

# BLOGINSPIRATIONS

by WEBii.net

## A Business Blogging Guide and Tracking Sheet



*12 Topics for Your Professional Soap Box*

blogging  
for business  
writing for  
business marketing  
blog topics

*Bloggng for business*  
*business Corporate Blogs web blog*  
*business communications*  
*bloggng for*  
*bloggng for business managing a business blog post a*  
*new entry*  
*bloggng to my customers*

# BLOGINSPIRATIONS

by WEBii.net

Copyright WEBii.net 2010



## Topics for Your Professional Soap Box A Business Blogging Guide and Tracking Sheet

As website marketing becomes increasingly important, many small business owners are interested in starting a blog. However, there is common hesitation: *"I want to start a blog, but how do I maintain it? What do I write about?"*

As you might have guessed, a blog is rather useless without content to populate it. And in the world of corporate blogging - blogging for the purpose of business marketing - having a regularly updated blog is also an important factor.

In this simple guide we offer 12 recommended topics to blog about. Each topic may vary in the length of the response, and they can potentially be used multiple times.

By exploring these examples and using the simple blog tracking sheet, you will discover that business blogging can be easy for any average business professional.

# Blogging: Some Common Misconceptions

**You have to write a long essay for a blog post to be worth while. FALSE!**

On the contrary, a blog post can be short and direct and still be quite valuable. In fact, some writers prefer to contribute several brief items more frequently, instead of writing one lengthy article between long periods. You can even divide a long article into a series of posts over several weeks; why not turn one article into three?

**If I don't have time to write a blog daily it isn't worth trying. FALSE!**

While it is important to maintain your blog as often as possible, your entries do not need to be made every day. Start with a commitment to a regular schedule that is realistic for your business - twice a week, once a week, twice a month? As you become more comfortable with using your blog and understanding topics, you can increase your frequency. Remember, most blog software will create archives of your posts in multiple places by date and category, which is building up your website content even with just occasional posts.

**I am not a good writer, so I can't be a blog author. FALSE!**

When you search the Web for information, what is more important to you - a beautifully written article, or one that answers your questions with expert advice? Remember, you are an expert in your business and your goal is to convey that to the readers and offer them information of value. In regards to writing skills, focus on basic grammar and professional tone and you will do fine. For more fine tuning, enlist a friend or colleague to read your draft prior to publishing.

# Blog Topics Index



Write About An Event



Write About a Customer Challenge That You Solved



Answer A Frequently Asked Question



Do An Interview



Give Commentary On A Video



Announce A Change In Your Industry



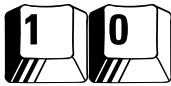
Quote Some Market Research



Describe A Recent Project



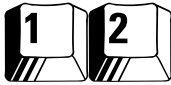
Explain A Common Myth About Your Industry



Have Someone Interview You



Reflect On Progress



Give Advice On How To Choose A Provider



## Write About An Event

Describe your experience at a business related event that you recently attended. You might review the entire event or comment on just one small aspect of the program.

Paul is a financial planner who attended a professional designation conference, where he networked with local CPAs, HR personnel and financial institutions. The conference included several speaking presentations and panel discussions.

In his blog post, Paul summarizes one of the speaker presentations about retirement planning. He gives a brief overview and includes a quote from the speaker. He cites the presenter's name and the conference website for more information. He hyperlinks one of the phrases in his post to a page on his own website about 401K services.





## Write About A Customer Challenge That You Solved

Describe a situation in which you helped a customer overcome a challenge. Write a brief case study about the situation.

Bianca is a personal fitness trainer. She recently welcomed a new client for a nine week marathon training series. During their first week of training, Bianca discovered that her client had a challenging sports injury from several years ago. Bianca had experience with physical therapy and developed a unique low impact training routine for her client - allowing her to properly condition the injury and build strength for the marathon.

In her blog post, Bianca writes about her experience with the client. She describes her client's unique injury and the process she went through in developing a customized training routine. She links to a PDF file which shows notes and an outline of her clients customized routine. Bianca writes about the professional training center where she first studied physical therapy, and includes a link to their website. She writes about the importance of tailoring training to the individual needs of each client and includes a link to the personal fitness trainer national association which has more information about the latest news and tips in low impact training.





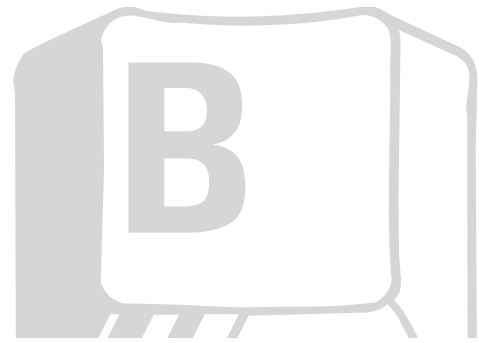
## Answer a Frequently Asked Question

Quote a common question that your customers or prospects ask you, and provide a brief answer.

Ronda is the owner of a local restaurant. The most common question she has heard lately is about hosting large parties at her venue. In her post, she states in simple format:

Q: Can your restaurant host a large event or private party?

A: Yes, we do host many large events including corporate events, happy hour networking parties, and private birthdays or anniversaries. We even offer a special menu including custom baked cakes!





## Do An Interview

Interview someone who is an expert in your field or a related field.

Bobby is a pilot. Last weekend he was at a national pilot's convention, where he attended workshops on weather conditions, heard from guest speakers, and listened to panel discussions. In between sessions, Bobby went to grab a cup of coffee. He ran into one of the panelists, a pilot with over 30 years of experience flying and a good record of emergency landings. Bobby was excited to meet such a dedicated and experienced pilot. He had a few questions for the man and asked him if he could conduct an interview.

In his blog post, Bobby writes about the national convention he attended. He details his experience, mentions some of the people he met, and finally introduces the man he interviewed. He provides a brief biography of his interviewee, highlighting some of his major accomplishments. He writes a list of the questions he asked and his interviewee's responses. He includes a photo of the man he interviewed.







## Give commentary on a video

Provide your insight on a YouTube video or other online video related to your field, or analyze a commonly used video in your practice.

Maria, a real estate broker with over 15 years of experience in her field, recently came across a YouTube video titled “Real Estate 101.” The video was intended to give a brief overview of what real estate work is like and how to become certified as an agent. Maria thought the video was helpful, but she also thought it left out some very key information to those seeking to join the field.

In her blog post, Maria embeds the YouTube video “Real Estate 101.” She summarizes the video and includes a bulleted list of major points she thought were left out of the video. She then further explains why she thinks it would be important to include this information. She includes a link to the “about me” page on her website, which details Maria’s experience in the real estate field, adding credit to her comments on the video.





## Announce a change in your industry

Make an announcement about a new trend or change in your industry.

William is the owner of a local vineyard where he grows, processes, and bottles wine. For the past few months he has been researching the trend towards the use of synthetic cork instead of real cork. He has read many trade publications, news articles, and studies done about the difference between the two. After several nearby vineyards made the switch to synthetic, he decided to switch as well. After his switch, he noticed vineyards all over the country making the switch to synthetic as well.

In his blog post, William announces this new wine industry trend. With this, he also announces the adoption of synthetic cork at his vineyard. William describes what drove the change towards synthetic and discusses the research he used to make his decision to follow the trend. He hyperlinks to the publications and studies he mentions, so his readers can view the full articles if they like. William discusses his thoughts on the trend and how the future of his industry will be affected by the change. He hyperlinks to a “news” page on his website which has a press release about the change at his vineyard.





## Quote some market research

Read another article in a magazine, book, or Internet publication and make a reference to the information.

Meg read a fascinating article in a popular news magazine about how recent changes in the economy relate to more people eating unhealthy fast foods. As a nutritionist, she is concerned about this trend.

In her blog entry, Meg states the publication name and quotes a paragraph from the article. She follows with a few tips about how people who are struggling with money can find ways to eat healthy.





## Describe a recent project

Describe a project you are currently working on or have recently completed. Choose a project that is particularly interesting or innovative to you.

Cynthia, a Public Relations professional, recently completed a project where she used new technology to reach her goals.

Cynthia and her team had been working hard for several months putting together a fundraising event to help support a non-profit organization dedicated to providing music education to children who otherwise could not afford it. For this particular project, Cynthia incorporated various social media tools to raise awareness about the event and about the cause. By posting videos related to music education, Tweeting about special door prizes at the event, and posting updates about the non-profit organization's progress on their Facebook page, Cynthia generated much interest in the event. In the end, with help from social media, Cynthia's event was a huge success and her fundraising efforts exceeded her expectations.

In her blog post, Cynthia writes about her planning strategy for the event. She discusses her use of the various social media tools and hyperlinks each tool to its respective website. She also writes about the organization she was supporting, and includes a link to their website. She hyperlinks phrases about her PR services to pages on her website where people can read more about what her company offers and their various clients. She also includes several photos from the event taken with her digital camera.





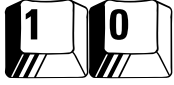
## 9 Explain a common myth about your industry

Explain a common misconception or misunderstanding about your industry. Describe the reality.

Randy works in the plumbing industry. He does his best to encourage environmentally friendly plumbing practices by suggesting his customers purchase low flow toilets. He finds there is a general resistance to low flow toilets because many people think they are expensive. However, low flow toilets are actually quite inexpensive. In fact, you can often get substantial rebates for purchasing one and some cities even have a program that gives away free low flow toilets to promote water conservation.

In his blog post, Randy explains the common misconception that low flow toilets are expensive. He describes a few encounters with customers who were pleasantly surprised to find that they could afford the low flow toilet, and provides examples of what they will do with the money they saved. In his post, Randy embeds a YouTube video which shows how the low flow toilets function. He provides a link to a page on his company website which lists the different styles and prices of the low flow toilets.





## Have someone interview you

Have a co-worker, friend, or acquaintance turn the microphone on you. Invite someone you know to ask you questions about your work or business.

Judith is a journalist at a major local newspaper. Her job requires her to tell the stories of others and she rarely gets to speak her own thoughts. She wishes that her readers had a better understanding of what her job looks like behind the scenes and wants to tell her own story.

Before she begins writing her blog post, Judith asks her friend John, an accountant, to interview her. She asks John to meet her for coffee with a few questions in mind that people unfamiliar with her field of work might like to know. She even provides John with a few questions she thinks would be valuable to her readers. Judith records the interview and takes notes on it when she gets home.

In her blog post, Judith introduces her interviewer. Then, she lets her interview do the talking for her, by listing the questions she was asked and the answers she provided.





## Reflect on progress

Write a reflection of progress you have made, or progress your industry has made. Perhaps it is advancement in your research or progress in developing a new technology.

Timothy works for a company that installs large-scale water heating solutions for commercial buildings. For the past several years his company has been working hard to improve the functionality of their systems. Last week, the company made a discovery that led to the use solar power to run their thermal systems. Their new solar thermal systems can eliminate 80% of the energy costs associated with producing hot water.

In his blog post, Timothy writes about the progress made in thermal systems – how they now use solar power and have become more environmentally friendly. He hyperlinks to websites offering more information about the importance of eco-friendly commercial solutions. He also mentions that his company recently won an award for their advancements in the field, and includes a picture of the CEO accepting the award. Timothy reflects on the importance of this advancement and offers his thoughts about the future of thermal systems. He hyperlinks to pages on his company's website that explain the benefits of solar thermal systems and how they are being implemented.





## Give advice on how to choose a provider

Use your knowledge of and experience in your field to give your readers advice on how to choose a provider.

Amanda is a project manager for a local landscaping company which specializes in landscaping around pool areas. She writes monthly newsletters with facts and advice about pool landscaping. Recently her readers have been asking about how to find other landscaping providers who specialize in other areas such as desert environments and hillsides.

In her blog post, Amanda focuses on giving advice to her readers about locating specialty landscaping service providers. She provides a list of links to providers she recommends. She also includes links to business associations and local chambers which have databases where users can search for businesses with specific keywords.





# BLOGINSPIRATIONS

## About the Author: WEBii.net

WEBii.net is an established website services firm based in Austin, Texas, serving small to medium sized businesses since 1996. WEBii specializes in website design, custom web development, web hosting, search engine marketing, and blog setup and theme design.

Content written by WEBii.net staff members Jacqueline Sinex and Ally Hugg.

[www.webii.net](http://www.webii.net)

[www.webii.net/blog](http://www.webii.net/blog)

888-932-9377



