

Don't Get Stuck.....



Get Blogging!

Create Lead-Generating Content for Assisted Living Blogs

When you're a blogger, sometimes the ideas flow and other times you come up empty. What should you do when you get stuck on your next blog post?

Kick-Start your ideas with 3 simple questions:

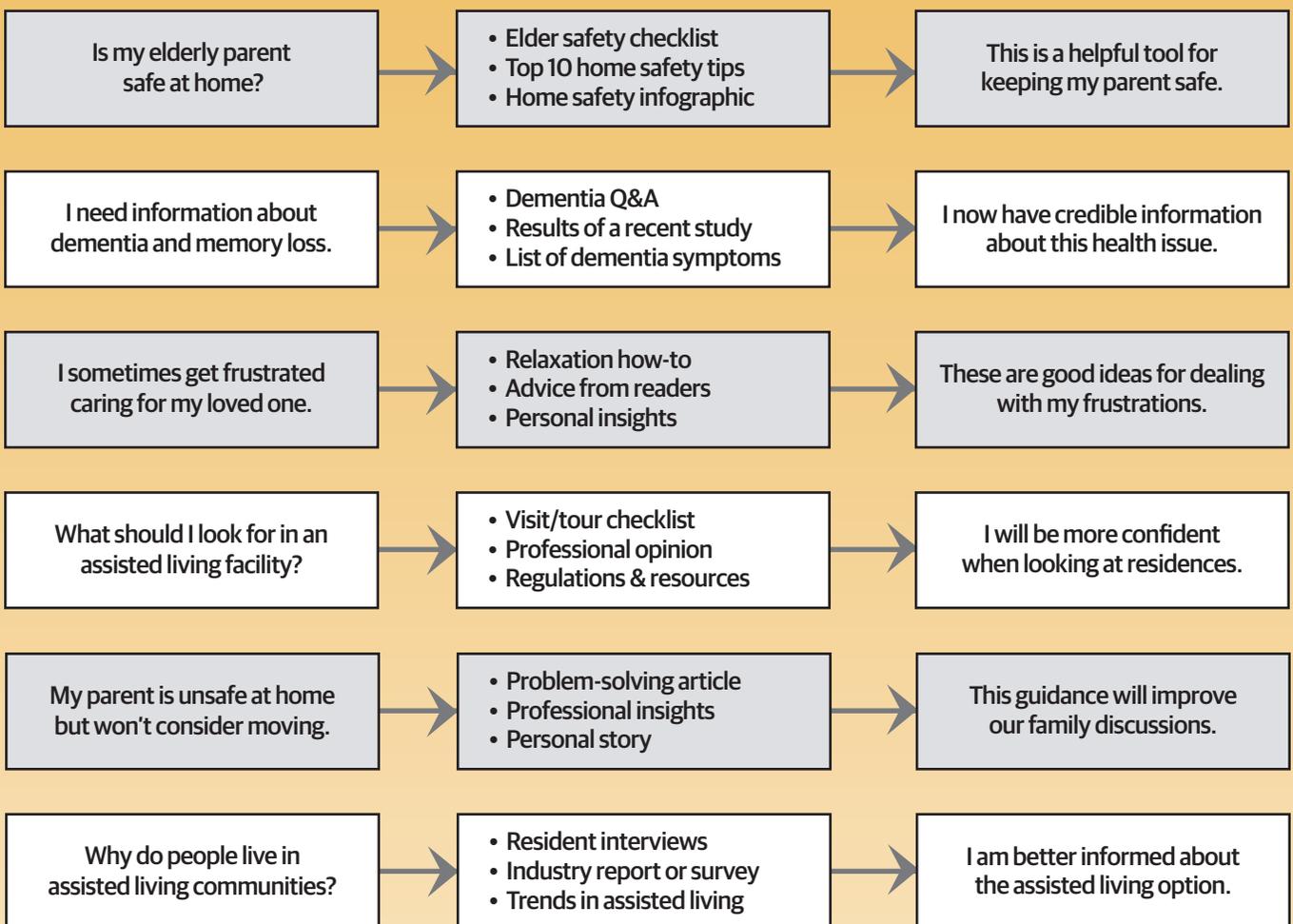
- 1. Topics** - What are common audience concerns or topical issues?
- 2. Type** - What type of post will get attention, drive traffic, and generate leads?
- 3. Value** - How will the information be useful and relevant?

Blogging Kick-Start Example

1. Topics

2. Type

3. Value



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Tips for Better Blogging

1. Become a Trusted Resource

- Be professional and credible.
- Write as a person, not a company.
- Speak to your ideal reader, not a group.
- Be helpful and relevant.

2. Focus on Value

- Focus on solving problems.
- Listen to customer feedback.
- Make content easy to digest.
- Avoid being salesy.

3. Stay on Target

- Target one audience segment per post.
- Carefully align content with your ideal reader.
- Include images to increase views and shares.

4. Make an Impact

- Write to your readers' emotions.
- Use only high quality content.
- Provide calls-to-action for lead generation.

5. Optimize for Search

- Include meta data for SEO.
- Research your keywords carefully.
- Optimize images using Google guidelines.
- Link to your internal pages.

6. Create Call-to-Actions

- Tell the reader what to do.
- Be clear and concise.
- Use action-oriented verbs.
- Avoid competing CTAs.