

# Selling Skills for Bloggers

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A talk with

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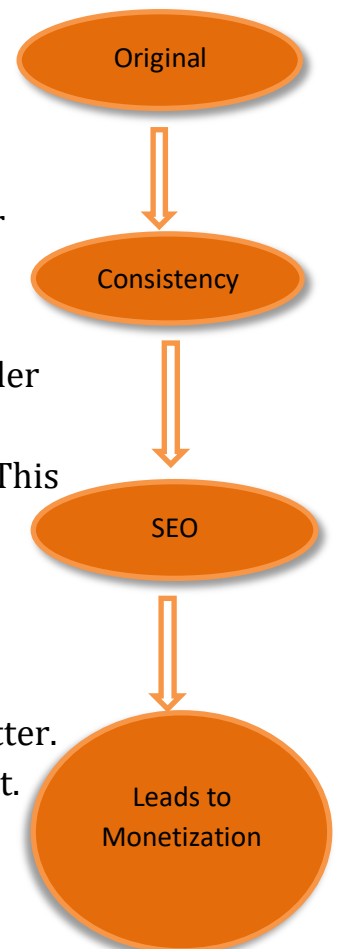
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How to write a Commercial Savy blog

## Ground Rule 1: *Creating original content*

- **Get personal:** when you write your blogs make sure you use the word 'you' more than 'we' or 'them'. This creates a sense of relationship between the reader and you.
- **Write simply:** don't overuse your vocabulary. You are writing blogs to bring information to your reader as simple as possible. Don't complicate words in turn compelling people to look in the dictionary for words. This will not apply to niche vocabulary oriented audience
- **Interact openly:** don't be shy in writing bold statements or italicizing your emphasis on subject matter. This helps the reader get a idea of you and your content.
- **Extensive research :**To stay at the top of the game in writing a blog on the chosen market one has to invest



time in keeping oneself abreast with latest industry trends. Just having an interest is not enough there is always more to learn, adapt and also unlearn.

- One has to keep in mind that the content needs to have a lot of variety in order to break the monotony.
- If you have been writing using lists in your content, it is time to do a feature or a video.

### **Ground Rule 2 : *How to make a stellar blog?***

- **Be short & crisp:** don't elongate your blog cut short, your blog to 400-1000 words enough for people to read over a cup of tea or coffee.
- **Be calm:** remember that always you won't get positive feedback from your audience so be prepared to accept negative and harsh comments.
- **State of action:** give a good ending to your blog which leaves your reader in a state of action on the topic being anything and the level steps up for everyone.
- **Don't act desperate:** while writing your blogs don't portray yourself as desperate of gaining followers and don't hard push your readers to buy your product hence you will lose their trust.

### **Ground rule 3: *market your content***

- **Involve yourself:** Link yourself to social media network like Instagram, Facebook, Snapchat, and connect with people who do work like you in turn developing a relationship and providing an opportunity to market yourself.
- **SEO:** Search engine optimisation is necessary even if you are a beginner. Phrases, keywords should be inserted in your blog piece as necessary ritual after your first draft.

### **Ground rule 4: *Compile a List of Regular Features, Columns & Bloggers***

- Make a list of what you want to showcase at your social media platform.
- Decide the timeline and frequency of your blog.
- Ensure having a clear a focus on where you want to aim through your blog piece I will give be giving an example while playing darts.

### **Ground Rule 5: *know your audience***

- **Monitor your feedback:** you must see and understand the audience to be a professional literal entertainer.
- Always remember blog content should resonate with audience
- **Check in with your followers:** don't hesitate while interacting with your followers. Understand what they are trying to say and accept the feedback that is why I said in the beginning to accept your critics and negative comments.
- **Keeping ethical values:** As a blogger, it is imperative that you must keep your foundation based on facts as for sometime the blog will prosper but eventually a follower would loose trust and thereby move on to another trustworthy competitor. Always keep your write-ups/blogs fact-based.
- **Content Variation:** Understanding what content is being liked by who is also important. The content variation would depend on which industry you are writing about and who is your target audience. These factors will help you in the overall branding and brand presentation
  - ✓ Colour pattern
  - ✓ Look, font size,
  - ✓ Word limit
  - ✓ Use of other media or links

### **Ground rule 6: *Your blog has to be a value preposition of the reader***

There is a lot of competition and page views matter. And the idea is to offer any viewer with a flavour that they haven't seen as a selling point for a product, service or information . Read other blogs that your competitors have already written. Go through all the details of the product or service.

There would be something that some other blogger has missed which you can add with a twist of your experience of that product or service.

### **Ground Rule 7: *Make sure your profiles are optimised***

Think of your social media profile as an advertisement for your blog to reach commercial scale. It should clearly convey

1. Who you are,
2. What you do, and
3. What values you stand for.

Once there are a good number of page views and followers or subscribers on your blog, you will start getting payments either weekly or monthly from the social media platforms. This would mean that not only is your income source building up, it is also a good way to enhance your own entrepreneurial skills and eventually become a full-time blogger.

When we communicate with people we often hear recommendations about blogs, food fashion etc. Here the word of mouth plays a very big role as it authenticates the creditability of the blog. As said by **Mark Zuckerberg** *“nothing influences people more than a recommendation from a trusted friend”*.