



The Write Harle

Bodacious Branded Blogging

Starter Kit



## WELCOME EAGER BLOGGER!

You are about to connect with all things needed to start your blog off on the right foot! This super cool starter kit includes:

- Questions to help develop your brand voice and blog topics
- Template to build your brand voice
- Blog checklist
- Blog brief and questions for blog development
- Editorial calendar – separate document



## STEP 1: BRAND VOICE QUESTIONS

It all starts by asking yourself some deep questions, getting to the core of who you are, what's unique about you and your knowledge, and how can you stand out while sharing relevant information your readers want are asking for.

1. Describe the business you are in. What do you do? Think beyond the specific service or product you provide. Eg. An IT company sells peace of mind and office efficiency...they provide this through their IT services. They do not sell IT services.
2. Describe your brand. Think in terms of its "personality." In other words, what do people say about your company behind its back?
3. Who is your company to your clients?
4. How does your company perceive itself to be seen on the market? Is this aligned with how you are actually being perceived? If not, why and where's the discrepancy?
5. What are three – four adjectives you want associated with you?
6. What are the top 3 pains/problems that people come to you for?
7. Why is your company better suited to solve these pains than someone else? HINT: this is often what makes you unique and connects you with your niche audience!
8. What is the emotional response you want people to associate with your brand?
9. Why should readers trust you?
10. **Describe your target market in as much detail as possible.** Think of both **demographics** (e.g. age, income, marital status, etc.) and **psychographics** (e.g. values, beliefs, routines, rituals, lifestyle choices, ambitions, etc.).
11. Who are your main competitors? Why do you think they are your competitor and how are you different?



12. What specific qualities differentiate your products/services from your competitors? What is your **unique value proposition** (UVP)? In other words, what will life be like once clients invest in your products/service? Big picture positive change that will remove a specific pain (mention pain too if needed). Not sure how to develop your UVP? Try this fancy fill-it in to get your mental flow going!

COMPANY NAME is a [company type/description here] who [action-oriented value statement here, including the desired RESULT for the buyer] to/for [insert target customer description here]

*E.g. The Write Harle is a [brand and content development company] who [connects creativity with process in developing engaging and impactful content] to support [small and medium sized businesses in their business growth!]*

13. Why do you care about helping your people? What inspires you/makes you jump out of bed every day to do this kind of work?
14. Other than poor grammar or spelling mistakes, what do you NOT want to see in your blogs (e.g. clichés, guarantees, etc.)? Dos and Don'ts / Words to Avoid, etc.
15. What impression about your company should the user get when they read your blog?
16. What are resources that you use on a regular basis? Websites, podcasts, leaders to follow, etc.
17. What are the top five questions people ask when they first meet with you?
18. What values are important to your prospects?
19. Have you established your Vision / Mission / Values? If so, what are they?
20. What would your people appreciate knowing about you on a personal level? Think in terms of quirks, eccentricities, personality traits or habits/rituals, even relationships that make you interesting.



## STEP 2: BUILDING YOUR SUPER AWESOME BLOG BRAND

Once you've answered your brand voice questions, you can identify the below items that become the foundation of your brand voice. Your blogs should utilize this document to ensure consistency in tone and messaging to clients.

### Overall Tone

The content sound/feeling guides how the content is written (style). Meaning, when one reads something by you, these words are reflected.

E.g.

- Clear
- Simple
- Easy to understand
- Educational/knowledgeable
- Transparent

### Overall Personality

The personality is how people interpret your branded content. These are the words that associated with your brand's personality.

E.g.

- Client focused
- Integrity
- Transparent
- Professional
- Trustworthy
- Relationship oriented
- Dedicated

### Vision and Mission Statements

The vision and mission keep content focused on where a company is going and why/how it's going there with purpose.

*VISION STATEMENT HERE*

*MISSION STATEMENT HERE*

### Core Values

Core values are who your company is and show up in your actions. These influence how a company acts and are seen in individual behaviours.

1. **VALUE:** Sentence support
2. **VALUE:** Sentence support
3. **VALUE:** Sentence support
4. **VALUE:** Sentence support

e.g. The Write Harle's Value: **Humour:** Supporting clients in rediscovering the fun / joy in their business



## Key Messages

Key messages are behind-the-scene beliefs that guide your company's content and voice.

1. **KEY MESSAGE:** Sentence support
2. **KEY MESSAGE:** Sentence support
3. **KEY MESSAGE:** Sentence support

e.g. The Write Harle's Key Message: **Collaboration:** To ensure we create strong content that encourages action, we work closely alongside clients in developing their branded content for better alignment with their overall marketing and business goals.

## Top 5 Keywords / Phrases

- Keyword / phrase 1
- Keyword / phrase 2
- Keyword / phrase 3
- Keyword / phrase 4
- Keyword / phrase 5

## Overall Blog Purpose

**Purpose Examples:** become trusted thought-leader/resource, lead generation, increase search engine rankings, etc.

## Top 10 Blogging Topic Ideas

**e.g. Why use a local blogger:** Offering insight into why small businesses benefit when working with a local business blogger

1. **Topic 1:** Sentence support
2. **Topic 2:** Sentence support
3. **Topic 3:** Sentence support
4. **Topic 4:** Sentence support
5. **Topic 5:** Sentence support
6. **Topic 6:** Sentence support
7. **Topic 7:** Sentence support
8. **Topic 8:** Sentence support
9. **Topic 9:** Sentence support
10. **Topic 10:** Sentence support

## 6 – 12-month Calendar

Refer to Your Editorial Calendar Spreadsheet provided

## Reputable Research Resources

1. Resource 1
2. Resource 2
3. Resource 3
4. Resource 4
5. Resource 5



## STEP 3: EASY PEASY BLOGGING CHECKLIST

When you are all ready to start writing your first blog, start by developing your blog outline. The easiest way to do this is to identify:

- Topic and the purpose of topic
- Your stance on the topic (i.e. supportive, argumentative, neutral, purely educational, etc.)
- Primary guiding key message
  - Key messages are part of your brand voice foundation and acts as the behind-the-scenes belief in your writing
- 3 – 5 main points you want covered in the blog to support purpose
- Any reference material you want cited, including the website link.
  - This is crucial if you are commenting on another person's writing or video
- Specific action you want reader to take
  - E.g. share blog, comment, contact company, take advantage of a free offer, etc.
- Primary feeling/emotional response you want the reader to have

Use the super handy blog brief template on the following page to pull this all together in one nice flowing outline! By ensuring you have provided each of these items, your blog will be developed in a manner that is aligned with your voice and greater brand strategy!

### Blogging Calendar Resources

Why blog? How can you develop a calendar? Are you unintentionally harming your blog brand? So many blogging questions! Check out these resources to understand how to start building your consistent blogging calendar.

- **Develop a Blogging Calendar**
- **Unplanned Blogging – What Are You Doing to Your Company's Image?**

### Topics are Everywhere

BUT?! How do you know what to write about? If you are ever running into a topic block, the following ideas often spur on some topics:

- Ask your clients what they would be interested in learning about
- Answering a lot of the same questions? Answer them in your blog!
- Use a blog topic generator, such as **Hubspot's Blog Topic Generator**
- Speak to any topics that suit the time of year you are in (e.g. if are a promotional company and Christmas is a big time for you, let your readers know when they should be ordering their material, such as September or October.)
- Look at what other industry leaders are writing on and develop a blog that comments on the article they wrote – whether you support or disagree
- Revisit an old blog post of yours and see if there are any new industry revelations that you can speak to



## Super Handy Blog Brief Outline

**BLOG TITLE:** Super engaging and intriguing title goes here

**Word count:** 750 – 900 (good rule of thumb for length)

**Date to post:** DATE

### Search Engine Optimization (SEO)

If you're developing your blog to build your organic rankings in search engines, use the following SEO layout to build your metatags (keyword/title tag/meta description).

**SEO keyword/phrase:** focus key term here

**Title Tag:** Title Tag here

**Meta description:** Meta Description here

**Tags:** keyword here

**Primary Audience:**

**Blog purpose:**

**Top Points to Cover:**

- 1
- 2
- 3

**Reference material:**

- 1
- 2
- 3

**Primary Call to Action:**

- CTA

### Questions to Build Your Content

1. Who is this blog for?
2. What is the main purpose of this blog and why should your audience care?
3. What are the top 3 – 5 key concepts you want covered?
4. What reference articles are needed for review or to link to?
5. What is the emotional reaction you want the reader to have?
6. What primary action do you want the reader to take?



## STEP 4: PULLING IT ALL TOGETHER

You've completed your brand voice and built out your first few months of topics. All that's left now is to set up your calendar reminders and begin writing your first blog post beyond the handy outline.

Remember, your blog is about sharing your unique voice and answers to the questions people are asking. Don't let a blank white page stop you from sharing your insights, knowledge, and personality.

**Happy blogging!**