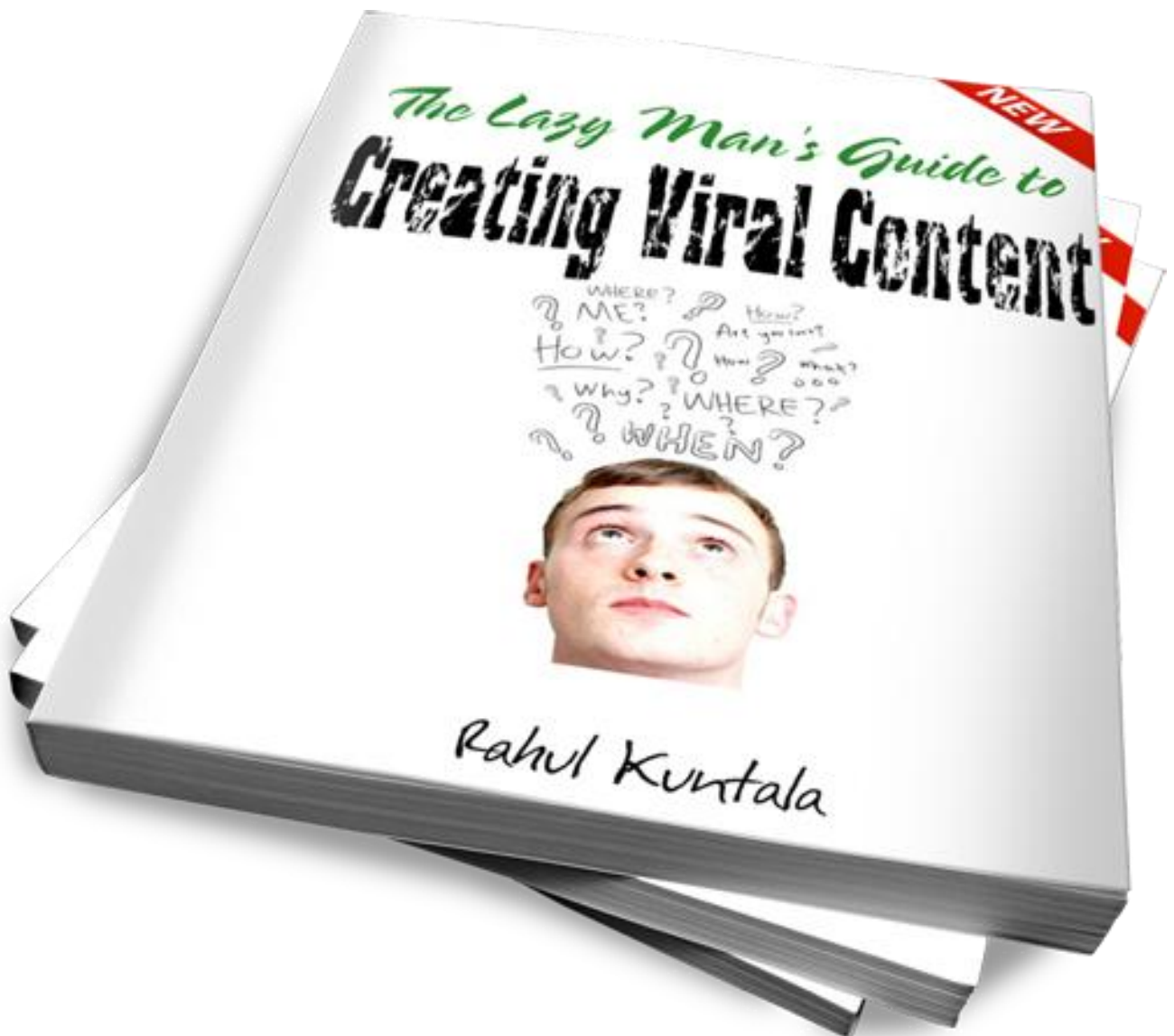


The Lazy Man's Guide to

Creating Viral Content



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Note: It's really a small book(I've intentionally made it short) because I didn't want to make a 40+ pages book with crappy content. All the points in this book are short and straight to the point.

You can use excerpts by giving the proper credit to the blog www.learnblogtips.com

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About the book

“What does your reader want? They want good content, inspiration, a laugh. They are not there to see the ads or the widgets. They tolerate those for the content.” ~ Leo babauta

Reading everything is not enough... we must **implement** what we read.

You didn't download this book for fun – you did it because you wanted to create awesome content.

What made me to write this ebook?

People read your content because they want to do something for their blogs.

Most of the bloggers are struggling with one major problem i.e creating content at regular pace.

So, I thought it could be a great idea if I can share my personal views, tips and secrets only on creating content rather than writing about all the blogging modules like traffic generation, promotion, monetization etc.

I'm sure this book will be a useful resource for you to create great content if you read & implement each page.

Now, let's get into the topic.

By the end of this ebook(16 pages), you'll be able to get

- More comments with minimal effort
- Killer headlines for your blog posts
- Better copywriting skills
- Blog post ideas
- And awesome content for your blog

One word from my side

You don't need to be a great writer to create great content.

All you need is: finding & solving your readers problems.

What are you waiting for? Scroll down and take away the awesome goodies.

P.S: There is a **bonus** for you on the last page!

Why Most Blogs Fail?

Consistency is the key to your blogging success. Most blogs fail because of this reason – lack of consistency.

Other major reason for blogging failure is – most of the bloggers never worry about **creating the right content** for their blogs.

They work hard but they don't get succeed or they could probably end up with peanuts. The reason for this is: either they're doing everything (focusing on *content creation*, *traffic generation*, *monetization*) at a time or they're spending time on wrong modules.

"Working on the right module is important than working hard."

Which I'm going to discuss now is very important point, probably the key point for this guide.

The biggest secret to making your blog a success is:

Focusing on one step at a time



Let me explain about this point. In the beginning of your blogging career(say first 6 to 8months), you should worry only about creating right content for your blog. After having enough quality content, the next phase is to driving traffic by doing proper search engine optimization, promoting at social media and guest blogging etc.

You can monetize your blog only after having targeted traffic.

No. I am not going to discuss about all the steps in this guide except the first module i.e. “creating right content”.

Creating Right Content for Your Blog

The only goal in this module for you should be creating awesome content i.e. “solving your audience problems and needs”.

Before that, know who is your actual readers are..

Know:

- Who is your target audience?
- What do they do?
- Which age group they are – youth, technical people, male/female or all the age groups?
- What are their needs and their wants?
- What are the demographics of your audience?
- What do they already know about your blogging niche?

After knowing who is your actual readers, create content for them. Solve their problems. Head over to the popular blogs comments section, there you’ll find so many problems.

The Truth About Creating Awesome Content

First things first: If you want to build a profitable blog, your top priority should be creating **awesome** content.

Regular stuff will not attract most of the readers because they read a lot of content on the internet daily. You need to brainstorm and produce unique ideas for your content.

“People always spread awesome content”

AWESOME content means

- Add humor
- Well format
- Engage
- Solve problems
- Optimize post length
- Maintain a VOICE
- Educate & evolve



Now, your next task is to

Analyze the big guys!

Analyze popular bloggers and blogs why they're being successful. And what it takes you to do the same.

In simple words, observe which posts are going viral, and why.

Observe the title of the popular posts, their writing style, learn how they're crafting blog posts from top to bottom.

Jot down your ideas into a notepad and prepare your own notes.

Great content always solves the problems of your readers. Remember, without having good/fresh content in your blog, readers won't come back.

Before creating great content for your blog, ask these questions to yourself..

- What my readers want?
- How can I grab my readers attention?
- Am I writing this post just to publish on my blogging schedule?
- Is this post helps my blog and my readers?

7 Steps to Create Viral Content

Here are the *7 steps to create killer content* for your blog.

Step1 - Research

Read as many blogs as possible to get ideas for your blog posts. This is the first step to write any blog post. Decide about the topic first and research.

For ex: Web traffic tips, Email marketing, SEO, writing tips etc.

Believe it or not “Best writing comes from the best Reading”. The major benefits of reading gives you

- Presenting the articles in a professional way
- Writing effectively
- Approaching your readers
- Attracting the advertisers and traffic etc..

So, make a habit of reading at least from now. Set a time for that in your blogging schedule.

Step2 - Mind mapping

After choosing the topic for your blog post, now take a paper and organize your thoughts into one place. This is called "mind mapping". This is by far the best way create awesome content.

You will get a better idea after mind mapping. BTW I've used the same technique to write this eBook!

Step3 - Come up with a killer topic and title

Spend at least 20% of the time which you spend on writing your content to create viral titles. Come up with amazing titles, your readers should immediately open your blog post after reading the title!

In the next topic, you'll find *how to write effective titles*



Step4 - Start writing

After, mind mapping your thoughts, start writing.

The key point while writing is: **don't edit while writing**, you can do that later! Just concentrate on writing, write as you talk. Write whatever comes into your mind.

You can use free writing tools like *zenwriter* or *darkroom* to write without any distraction.

Step5 - Edit

After you finished writing, do the editing part. The best tip to edit your content is “**edit with a knife**”. Edit crappy words mercilessly. Don't worry about the words count. Content is important, not the post length! Be it short or lengthy people will love if it has enough meat.

The main thing you need to keep in your mind is "edit unnecessary words and write as detailed as possible".

Step6 – Craft

Crafting your blog posts play a vital part in making your blog posts go viral!

All the popular blogs know how to craft perfectly, that's why they became immensely popular.

After editing your posts, craft the remaining meat perfectly. Use bullets, bold, italic, short paragraph's etc to make it more appealing.

Step7 - Proof read & publish

Proof reading is the final touch. Re check what you've written, this can be done within few minutes. It's a smart idea if you can proof read at least twice.

Use a [spellchecker](#) to rectify mistakes in your writing.

After proof reading your content, hit the publish button and promote it via social media, and your favorite promoting mediums. I recommend spending at least 1 hour writing daily. This way you can horn your writing skills to the next level.

Writing Killer Headlines - What Makes Your Audience Click

Did you know that, a killer title is more important than the content in it? **Your readers will judge whether or not to read your articles by just looking at the headlines.**

Here are few kick ass tips to write great titles. No excuses if you're unable to write great headlines for your content. Come up at least with 3 to 5 headlines for your blog posts and use the best one.

My favorite tip(which I usually follow) is, write down the headlines first. After coming up with a great title, write the remaining post, this strategy works really better. Try it out now if you're not doing it yet.

Few more tips..

Make it specific: "How to get 1500 Comments Within 2 Months" makes more interesting than "How to Get More Comments".

Ask a question: Asking a question in the title creates curiosity and it's the best way to get fabulous response from your readers.

Few ex:

- Is your blog worth my time?
- How to build an email list like a professional blogger?



Use list posts: List posts are specially for *lazy readers*. More than 90% of the online readers are lazy to read the whole content. People will skim always! That's why they love to read the posts with lists.

Ex:

- 10 Ways to Create Outstanding Post
- 101 Ways to Get More Page views from Social Media
- 25 Blog Tips I learned In Blogging

Start with "How to": How to posts promises to solve the problems. Your readers will love this kind of posts. BTW most popular posts in the blogosphere will be either How to's or list posts.

Ex:

- How to Drive Traffic to A New Blog?
- How to Get Published Your Post On Biggest Blogs?

Here are few samples of headlines that usually go crazy(you can use them for your blog)

- How to [something] that Sell?
Ex: How to Write Headlines that Sell?
- [use any number] Things You Should Already Know About [something]
Ex: 7 Things You Should Already Know About Building A Better Blog
- Who Else Wants to Create [something]
Ex: Who Else Wants to Create Awesome Content?
- [use any number] Secrets to [something] that Get Immediate Results
Ex: 16 Secrets to Build An Email List that Get Immediate Results
- How to [something] Within [use any number] Minutes(or less!)
Ex: How to Create Mind Blowing Titles Within 2 Minutes(or less!)
- [use any number] Exceptional Ways to [something]
Ex: 66 Exceptional Ways to Drive Traffic to Your Blog
- Unbelievable: [use any number] Ways to [something]
Ex: Unbelievable: 10 Ways to Generate 500\$ Every Day
- Don't Read This Unless You Want to [something]
Ex: Don't Read This Unless You Want to Make Money Blogging
- [use any number] Steps to [something]
Ex: 5 Steps to Write Stunning Email Letters
The major part is over. Now let's move on to the next topic.

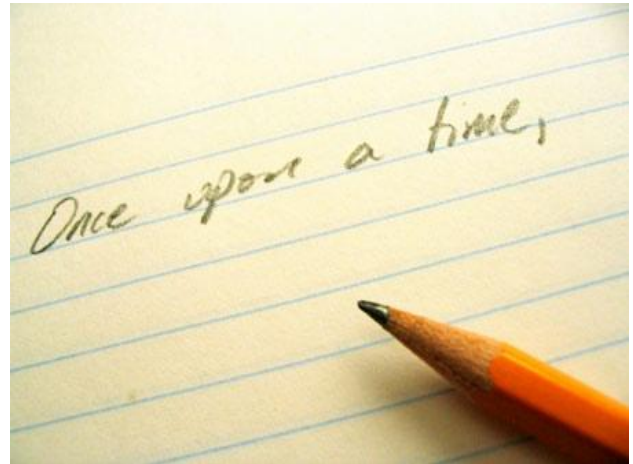
Top Secrets to Write More Better

As Danny Iny(also known as Freddy Krueger) said, writing = blogging.

So, how is your writing?

Write as you talk: Always use the word YOU as if you're directly talking to your readers.

Use simple language: As a rule of thumb, even a 5th grade student should understand your language. Don't use complex words.



Use images: Images play a vital role in creating awesome content. Here are few resources to find the free images for your blog(don't forget to give image credit!).

- [freedigitalphotos](#)
- [Stockvault](#)
- [Everystockphoto](#)
- [flickr creative commons](#)

Sure fire ways to making your posts go viral is: Ask yourself why should your readers read your content? What's in it for them? If you do this every time you write, you'll probably end up writing with valuable content.

Write for the readers not for the robots(search engines).

Because, your readers make it viral by commenting and sharing, not the robots. Yes, SEO important but your readers should be your first and top priority while creating content.

Write in short paragraphs: Divide your content into short paragraphs i.e 3 to 4 lines. This will make your blog post look more appealing. Long and boring paragraphs can make your readers scary! So, cut them into short.

How to Get More Comments for Every Blog Post You Write?

This is my favorite part in this book. I always love to write about this topic: getting more comments.

Do you know the major reason for not getting comments? You don't include **CTA(Call To Action)** at the end of your posts.

Let me explain about it and learn how to write effective CTA from this time. Call your readers to action by asking questions at the end of your posts. Don't end your posts without having a CTA.

You can use CTA effectively by using few words like "Your Turn" or "Over to You" and ask their opinions about the post.

You can ask questions like:

- What do you think about this post?
- Do you agree with my ideas?
- Have I missed anything in this post?



Practical tips to get more comments

Give some intensives like:

- Using top commentator widget
- Making your blog a "dofollow"
- Using CommentLuv plugin etc

Make it easy to comment: First of all make it easy to comment on your blog. Never use CAPTCHA. Even if you use CAPTCHA, then at least make it readable.

Respond to every comment: This is the easiest to way to increase your comment number count, isn't it? Moreover, it's the best way to engage with your readers. Readers will love if you respond to their comments.

Use this comment mantra: Give a freebie like blog post checklist, podcast or anything for the first time commenters. At least send them a personal email saying *thank you* for the first commenters. This will create a huge impact on your blog, they will visit your blog to comment again.

Where to Find Ideas for Your Blog Posts

Getting ideas for your blog posts is the crucial part for you right?

The best way to never run out of ideas is: creating an “ideas folder”.

Open notepad/wordpad, note down whenever you get ideas and store them into ideas folder. Whenever you feel like to write, research and complete the post.

Here are few places to find blog post ideas.

Use your blog categories, if any one of them consist of less posts, then write about that topic.

Go for a walk – Usually I go for a walk between 6.00 p.m. to 7.00 p.m. Most of the time I’ll get post ideas when I’m walking. May be “walking gives more focus and less distraction” that’s why it’s the best idea to walk when you’re out of ideas, I’m sure you’ll get noticeable results.

Read other blogs – This is also a great resource to get excellent ideas. There are millions of blogs in the blogosphere, you can get inspiration from anywhere.

Use Yahoo! Answers – You’ll find so many topics here. You can pick almost any topic like technology, entertainment, parenting, blogging etc.

Subscribe to Google Alerts – Go to Google Alerts and subscribe to the blogs which are related with your blog topic(niche). Whenever you’re out of ideas, just scan the headlines and you can write about related content.



The Great Debate: Blog Post Frequency

I know this is not an easy task to decide.

Your blog post frequency depends on your “blogging niche”.

Writing Daily: This is generally works if your blog is about news, technology or entertainment, then it has to be updated daily.

Writing Regularly: For the remaining blogging niches it's not necessary to update daily. It's essential to build a loyal readership instead of throwing out crappy content daily.

Posting daily can lead you to burn out. You can't produce quality content if you post daily(if it's a team blog or you've guest bloggers, then you can publish daily)



Then what is better?

Is it posting daily or regularly?

First off, write daily but don't publish daily if your niche is not a technology or news.

No matter which type of schedule you choose, you must be consistent. If you decided to post daily, do it without any hesitation. If you can produce only one article a week or thrice a week, then stick with it and produce high quality content.

Quality Over Quantity:

No doubt, quality beats quantity. Readers won't read unless they find something fresh and useful content.

Quantity depends on your topic. If you decided to write a detailed article on tutorials or reviews, then you can write even 1000+ words. If you can convey the same piece of information using less words, then you're awesome!

Bonus:

First of all, thanks for downloading and reading the book. As I promised in the beginning, your bonus is here. Don't just write posts. Create *videos* and *podcasts*.

Here, I'll show you a **free tool to create videos for your blog** where you can embed them into your blog.

What do you need?

- Head phones and
- Internet connection ;-)

Go to:

<http://www.screenr.com/>

Press the record button, and start making your videos for free(you can make max. 5 min videos). You can embed them into your blog posts, and you can share them at YouTube, facebook or twitter.

Over to you

I want to know your feedback about this book. You can share them in the following places.

This is my facebook profile page:

<https://www.facebook.com/rahul.kuntala>

twitter id: <https://twitter.com/#!/learnBlogTips>

BTW, if you're stuck at anywhere in creating content, just shoot me an email at kuntalarahul9@gmail.com with the subject "viral content book". If you created awesome content for your blog using this tips, send me email, I'll be glad to read and comment on it.



To your blogging success,

~ Rahul Kuntala