

Learn How
To Turn Blog
Posts Into
Dollars With
These Simple
Steps!

The
10-Step Plan
For Writing
Blog Posts That Sell

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Introduction

No matter what kind of business you're running, you're going to use your blog as an important sales tool. Every post is a chance to make a sale or warm someone up to an idea. You might be selling a product, or you might be selling people on the idea of joining your list in exchange for a lead magnet. Either way, your blog posts are some of the most important sales tools in your arsenal.

But heads up...

This is only true if you know how to write blog posts that sell. In other words, not just any blog post will get people clicking through to your sales pages and lead pages.

So how do you craft effective blog posts that sell like crazy? Simple: by following this 10-step plan....

Step 1. Decide What To Sell

The first thing you need to do is figure out what you're going to sell, and then you need to determine what type of post will best help you accomplish your goal. This is something you're going to want to spend a lot of time considering, because it is a big key to your success.

Generally, think of how to create content that's useful yet incomplete. This is a blog post that solves part of your prospects' problems, but then directs them to a paid offer to solve the rest of their problem.

So let me give you five examples of choosing a post format to sell a specific offer:

- ***You're selling a software service, such as an autoresponder.*** You can create a step-by-step guide for