes it easy to carry a spare tire around our bellies and taxes our organs***."

**3. The letter body**

This is where you will describe your product, how it works, what makes it better than others, and what makes it unique and special.

You will describe the benefits, what consumers are saying on social networks or online (this is social proof).

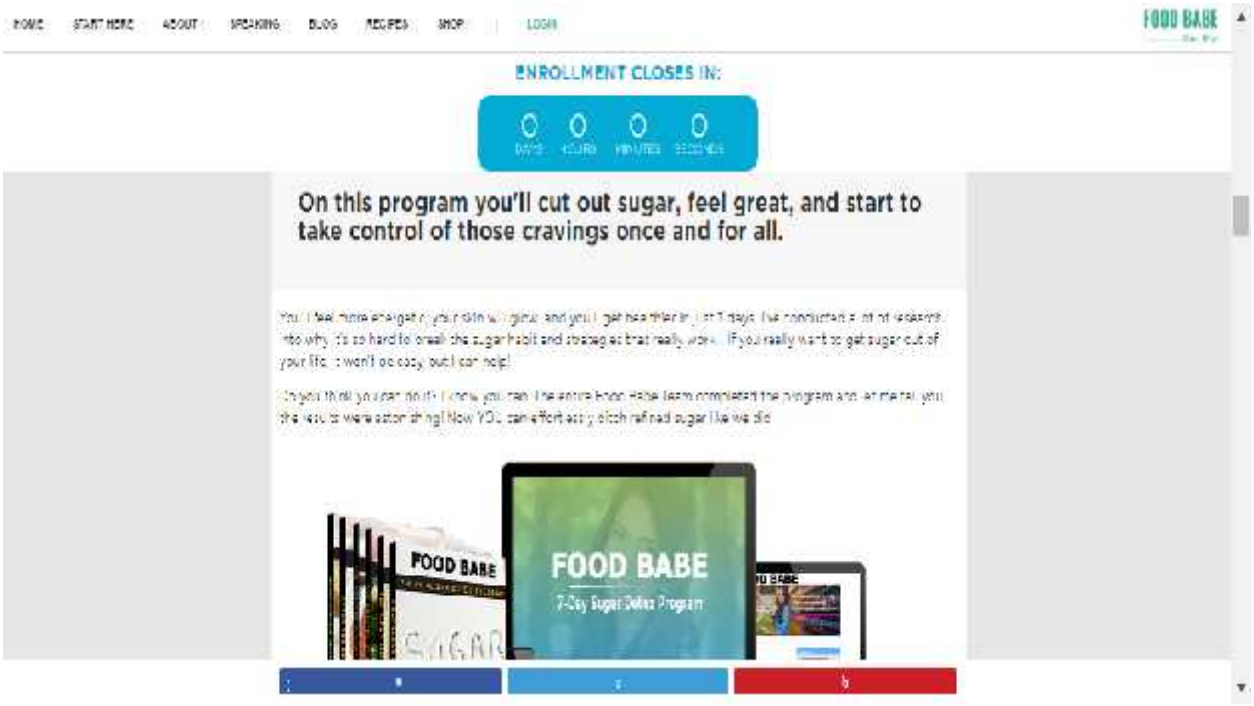
You can paint a picture of what life will appear when you solve his problems.

In this body, you will prove that your solution works and proof it with satisfaction.

Again, in **Food babe**, part of the product description, how it works, and its benefits are:

***"On this program you'll cut out sugar, feel great, and start to take control of those cravings once and for all.***

***You'll feel more energetic, your skin will glow, and you'll get healthier in just 7 days. I've conducted a lot of research into why it's so hard to break the sugar habit and strategies that really work... If you really want to get sugar out of your life, it won't be easy, but I can help!"***




So, you must be able to create a sales letter for your product or service. Explain and describe the benefits the product or service will bring to the readers' life.

**4. The real offer**

This is where you get straight to the business of selling.

a. You will talk about what your buyer persona is going to get,

b. The price,

c. The product's unique value proposition,

d. What makes it worth the value of what the buyer persona is about to spend,

e. The guarantee and

f. The buy now action button or order button.

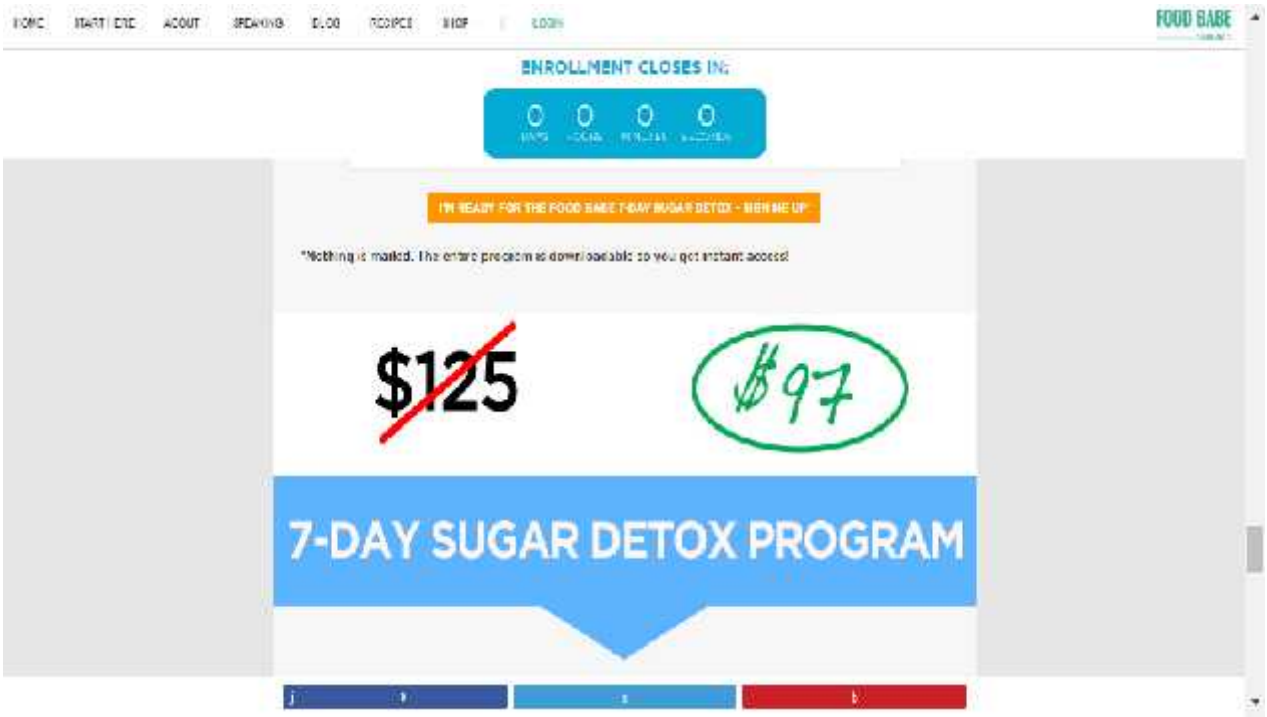
**Using Food babe,** a part of the message portrays as what the buyer persona will get is:

***"Know how to avoid sugar pitfalls and get the keys to success that you need to create a healthy relationship with your body and food cravings."***

***"Why you need to detox from sugar to break the cycle."***

***"Understand the difference between Natural vs. Refined sugar."***

It follows with product price and ***buy now*** button.




As you can observe, the product price is $97 while it buy now button reads ***"I'M READY FOR THE FOOD BABE 7 DAY SUGAR DETOX – SIGN ME UP"***

At the end of the product, you can summarize what you have said for scanners to understand in 60 seconds.

Show every single thing they will get from the product package. What makes it worth that price?

Why this product is actually worth more than the price.

Finally

**5. Close sales letter with scarcity**

Introduce any form of scarcity. This could be price, several registered applicants, deadline and limitation.

Scarcity will influence the buyer persona to act faster, and accept the consequences for not taking action in due time.

Remind them of the benefits, value, and guarantee and create scarcity along with it.

Using **Food babe**, the scarcity technique used was **deadline** which shows the offer has already been close. That's how to write sales letter which will truly convert to sales.

# 13

# Blog traffic and promotion

This is an art and process to increase blog visitors and readership.

## Blog traffic sources and generation

a. Search engines such as Google, Bing, Yahoo, Yandex and etc.

b. Social network sites such as Facebook, Twitter, Pinterest and LinkedIn.

c. Public discussion Forum such as Nairaland and Reddit.

d. Guest blogging: This is art of request from authoritative websites to submit articles as the author and website address link to your blog website.

Guest blogging sites are forbes, huffingtonpost, top website in your niche and etc.

e. Network: You can make friends, form alliance with fellow bloggers in the industry.

f. Blog outreach, partnership and influencer.

# Search Engine Optimization

Search Engine Optimization (a.k.a SEO) is an art of optimizing web-pages with keyword the page is about so it can be accessible by search engine spiders and indexed for search result.

To be index is one job, to get rank on the first page of Google is another task.

# Criteria for ranking higher on search engine

Google  and Bing are on duty to serve their users with the best quality information.

This is their mission. If you think alike with that same mission, you'll be their best friend by getting higher rank on their search engines.

The criteria they look at are:

**1. Quality, Relevant and Remarkable Content.**

Understand your buyer persona and create content that serve their need, their pain, and fulfill what is missing in their life.

Google and Bing like relevant, remarkable and quality content.

Once your content serve readers need and it continues (that's relevance), it will continue to find its way to the top of the search result.

**2. The popularity of your blog posts** in terms of sharing and engagement give signal to Google and Bing that your web pages is well loved by readers.

They will keep increasing it ranks until it get to the top.

Thus, you must promote your blog posts on various social networks.

The traffic metrics and social sharing meter can determine how well you compete and rank on the search engine.

**3. Optimize your post with keyword** can help with higher rank.

Your blog post must have focused keyword. This is what the post is about such as "***train dog to sit***".

When rightly and smartly optimized, it sends clear signal to Google what the post is all about.

**4. Link-building**

This requires a painstaking act as Google and Bing don't want cheat.

**Link-building** is a process of externally linking your web pages with other website especially authoritative high-ranked website.

Example of link-building is an art of guest blogging, also called sponsored post.

It helps in a situation where the traffic coming to your website from an authoritative website will signal Google and Bing that your blog is quality which has a higher chance for higher rank.

And if you are already ranked on the first page, your ranking score will increase.

Besides, if you are linking inwardly some of your blog posts with relevant word or phrases, readers will be spending more time on your blog website which can signal search engines that you have well-structured quality content that is satisfying to your readers.

# The importance of SEO

1. Search engines such as Google, Bing and Yandex are one of the most visited web platforms with billions of searches made every day.

Imagine not optimizing your content for search engines with these huge traffic advantage, you will be losing out. Take advantage of everything to improve and increase search traffic to your blog website.

b. SEO increases the visibility and reach of your blog website.

c. SEO friendly blog is an investment. Whatever work you are doing now such as creating quality blog posts and optimized them, it is an investment for the future great traffic.

Blog posts don't rank over night; it takes times especially with popularity signals such as share, high volume readership, length of time spent on your blog and etc.

d. SEO helps with investigation and research of ideas, product or service.

Most prospective buyers start their journey on search engines and if you have quality information they want, they will gravitate towards you, thereby successfully attracting prospective customers.

**AGAIN, Take advantage of everything to improve and increase your search traffic.**

# 14

# How to create SEO-friendly blog

This topic has been partially covered in ***"how to write an awesome blog post"***.

An SEO-friendly blog comprises of blog posts that rank higher on Google and Bing. You've got a better chance of achieving a higher rank if your blog treats a subject that is micro-niche.

For example:
1. Personal finance as a subject is large.

But when you divide it and connect it to a market you feel you have the greatest strength, knowledge, passion and focus to work and be successful such as **retired army officers;** which is a micro-niche.

Micro-niche: personal finance for retired army officers.

2. Gardening is large as a subject. But if you focus on elder homes market, it is a micro-niche.

Micro-niche: gardening for the elder homes.

3. Weight loss is a very large competitive subject. I have been on the market. But a micro niche for nursing mothers will make an excellent journey to start your blogging business.

Micro-niche: Weight loss for nursing mothers.

4. The relationship is a competitive market as well. A focus on a micro division and niche market such as a single mum with a certain age bracket will be great to start your blogging business journey.

Micro-niche: Relationship for a single mum.

Either the niche is broad or specific; the most important thing is for Google to understand the authoritative subject you're concentrating on.

# The building blocks to create SEO-friendly blog

**1. Compelling and interesting post**

The most important factor for making your blog SEO-friendly is to write and publish compelling, interesting and quality posts.

Post your readers will like, share, tweet, and pin. Post other bloggers will like to link with it while researching and writing.

Performance for such quality posts will be rooted in your passion, knowledge, experience, and professionalism.

Don't try to be a perfectionist. Publish what you've got, don't judge but let your readers be the judge.

You will become more skillful at writing the more you practice and you always update the posts with the latest know-how or re-make the video or audio content.

Put it out there and let it benefit people.

**2. The headline title:** An SEO optimized blog post starts with the headline title.

**The post title:** What's the title of this blog post you intend to create? For example "**11 benefits of home gardening"**.

What are you talking about? Yes, it's **benefits of home gardening**

**So the theme is** *benefits home gardening.*

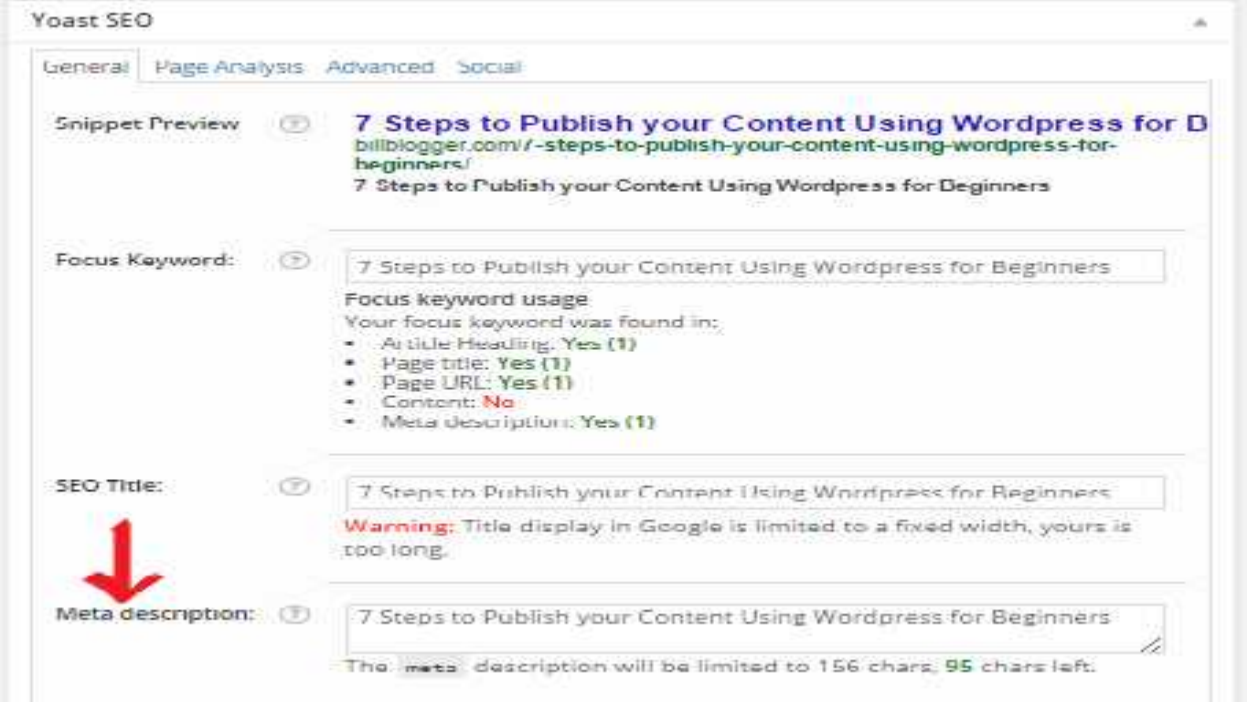
Once you have identified it, go ahead and create your content naturally by adding the theme as a keyword.

Let search engines identify the post is all about *benefits for home gardening.*

**3. SEO settings:** In the WordPress publishing tool, there are SEO configuration settings you will perform.

They are **Focus keyword**, **Meta description,** and **Slug** (word or phrase for your web address).

For example, using "**11 benefits of home gardening"**, it **Focused keyword** will be **benefits home gardening**




For **Meta description**, write a brief summary of the blog post with keyword meaningfully added.

For **Slug**, let the focused keyword appear naturally.

For example www.yourblogwebsite.com/benefits-home-gardening/

**4. Keyword appearance optimization**
Let the keyword appear naturally on the **headline (**within the first 65 characters as Google will cut off the rest), **Sub-headlines** and **body of content** especially the first or second paragraph, and the last paragraph.

Remember, if it can't appear, so it won't render the message meaningless and low quality.

What determines your blog post getting a higher rank on a search engine is if readers love your quality content.

If you deliberately create low-quality content by stuffing keyword, readers will find the content boring and meaningless and ultimately, they won't find you on the first page of Google thereby losing traffic or getting low search traffic.

So, remember quality, relevant and remarkable content is king.

**5. Mobile friendly blog**
Large percentages of searchers are using mobile devices compared to desktop.

Google has detected this development and is urging blog owners to make their website mobile responsive and optimized.

Thus, make sure your blog website mobile responsiveness and optimization is well set-up and design.

**6. Image optimize**
An optimized image can increase traffic from search engines.

**a.** Name the image with relevant and descriptive words the image truly represents. Search engines can only understand an image through text.

For example, the above image can be described as ***two women at a seminar room*** or ***seminar***

You can include the blog post keyword if relevant.
Assume the post is about the multi-author blog.

The image description will be: ***two women at conference room multi-author blog***

**b.** Include the dash sign, for example, **"*two-women at-conference-room-multi-author-blog*"**

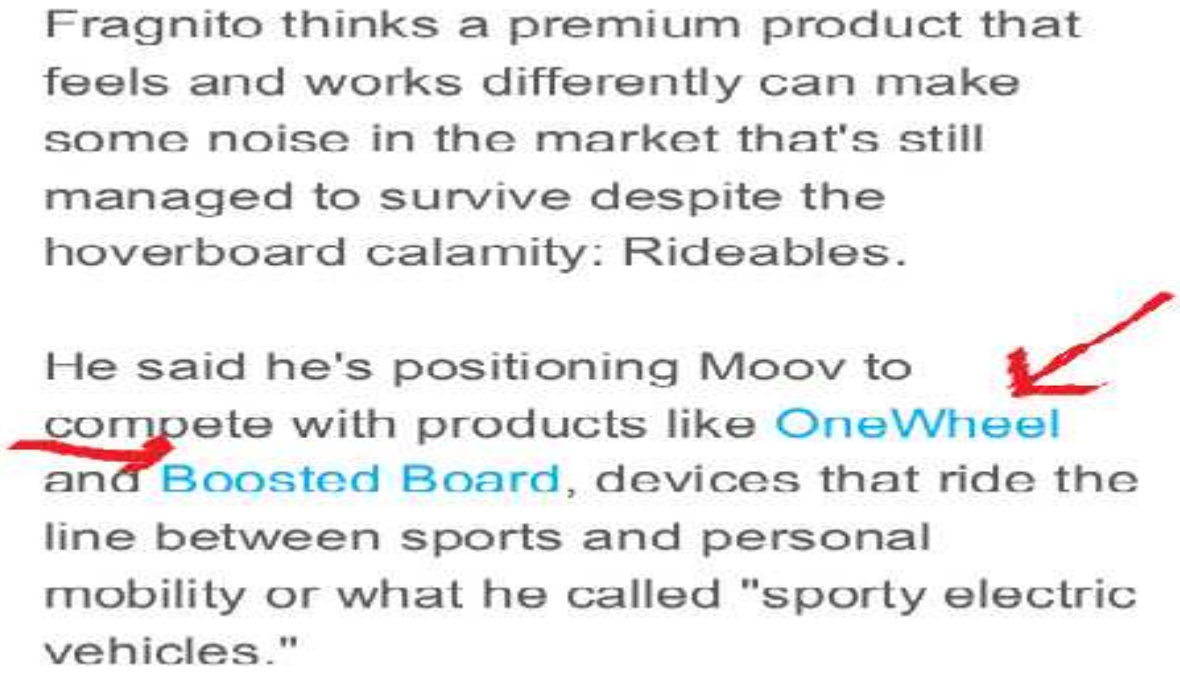
**c.** After uploading, the image name will appear as the **title** section, paste it at the **alt-text** area.

**7. Similar topic**

Don't write similar topics on what you have already published. You might get penalized by Google and Bing for duplicated content.

It’s better to write full-length interesting quality content that will rank on search engines and it will keep bringing in email subscribers than write multiple blog posts about the same topics.

**8. Internal link to the previous post**
Link to other relevant posts will help consumers stick around for a longer time. This shows your blog is relevant, filled with rich content.
Readers who came to your blog through Google and stay long enough will increase the significance of your blog and Google will increase its ranking score.




Because imagine a visitor come to your blog through Google, he read your post, in the process, he clicks other posts you have linked within thereby spending more time on your blog, this act gives a clear signal to Google that your blog will be a rich resource for that topic the searcher queried using Google.

Google understands this behavior and they will keep increasing the rank of those blog posts till it reaches the first page.

If the blog post is already on the first page, such behavior will strengthen its top position.

# Conclusion

The more you publish quality blog posts for readers and well optimized for search engines, the higher your blog post will be ranking and your blog ranks will keep strengthening. This will bring more traffic and follow-up email subscribers to your business.

# 15

# The content strategy

Content marketing starts with:

**1. Blog post**

You must create blog posts with one goal in mind – as a medium to follow-up with the reader.

Like I have explained in the buyer journey, its purpose is to educate and nurture the minds of your buyer persona based on the goal he wants to achieve and the subject generally.

A blog post is a medium to explain and describe the problem the symptoms and signs.

Also, it is a medium to proffer solutions in the form of samples to his problem, and boost trust in your brand and company.

Blog post serves as an indirect technical process of selling your ideological subject, product or service to build a follow-up relationship with the reader by giving him something free and invaluable (non-digital product for discounts, freebies, loyalty card, and etc.) in exchange for emails and other contacts.

Thus, your post must align with the free offer either fully or partially for the reader to find it useful to request.

At the end of the blog post, you will place an attractive and attention-grabbing graphic design that communicates the free offer or you place an email box for easier reader data collection.

**2. Leads (email subscribers)**

As you generate leads, start sending email letters to them.

**There are 2 types of letters**.

The **automated flow** letter and

the **broadcast** letter

The **automated flow** letters are the series of the letter already written and stored in an email software in a sequence that will be sent automatically when a subscriber request for it.

The **broadcast letter** is never in sequence but a spontaneous letter you can send at any time or any day you schedule it using the email software. It's simply not automated.

The type of letter your email subscriber will receive first is the automated flow letter, you will utilize the broadcast letter later.

You will use letters to educate prospective buyers, keep following-up to market, convince and sell your product or service.

Most time, the prospective buyer persona is already aware of his problem, what he wants is a solution. He either buys it or he can't afford the price.

**3. Customers**

Besides, you will use email letters to build customer loyalty and deepen a mutual relationship.

This behavior can make them evangelize your product or service and become promoters. It is the channel for after-sales support services.

# My final words - What you have to do now.

To start planning towards having a blogging business:

1. Have invaluable stuff to sell: You have understood it takes exchange of value to make money.

What value have you got?

Do you have a career or business you're making money from? It can be any activity, valuable that people are paying money for it.

But if you don't have, you've got to start building something valuable to people now.

And it involves having a blog website. You can't build in isolation, you need people. So start associating with people, start communicating with people, builds friendship and they will be prospective buyers and real buyers and fans.

2. Whether you've got something valuable to sell or not, start your blogging business. That involves having a blog website, start utilizing it as explained in this eBook.

We provide blog design service, contact us: hello@billblogger.com

3. That's it, follow these laid down process towards building a profitable blogging business.

You're fabulous for reading this till the end.

Wish you success in your blogging business endeavors.

# Advanced coaching program

If you want me to hold your hand and lead you to that destination you want, I provide personal coaching service that will fulfill that.

To apply, contact: hello@billblogger.com

Besides, if you stick around with me, you will get more information via email letters and social media.

# About the author

Adekunle Kazeem is a successful digital marketer, online marketing consultant, online business strategist, and entrepreneur.

He is the founder of BillBlogger; a digital marketing academy company with the mission to help people with life purpose builds their online business and fulfills their purpose.

He has helped many people build an online business and is on the mission to help millions as well. He believes firmly in life purpose creed as the facet to peace and prosperity in our sole respective country.