

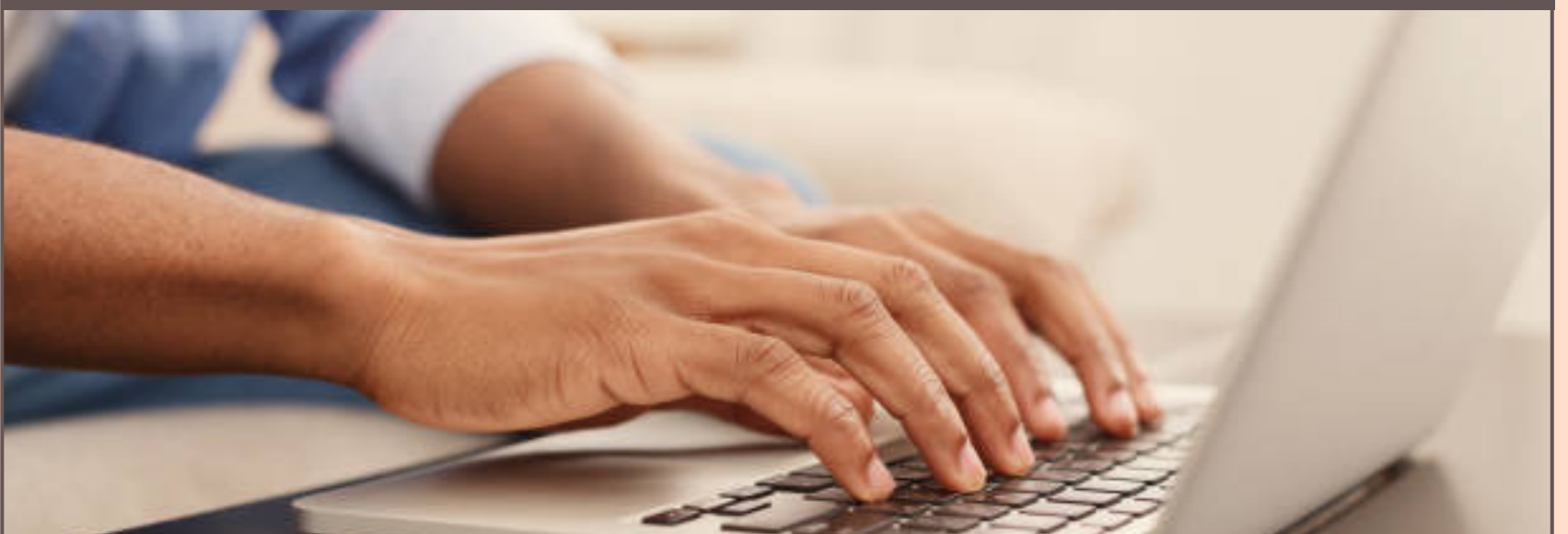


REIGN VIRTUAL PA SERVICES



Strategies To Help You Write A Blog Like A Pro!

WWW.REIGN-VIRTUALPA.COM



REIGN VIRTUAL PA SERVICES

It's great to meet you!



I am Danyel, a North London based Virtual Assistant who specialises in Copywriting and Content Creation.

I launched Reign Virtual PA Services in 2019 after being faced with redundancy at the company I was working for.

I always thought I was a driven and determined person until the moment I lost control over my career. I realised I was just existing with no real desire to grow professionally. It was then that I became truly driven and determined to put my years of administrative and creative experience into the best use possible.

I have worked in administrative and creative roles within various industries such as: entertainment, publishing, property, recruitment, education, and the charity sector. This experience has meant that I am still able to support an array of business owners now I run my own business.

I am a First Class Honours Creative Writing graduate who absolutely loves expressing myself through words. Being trusted to support business owners with their written copy fills me with such gratitude.

I treat every project as a reflection of me and my brand.

It's not always possible for business owners to outsource their creative or admin needs for various reasons which is why I hope you'll find this eBook useful. It'll give you a taste of the type of access that'll open up to you when you're ready to work with a VA.

Happy reading!



How will a blog benefit your business?

Businesses that blog get 55% more website visitors than businesses that don't.

When you share a blog that educates your ideal client around an area that's potentially affecting them or their business, you're able to showcase your expertise which will help you and your brand become a trusted and reliable source. This can ultimately encourage your ideal client to continue returning to you for more information, or to recommend your expertise to their network, as well as them opting to purchase your services instead of your competitors' services.

Frequently sharing blogs that are rich in quality will also increase your website's chances of ranking higher in search engines. This means more people are likely to visit your website to learn more about your business and its offerings.

How else will a blog benefit your business?

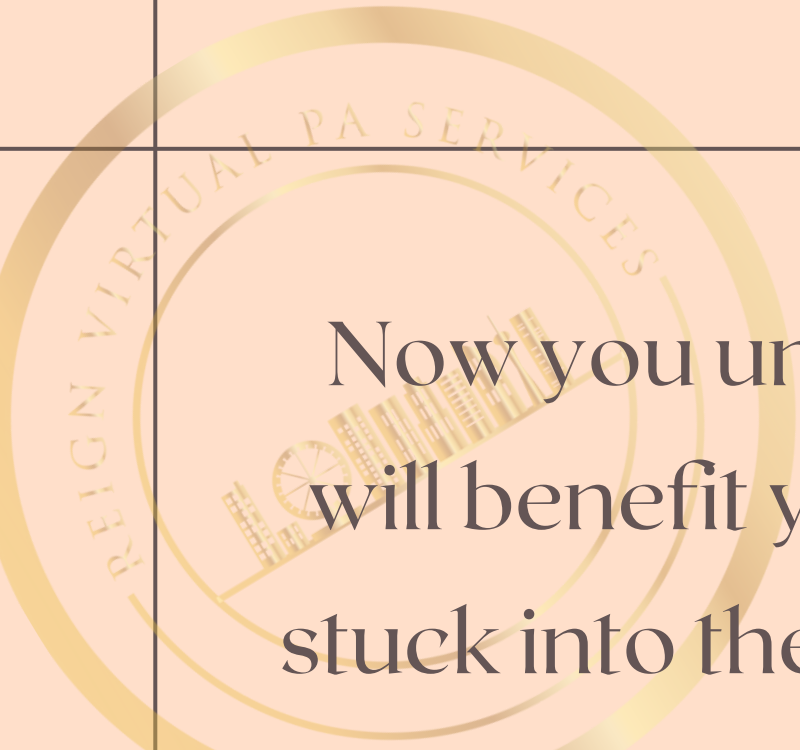
It will improve your socials

Struggling to stay consistent across socials? Blog content is a fantastic way to keep up your social media presence. You can repurpose it into written captions, videos, and images. By strengthening your social reach, you can encourage your audience to head over to your website to read your blogs. Remember, people work with people they know, like and trust, so letting your clients discover more about you and your knowledge through a blog will help them to build a deeper relationship with you and your brand.

It will create new leads

If you include a lead-generating CTA within every blog post, you will increase your chances of landing new clients. Free eBooks, webinars, trials, fact sheets, and coaching calls are all winning ways to give potential new clients a taste of what you and your business can do for them.

Planning a blog strategy and actually committing to its creation will take up time, but once you see how they attract new leads, and enhance the way your audience and ideal clients engage with you and your brand, you'll soon understand how worthwhile and valuable they are.



Now you understand how a blog will benefit your business, let's get stuck into the 5 strategies you can start using today to take your blogs to the next level!

1. KNOW YOUR AUDIENCE

Having crystal clear clarity on who your ideal client is, and who you're aiming your blog at, will help your reader feel like you fully understand them and like you're actually speaking to them. Ultimately, encouraging them to stay on your page and convert on your offer.

Many business owners actually create an ideal client persona or avatar that they will regularly assess and update. They will note details like their age, gender, profession, likes and dislikes, where they're likely to have a presence, and most importantly, what their pain points are.

By believing you are truly addressing an individual with your words will immediately heighten the authenticity you pour into your blog.



BE PERSONABLE

The more approachable and conversational your writing is, the more your ideal client will enjoy reading it. Like you, your ideal client is only human and they most likely want to work with a human who they understand and connect with. Avoid using huge words or complex terms, especially if you don't use them in real life. Otherwise, you will run the risk of sounding robotic or worse, pretentious. This could put your ideal client off wanting to work with you. Just be yourself.

3. ASSERT YOUR POINT

Avoid drowning your blog in personal opinions and anecdotes. Your ideal client doesn't want to forget why they started reading your blog in the first place. You must be consciously aware that your blog isn't a way for you to overindulge in everything you know, but to share your knowledge with your ideal client. This is why stating your point in every section of your blog is crucial. Successful blogs all have a specific aim which will be delivered gradually to keep the audience invested.



PLAN YOUR TITLE

On average, only 20% of those who read your headline will click through to read your article.

Titling your blog is so important. Titles are what enable your ideal client to find your blogs, and what makes them want to click on your blog in the first place.

You should aim to keep your title to 60 characters so it displays properly in search engines. It's a good idea to include the most relevant keyword to your blog within the title as this can also enhance your SEO.

Avoid big, broad questions that overpromise what your blog will be about, and definitely avoid closed questions; those that induce a yes or no answer. Closed questions can result in your reader losing interest in your blog fairly quickly after reading your title.

The more specific you are about the topic you will explore in your blog, the easier it will be to create a title that possesses clarity. A great title is more likely to attract a smaller, more targeted audience. This can increase your chance of converting leads into clients.



INCLUDE YOUR PERSONALITY

Sharing your personality within your blog content is crucial because your existing and potential new clients need to connect with you - the person behind your brand. Don't be afraid to address your readers directly (e.g. You) and speak to them like you are speaking to someone you know. Be conversational, add a little humour, and always be honest.

With a bit of personality, you can transform your blog into one that's written by someone who resonates with their ideal clients. This can help you stand out in your niche.

SUMMARY

5 Strategies To Help You Write A Blog Like A Pro!

1. Know your audience.
2. Be personable.
3. Assert your point.
4. Plan your title.
5. Include your personality.

How have these strategies helped my clients?



Businesses with blogs produce an average of 67% more leads monthly than companies that don't blog.

Business owners reach out to me when they don't have the time to put a strong blogging strategy into place, or if they don't have the confidence to put their ideas into words. I am able to incorporate my writing expertise and my passion for learning new topics into the blogs which ultimately takes a weight off my clients' shoulders, brings in new leads, and allows them to focus on the other areas of their business that needs their attention.

Though the strategies I have discussed throughout this eBook are just 5 of many, they are definitely a good place to start if you want to produce the most effective blogs possible.

How can a Copywriter add value to your business?

Copywriters are able to create valuable written material that business owners can use for promotional purposes, and we do it in a way that appeals to your ideal client and keeps them returning for more.

Bringing a Copywriter on board your business will help you improve your marketing strategy.

We can...

- Create copy that gets results.
- Express your personality whilst educating your ideal client about your brand and services.
- Turn your ideas into valuable content.
- Save you time.
- Offer a fresh perspective across your business.

If you found the information within this eBook useful and would like more advice about your blogging strategy or support, feel free to connect with me on [IG](#) or [LI](#) or to check out my [website](#) and let's discuss how we can take your blogs to the next level.