



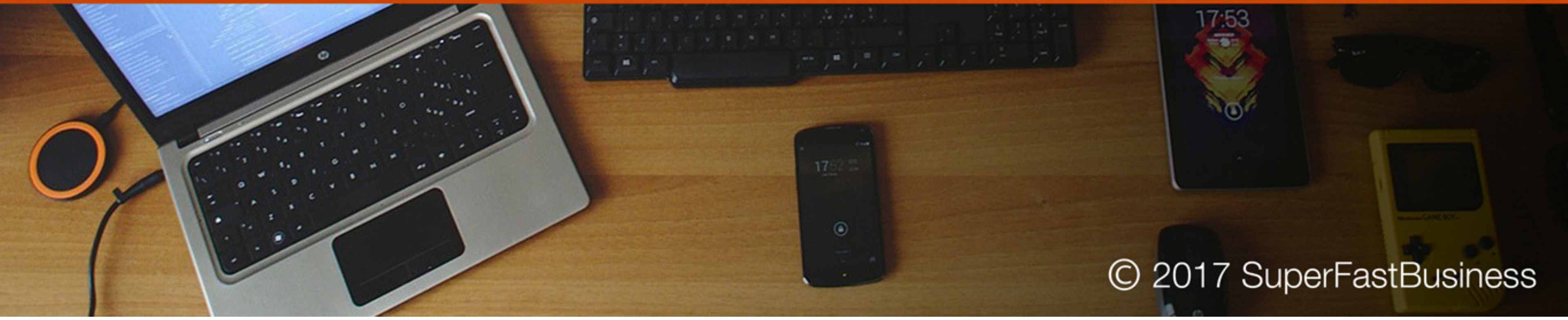
# Tips For Leveling Up Your Blog Content



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## Setting yourself apart

With all the other blogs out there in your industry, it's important to differentiate yourself from the crowd. This is something you can plan in the early stages of your strategy, and there are a couple of good ways you can use to bring out the unique flavor of your content.

## 1. Capitalize on your story

Your story is uniquely your own. Look back on your experiences, your perspective, and the challenges you've overcome to get to where you are now. Some great content may be built around the origin of your business. Or if your products support a certain cause, that may be something your audience will be interested in.



## 2. Be your reader

Imagine yourself as a reader of your blog. Picture yourself at your low point, looking for answers. What would you write to yourself to get you past your bottom-of-the-barrel situation and on the path to success?

## 3. Pick a fight.

A lot of blogs or marketers will do really well when they choose something to stand against. It's usually a kind of sacred cow in whatever industry you're in. You can stand out by going against what's normally accepted and showing there's a better way of doing things.

## 4. Keep your team members on the lookout

If your team members, even if they're not writers or marketers, understand the purpose and goal of what you're doing with your content marketing, you can have them keep an eye out for different stories within their own work. An encounter for example with an irate customer that they were able to help, or a problem that your developer was able to solve.

## Customer and guest stories

Leveraging other people's stories is a great way of generating content. Be sure however, that you go about it in the right way.



## 1. Real people, real experiences

People respond to authenticity, so deliver with stories of actual personalities and experiences that will resonate with your readers. Beware of banking on charisma and attractive settings just because you think they'll sell.



## 2. Avoid the glorified testimonial

Customer/guest stories should be about more than how great your business or product is. People can recognize blatant self-promotion. Find a way of distilling your customer's experience into a valuable lesson, something that will impact the audience and help them solve a problem without necessitating a purchase.



## 3. Recognize the competition

If you're a good content marketer and you're comfortable with your brand and message, you'll be at ease sharing stories from people in your industry, people who you may even consider your competition. Showcase them, make them look like rock stars if it will benefit your audience in the long run. It will build trust, show that you have good taste and that you know what you're doing.



## Collaborating on content

The ability to work with people is an important skill for a content marketer, especially in the early stages of a brand. Having an influencer on board can help give your work credibility as well as attract traffic.

## 1. Single out people for recognition

When starting out with content, find other people, other thought leaders in your space and start featuring them, quoting them in your content.



## 2. The roundup post

The roundup post is a common strategy that involves collecting opinions or quotes from people on a specific topic or idea. You might have five to fifteen respondents, or hundreds.

A word of caution: do not simply take a collection of one-sentence quotes and try to pass them off as a blog post. Ask good questions, ones that will elicit more than a one-sentence response. And weave the different quotes into a bigger narrative. Look for themes that they may have in common and compose a post around that.

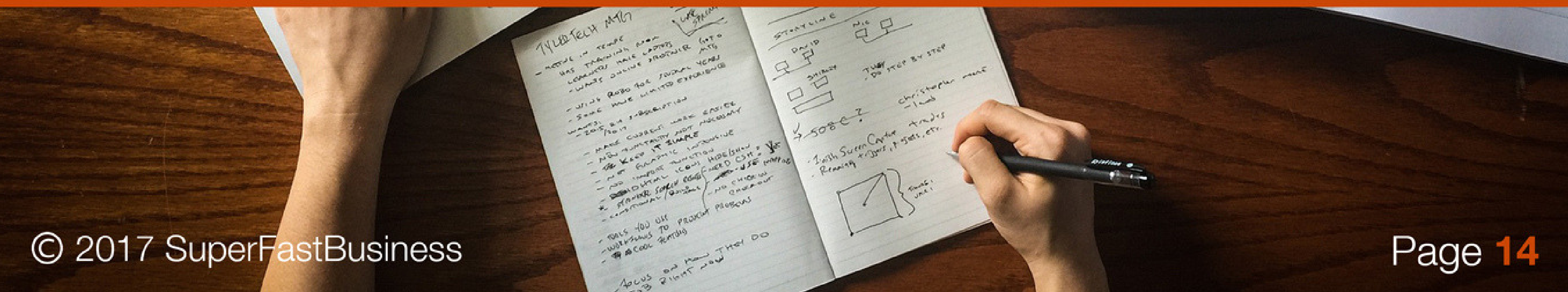
## 3. A co-authored post

One thing you can do is write a post to 80 or 90 percent completion, having in mind someone you would like to reach out to. Then contact that person and explain that you would like to co-author a post with them. Say that you have a basic idea, and seeing as how they are an expert at X, perhaps they could round out the post with a few of their ideas.



## Easing the workload

Content needn't be created, slowly and painfully, from scratch. There are easier ways of coming up with and developing ideas.



## 1. Repurpose

If you have a pre-existing body of work, one tactic you might consider is taking the best of your older content and reviewing and revitalizing it through the lens of things you've learned since, what the industry is now like and how relevant the material is today. You might even involve the audience by inviting them to comment on the subject matter.





## 2. Core problems

If your audience has problem X, then they probably also want to know how to fix problem Y. Identify four or five of those core problems, making sure they're broad enough that you can create content nearly endlessly about them. Do keyword research on them and create a list you can draw from for months whenever you need a topic. Likewise, you can identify influencers who are solving those core problems and find ways to incorporate them in your story.

## 3. Let someone else do it

Not a writer? No worries. When you have the keywords picked out, the influencers you want to reference and the basics of your story planned, hand it all over to someone who does write and let them create good content for you.

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