

How to Write a Blog Post Like a Boss and Keep Your Readers Begging for More

Most blog posts suck.

There are more than two million blog posts published every day and the majority of them aren't worth reading.

You've seen them before:

"3 tips for..."

"5 ways to..."

"Ten steps for..."

There's nothing unique about them. They're easy to write. People consume them, but they don't make a big enough impression to get the readers to remember the author who wrote them.

Isn't that the point of writing a blog post?

So that people will read it and **engage with you?**

This could mean signing up to your email list, leaving a comment on your blog post, or following you on social media.

Having readers interact with you isn't about vanity. It's about establishing a platform that will help you in your writing career.

If you want to turn writing into more than just a hobby, you're going to have to write blog posts that blow people out of the water.

Want to learn how?

Of course you do.

Let's do this.

Warning: Make this Mistake and your Blog Post is Destined for Failure

If you make this mistake, no one will read your blog post.

Readers are finicky, and if you don't deliver value right away, they'll move onto the next blog post.

Most new writers make this mistake when it comes to their blog post, and it's repelling potential readers.

The biggest mistake new writers make is writing poor headlines.

Your headline is the first impression you give to a potential reader. If your blog post is the book, the headline is the cover it's getting judged by.

Here are some common headline mistakes people make:

They get clever

I was listening to a podcast with writer Jeff Goins and he recalled a time where he tried to get way too clever with his headline.

The title of the blog post was "When Life Gives You Lemons, Learn Alchemy." He goes on to talk about how when life hands him lemons he "turns them into orange juice."

The title and post itself were just plain weird. He tried to get cute with the headline and it didn't work.

When you're writing a headline, make sure anyone who reads it will understand what the post is about.

They write boring headlines

Which one of these headlines sounds more enticing?

"How to lose weight."

Or

"How to Lose 20 Pounds in 30 Days Without Exercising"

Obviously number two. It's so audacious you can't help but click to see what's going on. This is a title of a real blog post written by bestselling author Tim Ferriss.

Tim is a Master Marketer and knows the importance of creating intriguing headlines. When you're going to write your next blog post, look at your headline and see if it "pops." If it doesn't, start over.

They Don't Practice Writing Headlines

Expert blogger Jon Morrow wrote 100 headlines *per day* until he became a master at them. Writing great headlines doesn't come easily. It takes practice. If you treat your headlines as an afterthought and fail to hone them, your writing will never get the attention it deserves.

Tools for practicing headlines

Here are the best resources on the internet for finding headlines. Use them and become a master at crafting them.

[Headline Hacks – A Cheat Sheet for Writing Blog Posts That Go Viral](#)

[Copyblogger](#) – Read everything they have to say about headlines. Everything.

[101 Headline Formulas](#)

Every Boss Blogger Uses These Elements in Their Posts

If you want readers to devour your every words, use the following techniques to draw them in and keep them reading.

Start with a bang – Use an opening line that shocks your readers or arouses curiosity.

Here are some great examples:

“Daniel was tending sheep in Sudan when a bomb blew both his arms off.” – James Altucher

“I was standing right next to Steve Jobs in 1989 and it was the closest thing I ever felt to being gay.” – Altucher again.

“I smashed a lamp over my head. There was blood everywhere. And glass. And I took a picture.”
– Penelope Trunk

Use short pithy sentences – Keep your sentences and paragraphs short. Omit needless words. If the sentence doesn’t serve the purpose of drawing the reader down the page. Remove it.

Close with a strong call to action—Use an inspirational ending to uplift your writers. Tie your post with a neat bow by using a strong ending sentence.

When your post is finished make sure to instruct them on what you want them to do next e.g. sign up to your list, share on social media, or leave a comment.

The entire blog post should serve two purposes – getting the reader to the end and compelling them to act.

The Secret Weapon Pro Bloggers Use That You Don’t Know About

Woah.

Secret weapon? Sounds interesting, right?

Exactly.

What I just used is a technique many writers use to keep their readers moving down the page. It’s called a subheading. Subheadings are useful for various reasons:

- They interrupt the readers pattern – If you’re reader is starting to lose interest, a carefully placed subheading can jolt them back to life.
- They keep the reader hooked – A great subheading acts like a cliffhanger of a popular T.V. drama. It makes you want to keep reading to satisfy the mystery it just presented. What writer wouldn’t want to know a “secret weapon,” to increase their writing skills.

- They make blog posts easier to read – Using headings and bullet points creates a “scanner friendly format.” Readers can through posts these days. In order to keep people reading, you need to format your words in a way that’s “easy to digest.”

Use intriguing subheads to keep your readers moving down the page and you’ll set yourself apart from the newbie writers.

Add This to Your Blog Posts and Your Email Sign Ups Will SKYROCKET

The Money is in the list.

Every writer needs to build an email list. It’s just a fact of life. Getting people to sign up to your email list can seem daunting, especially when you’re just getting started.

There’s a simple way to increase your email signs ups for each blog post you write.

It’s called a content upgrade.

Content upgrades are bonus items you embed into your blog posts. It’s usually a free report of some kind that’s related to the blog post itself. In exchange for the content upgrade item, they have to provide their email.

The fact that you signed up to receive this report is proof that content upgrades work.

Stay on my email list, and I’ll keep teaching you extra cool techniques on growing an audience for your writing.

I use [Leadpages](#) to create my content upgrades.

[Leadpages](#) is a software that creates pages and boxes to collect email addresses. I couldn’t survive as a blogger without it.

Sign up for Leadpages [through this link](#), and I’ll give you a free one-hour strategy session for growing your audience online. (I will receive a small commission for your sign up at **no extra cost to you.**)

[In Leadpages](#), there’s a feature called leadboxes. A leadbox creates a link that creates a pop up form where people can add their email address to receive your free item.

Here’s an example of a leadbox in action:

I wrote a 4,500-word blog post about writing your first book. Most people don’t want to pause their day and take 20 minutes to read the whole post.

I used leadboxes to create the option for readers to download the entire post as a pdf so they could read it later.

Note: This beast of a guide is 4,500 words long. To download a pdf version to read later, [click here](#).

The result?

200 people signed up to my email list using the download later option. If you could add 200 subscribers to your email list every time you hit publish, what would that do for your writing career?

Use content upgrades to level up your game and build your audience faster.

Conclusion

One remarkable blog post has the potential to change your life. Learn the skills you need to write bad ass blog posts and the world is your oyster.

Practice makes perfect. The only way to learn how to write a great blog post is to write a lot of bad ones first. Don't get discouraged if your writing isn't getting the love it deserves right now.

The readers will come.

Stay persistent and continue to learn. Success is right around the corner.