



WALK THE TALK

WORKBOOK

BLOG
LIKE A PRO



BLOG LIKE A PRO

INTRODUCTION P3

The client journey and blogging

KEYPOINTS FROM THE VIDEO P4-9

Best practices for blogging

Steps for creating a pro blog

The 'must haves' in your blog

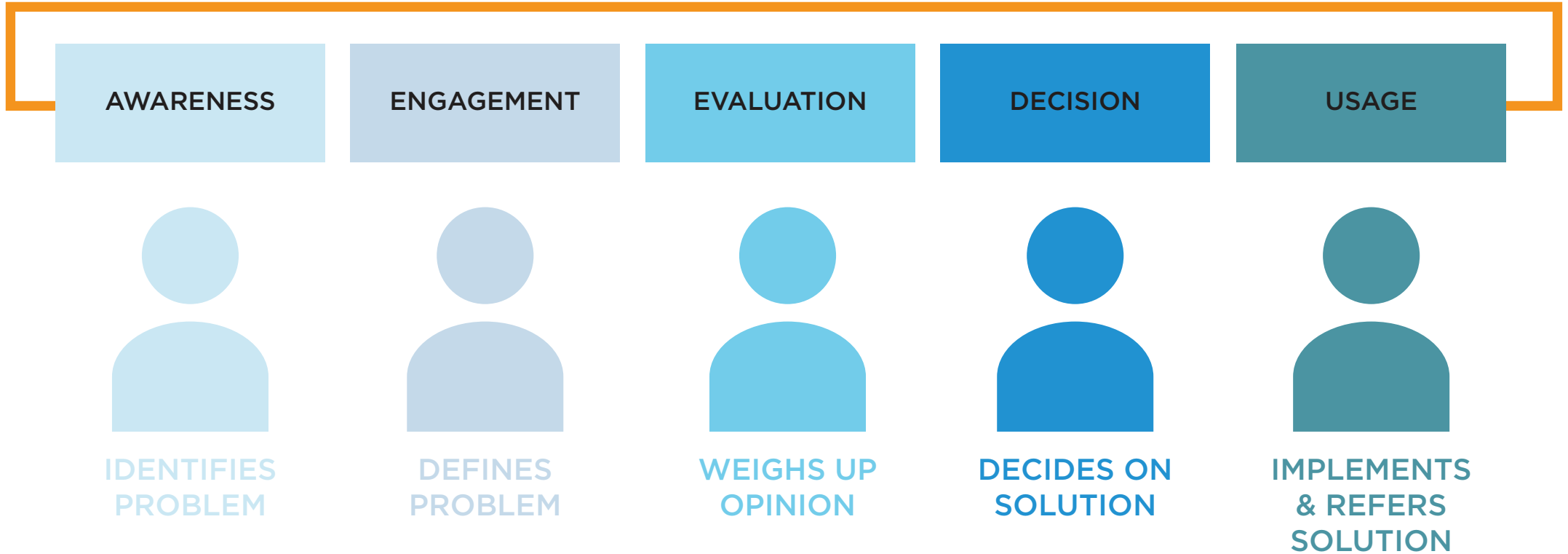
Some suggestions on building content and blogs for each stage of the Client Journey



APPLY THE LESSON P10-13

- Write down the basics of your first blog and fill in the concept worksheet
- Write down the title and topic of 5 blogs which match the stage of the client's journey

THE CLIENT JOURNEY AND BLOGGING



BEST PRACTICES FOR BLOGGING

Keep in mind

Write **educational and preferably thought-leading content.**

Answer the big questions your prospective clients have.

Don't focus on writing about your service.

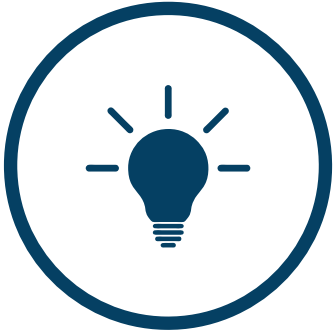
Write about the financial advisory / insurance industry.

Come up with a list of topics:

- What are some FAQs that people have about your industry?
- What do prospective clients need help with?
- What do you wish people knew that you have known for a long time?
- What are the hot topics which industry pundits, media and regulators are talking about?



1. Pick a topic and a title



2. Format and optimise the post



3. Promote offers on your blog to increase lead generation



4. Promote your blog posts



5. Analyze the performance of your blog posts

STEPS FOR CREATING A PRO BLOG

1. Start with an Idea for a Working Title. First pick a topic like “choosing which neighbourhood to invest in”. Then create a working title like “A 5 Step Guide to Investing in a High Potential Sydney Neighbourhood”.

2. Include a Long-Tail Keyword in the title. Rather than a single word, long-tail keywords are phrases which are more specific. For instance, “investing” is an important keyword but also very general. Instead use a long-tail phrase like “Investing in a High Potential Sydney Neighbourhood”.

3. Make the value of your post concise and clear, for example via the expression of “A 5 Step Guide”.

4. Tighten the title to under 60 characters. “A 5 Step Guide to Investing in a High Potential Sydney Neighbourhood” contains 57 characters.

This is important because a title above 60 characters will get cut off by search engines, and lessen the appeal of your title.

5. Make sure you optimise the visual look of your blog post.

6. Use white space to make it easy for the human eye to digest the blog.

7. Break up the information by using numbered lists, section headers, or bullets.

eg: <http://blog.thinqe.com.au/3-trends-that-will-disrupt-banking-industry>

8. Highlight important information by bolding it. Showcase key takeaways from the blog.

9. Include images to visualise the message of the text (and make it easier on the human eye).

eg: <http://blog.thinqe.com.au/5-apps-that-will-help-you-make-healthy-and-sustainable-choices>

10. Optimise the blog post around the long-tail keyword phrase, by including the term “Investing in a High Potential Sydney Neighbourhood” in the:

- a. page title
- b. URL
- c. post title
- d. in the image description
- e. naturally through the blog text body
- f. in the headers throughout the text

eg: <http://blog.thinqe.com.au/the-future-of-healthcare-personalization-ios-and-mhealth>

11. Include relevant internal and external links within the content.

Show further resources on your website by linking internally, and also show external industry resources which bestow further credibility on your post.

12. Amplify your business by promoting offers on your blog, like calls-to-action to subscribe to your blog or to download an eBook you have created. Include these calls-to-action at the bottom of your blog and also in the sidebar.

eg: <http://blog.thinqe.com.au/intelligent-and-futurist-disruption-from-ikea-makes-fun-of-apple>

13. Make sure you include a blog link on your main website navigation to promote it.

14. Share posts on social media and via your digital distribution channels like marketing emails etc.

15. Analyse your blog metrics like:

- a. number of views for each post
- b. filter your most popular articles by topic, author, channel
- c. the number of clicks on the call-to-action button

16. Finally, write consistently and frequently according to your schedule. We recommend you blog at least 2x a week.

THE **MUST** HAVES



TOPIC



TITLE



IMAGE



SEO

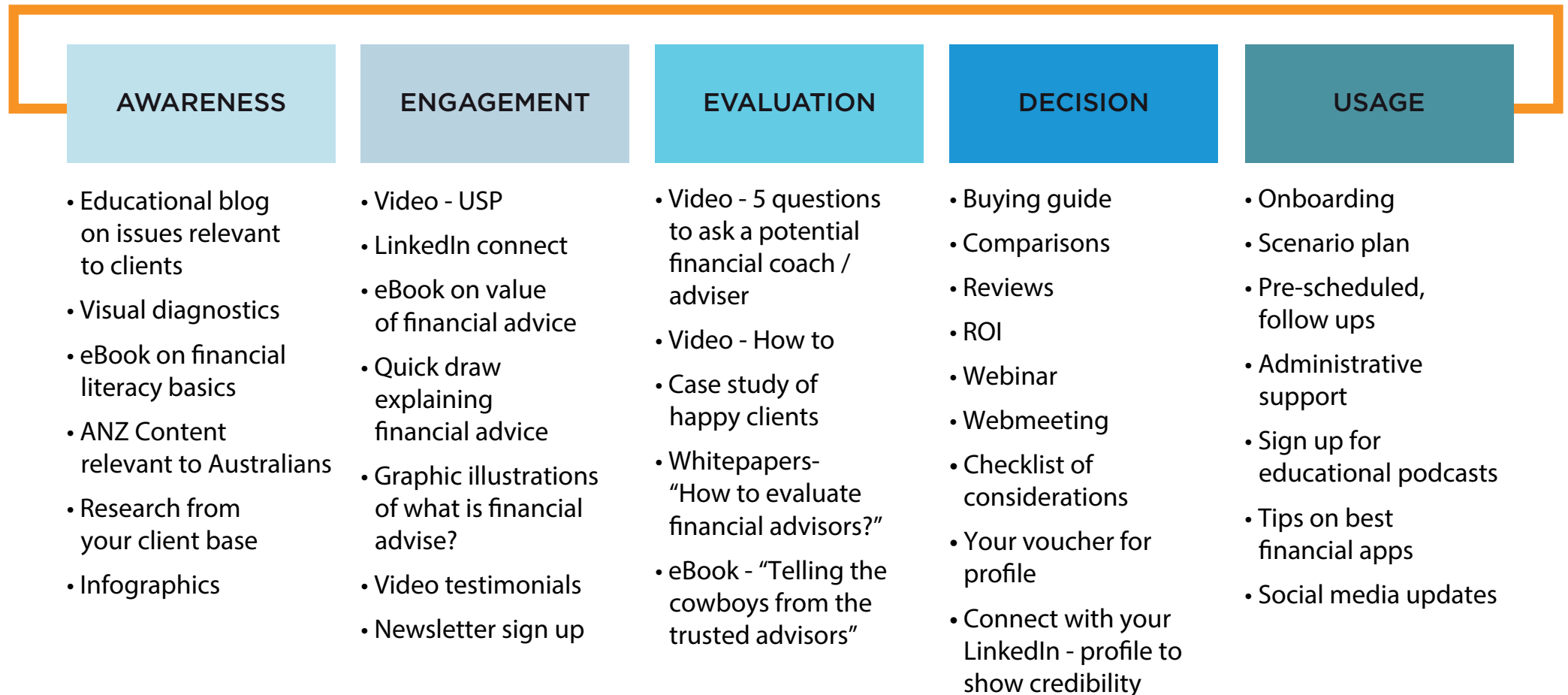


CTA (Call to Action)



LINKS (Internal and external links)

SOME SUGGESTIONS ON **BUILDING CONTENT AND BLOGS** FOR EACH STAGE OF THE CLIENT JOURNEY



THE BASICS OF YOUR FIRST BLOG

(Write down)

Topic:

Title:

Type of image:

SEO (Keywords you are seeking to rank for):

CTA:

Links (internal and external):

CONCEPT WORKSHEET

Client Type (choose 1)

eg. 30-year-old Architect

Your Topic / Keyword (choose 1)

eg. solving credit card debt

Client Journey Stage (choose 1)

AWARENESS

ENGAGEMENT

EVALUATION

DECISION

USAGE

How will this post help your prospective client?
(choose 1)

eg. it will give them 5 practical steps to stop the leakage

Format Type for Blog:

Checklist

Comparison chart

Case study of successful client

Calculator

Worksheet

Video blog

Infographic

Other

Blog Content Structure:

List

How To

FAQ

Q & A

Curation of web content

Other

Blog Title

CREATE 5 BLOGS WHICH MATCH THE STAGE OF YOUR CLIENT'S JOURNEY

AWARENESS STAGE

(What are their questions and problems they are looking to solve?
What are the most frequently asked questions? Your blog should focus on their problems.)

Topic:

Title:

ENGAGEMENT STAGE

(What do your prospective clients need help with? Your blog post should provide these answers.)

Topic:

Title:

EVALUATION STAGE

(Your prospective client is aware they have a problem, and they are researching in an engaged fashion. How do you help them evaluate value in your market? Help them differentiate the good from the bad and guide them through the clutter.)

Topic:

Title:

DECISION STAGE

(Your prospective client is actively evaluating and comparing offers. Maybe they are receiving recommendations or checking reviews. How do you help them compare apples with apples? What insight can you provide them with when selecting the right financial advisor?)

Topic:

Title:

USAGE STAGE

(Your new client has chosen you as their trusted advisor. How do you keep them engaged and inspired? What content can you share with them that they would like to share with similarly minded friends and family?)

Topic:

Title:

