



4 Blogging Tips to Keep Readers Reading

Revealed! — more Deah-secrets about **blogging, for coaches and counselors.**

LOL! 😊

Tip #1:

Don't be afraid of using
your personality.

And in addition to personality and/ or humor, there are two more structural ways to keep your readers reading beyond your optimized headline and first paragraph.

Both ways have more to do with using **formatting to keep the attention** than with selecting the topic or constructing the sentences — although those things are also important to blogging success, but only if those possible new clients want to keep reading.



Tip #2: Start by Thinking Visually

Yes, I know — you are writing not painting..... or wait, maybe **you ARE painting a visual map** for reader eyes to follow. Give the reader a pathway and landmarks to follow.

Your pathway consists of how your sentences and paragraphs are arranged with **plenty of white space** so the eye feels like it is skipping lightly over garden stepping stones.

The landmarks are the things that draw the eye and **keep it moving forward** — such as:

- bullet or number lists

- bolded words and phrases
- bold and *italicized* words and phrases
- subheads larger than regular text
- inset or block quote sentences
- centered sentences

Use these formatting devices strategically. Each one should pull the eye down the page and reinforce the point you are trying to make with the blog.



Tip #3: Rewrite to Highlight

Your first draft is a quick sketch of the content you want to convey. And then the visual magic gets applied.

Keep all sentences short.

One sentence paragraphs will highlight a point better than a lot of verbiage.

You'll also want short phrases in your first paragraph that identify the reader or their problem. If you can't find a good short phrase that makes sense, rewrite a sentence or the whole paragraph.

This was my first paragraph in my first draft of this blogpost:

All your blogging efforts are wasted if your web visiting **potential counseling and coaching clients** don't read past the headline.

Originally I intended to bold those words you see, but then realized I was talking to the wrong audience. I wanted *YOUR* attention, not theirs.

Tip #4: Practice Avoidance

At least in this sense — **don't underline** for emphasis. On the internet underlining signals that there is supposed to be a link.

And when using bolds and italics, **don't do whole sentences**. That's harder to read and causes people to click away.

Avoid lengthy paragraphs — 3 lines is about the max. (Forgot all those rules of formal writing you used in your doctoral dissertation or master's thesis. Keep the reader's eye moving with frequent paragraph breaks.)

Still need writing help? I'm available for [consultation](#), or for [techie teaching](#) via editing of your first couple drafts.