

Blog Writing - Toolkit & Workshop

- Why should I care?
- Problems and solutions
- Is this ok? Context matters
- The toolkit

Why Should I Care?

Think of who your reader is - picture that person and write for them.

The reader needs to know what's in it for them from the get go.

If appropriate, you can hook the reader by surprising them, telling them a story, cracking a joke, even throwing in a cheesy pun from line one.

Why Should I Care? Case Study 1

Let's set the stage...

Scene 1- You just got home from a long, tiring day at work. You come in the door, take off your jacket, kick off your shoes, and.... wait.... what's that on the carpet? Is that chocolate or poop? You hope it's the former, but between your kids and the dog, you really can't be sure.

Scene 2- After rubbing, scrubbing, plugging your nose (no, unfortunately, that was NOT chocolate), and trying your best to get the stain out, you pour yourself a nice big glass of red wine. Cue the culprit who left that nasty stain - your beloved pooch comes barreling into the room and upends that glass of wine all over your beautiful cream area rug.

Hey, you gave it your best shot, you really did. But it's time to call in the professionals at JP Carpet Cleaning & Expert Floor Care.

Why Should I Care? Case Study 2

This Expert Drywall Repair Tool Will Make Your Home Walls Good As New – Try Now

Royal drywall repair is easy with the Putty King. When you wield this regal all-in-one repair tool, all that's missing is your crown!



All hail! The Putty King is kind to its subjects – namely, your battered walls! Give them the royal touch with a repair blade fit for kings and queens alike!

The Putty King is your optimal solution for home drywall repair. The compact trowel and blade-based DIY product is promoted as an all-in-one repair kit, able to fill and smoothen drywall surfaces with the convenient attachment of sanding pads and paint sponges.

Problems and Solutions

The problem-solution frame works great for writing in general - not just blogs.

Show people what the problem is and introduce the solution in a relatable, natural way.

Use emotions to elicit a response - show how something can make the reader happy (or show how missing out on something is risky).

Steer clear of super-technical language and jargon, and remove all “newly launched” and other newsworthy “residue” if not actually needed.

Problems and Solutions: Case Study 1

Find The Best Roofers In Atlanta, GA: Residential Roof Repairs & Replacement

We all need a roof over our heads – but no one needs a roof that leaks. If your home's roof has seen better days, call Colony Roofers at +1-678-365-3138 for trusted services in Atlanta!



Don't wait until your roof collapses before you call for repairs – nip any issues in the bud with professional help from Colony Roofers!

As announced by the Atlanta pros, they have now placed roofing veteran Stone Yancey as the newest director of their repairs division. Your roof is in safe hands.

Click <https://colonyroofers.com> now.

Problems and Solutions: Case Study 2

Aviation Insurance Hull & Liability Coverage: Guide For Private Jet Owners

Even if you're comfortable flying your own plane, you know that others just think you're lofting a steel coffin into the ether. So you may as well give everyone some peace of mind! BWI Aviation Insurance (800-296-8595), has a new report for you and your loved ones, so just read it.



You hear it from all sides: "Hey, remember JFK Jr? He thought it was fine until he encountered fog." Or "I was a boy when Thurmon Munson crashed. Cried myself to sleep." Finally: "Who was that golfer? The ghost plane.....Oh, forget it!" Never mind the statistics; people worry. And they have stories. So part of your job is sorting your plane insurance as quickly as possible.

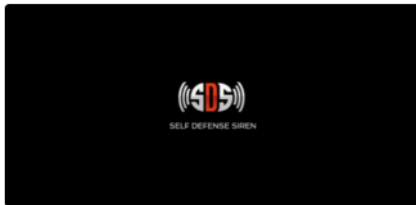
The nationwide company has released the new guide precisely because insurance concerns, which are especially complex in aviation, are typically given scant consideration until after a purchase has been finalized.

Check out the full report at <https://bwifly.com/blog/the-5-best-airplane-insurance-tips-for-new-owners>

Problems and Solutions: Case Study 3

Get This Personal Alarm Siren Device For Women To Protect Yourself From Thieves

The Self Defense Siren, the best personal safety device in the market, emits a 125-decibel sound that deters criminals. As a licensed distributor of the device, we at Original Device believe that everyone should feel safe, no matter where they are in the world.



Are you prepared for the worst? It's a difficult question to ask and one that forces us to consider terrible situations; but at the end of the day, we need to know that not everyone wants good things for us. There are criminals out there who want to hurt us. People out there who want to kill us.

And when they find us, are we prepared?

As more reports surface of increased crime during the pandemic, Original Defense introduces the Self Defense Siren, the personal safety alarm of choice for many women worldwide. The device features a trigger pin release function that is easy to use and safe to carry.

Learn more at <https://www.l4n2fytrk.com/X6GC12/6ST7SM/?uid=170>

Is this ok? Context Matters

Keep the topic and target audience in mind all the time - you don't want to be hyped and funny if that's inappropriate.

You can still use the problem/solution approach, but make sure the tone is reasonable.

Empathize with your audience and even keep it formal if the context demands it.

Is this ok? Case Study 1

Parents Of Autistic Children Launch New Upgraded Website For Education Awareness

Sparking conversations for autism, we at The Multicultural Autism Action Network of Minnesota (MAAN) are proud to announce that our website has been updated so that it's easier to use.



Autism knows no race, gender, or religion. It can affect anyone, and families should have access to the resources they need to thrive in society. This is especially true for minority families of autistic children who are often made to feel inferior to others because they are “different.”

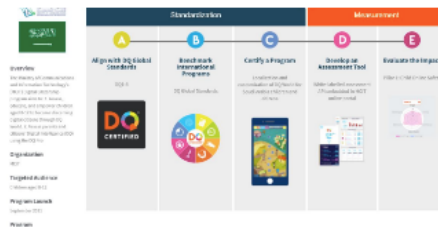
Featuring a simpler interface, our new website makes it easier for multi-cultural communities to access the necessary support and education they need for autistic children. We attempt to start the conversation of autism among minority groups, especially within the Oromo, Somali, Native American, and Asian communities, to create an empowered environment of inclusion.

Meet us today at <https://maanmn.org>

Is this ok? Case Study 2

KSA Announces COSI-Linked Digital Citizenship Program In Partnership With DQ

Cyber threats are becoming increasingly common – and to mitigate the risks, the Kingdom of Saudi Arabia launches a pioneering digital citizenship initiative in partnership with the DQ Institute.



Empowering Those Who Empower Digital Citizens
#GetTheDQSeal | bit.ly/DQSeal2021



The innovative national campaign sees cutting-edge digital skills instruments being applied to the advancement of digital literacy among both children and parents. The two-pronged approach will equip the population with the skillset necessary to reduce the risk of cyber threats and foster a safe and nurturing digital environment.

The Kingdom of Saudi Arabia is the first country that started a nation-wide digital citizenship initiative linked with the Child Online Safety Index (COSI), an instrument that measures child online safety and digital citizenship – and thus a key indicator of a nation's digital readiness.

For more details, visit <https://stage.dqinstitute.org/dq-index/#ca>

The Toolkit: Puns

Puns are great - and if you can't think of a good one, just google it!



Peter 5:04 AM

Here's an example. A quick Google search for 'audiophile puns' allowed me to write this today:

If your car amplifier hums, it's not because it doesn't know the words. Get the latest aftermarket car audio systems in Acadia, from Calgary, Alberta-based Wright Restyling ([403-278-0186](tel:403-278-0186)).

Article:

Way back in 1981, Cliff Richard released his hit single 'Wired for Sound'. If you're an audiophile, you probably don't like outdated stereotypes.

I couldn't have thought of most of those jokes myself...at least not in the few minutes it took me to search for it (the Cliff Richard bit I knew...showing my age)... (edited)

The Toolkit: Puns

You can build your entire blog theme around a pun/play on words:

Do you feel like the relationship with your current mattress has run its course? It's nothing personal, we get it... The constant tension and lack of support have taken a toll, and it's time to move on.

We can help set you up with the bed of your dreams with a personalized mattress fitting... Think of it like the Dating Game but with super comfy mattresses instead of guys with weird mustaches.

The Toolkit: Rhymes

Don't go fearing a loss of hearing, get back all that lost detail with Moore Audiology.

A top Calgary repair shop, Cetus Auto not only talks the talk, they walk the walk while picking up awards along the way.

For vintage sass that works like a dream, it's got to be an RV Airstream!

The Toolkit: Stories

A long time ago, an old man saw a little boy throwing starfish back into the ocean. When asked what he was doing, the boy said that he was saving starfish from being burned by the sun - that's why he was throwing them one by one back into the ocean.

Noticing the entire beach filled with stranded starfish, the old man shook his head and said that he couldn't save every starfish. The boy smiled and said, while he threw another one back, "It made the difference for that one."

Offering a lifeline for struggling creative executives, Starfish Coaching is committed to helping businesses achieve success, one step at a time.

....

Find your way back to safer waters, starfish. There is a coach out there willing to help you back.

Exercises

<https://www.digitaljournal.com/pr/miami-beach-construction-accident-insurance-litigation-firm-claim-service-launch>

<https://www.digitaljournal.com/pr/oklahoma-city-gmb-optimization-local-business-growth-marketing-service-launch>

<https://digitalpressnetwork.com/news/2022-aid-and-attendance-va-benefit-amounts-qualifications-and-application-update/349042>

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