

SIX TIPS TO HELP YOU WRITE YOUR BLOG QUICKLY AND EASILY



Kirsty France Writes

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ARE YOU READY TO START YOUR BLOG?

Hello!

How many times have you found yourself staring at a blank page, knowing you need to write a blog post but unable to get anything written down?

Yep, it happens to the best of us (even me and I do this for a living). Thankfully, there is a cure for blank page syndrome, and it's to break things down and take the pressure off. Then, you get to be your wonderful self and write posts your audience will love.

These six quick tips will help you write brilliant blog posts quickly and easily. Ready to get started? Let's dive in!

Kirsty x

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TIP 1



NARROW DOWN YOUR TOPIC

If you have an idea for a blog post but don't know where to start, check to see whether it's too big. There's definitely a place for all-singing, all-dancing guides, but not all the time, and probably not until you've written a few shorter pieces first.

For example, instead of 'everything you need to know about planning a wedding', try 'questions to ask your wedding planner'.

TIP 2

CREATE SOME SUBHEADINGS

Creating subheadings helps you check whether your topic is the right size. Five to ten subheadings are usually plenty unless you plan to write more than 1,500 words. Google loves subheadings as they show you're organised.

Best of all, it lets you focus on one small part of your topic and talk about that rather than getting stressed about the whole post.



TIP 3



RECORD YOURSELF

Did I mention talking? When I sit down to write, the words come into my head and out of my fingers (most of the time). If talking about an idea comes more naturally to you, do that and record yourself. Imagine you're explaining something to a customer and take it from there.

You can do this anywhere, from your desk to the car or even walking the dog. The Otter app is free if you're only using it for yourself, and it converts your speech to text. Word and Google Docs both have dictation features, too.

TIP 4

KEEP A HANDY LIST OF IDEAS

I tend to get my best ideas when I'm away from my desk, so I use Google Keep or my trusty notepad to write them down. Get into the habit of writing down the ideas that come from your conversations with customers, questions, random shower thoughts, and 3 a.m. inspiration, and you'll have a list of topics ready when you need them.



TIP 5



EDIT LATER

Once you start writing (or talking), don't edit as you go. Just get the words out and edit them later. If you start second-guessing yourself as you write, it'll stop your flow, and you'll either grind to a halt, or your writing won't sound like you anymore.

You can read everything back and edit it when you've finished. If grammar isn't your strong point, you can also use a tool like Grammarly.

TIP 6

USE A TEMPLATE

If you're not sure whether your post is in the correct format and has all the right elements, use a template. You can note down each subheading and your title and have space to think about your sign-off and what you want your readers to do when they've finished reading.

I hope that helped! If you have any questions, my inbox is always open. I'll check in to see how you're getting on very soon...

Kirsty



ABOUT KIRSTY FRANCE

Kirsty France is a copywriter from Leicestershire working with clients all over the world.

Before she made the leap into self-employment, Kirsty was a practising solicitor for almost ten years. This has left her with a love of asking nosy questions, a passion for getting into the gritty details of any business she comes across and an aptitude for highly persuasive language.

These days, she puts her skills to good use writing blogs, websites and all kinds of sales copy for businesses of all shapes and sizes. She especially loves working with sole traders to help them make their businesses more visible.

When she isn't working, you can find her either on the terrace at Leicester Tigers or trying to keep up with her two sons.



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