**Not blogging can sabotage your company. We’ve got tips to help.**  
  
Ahh, the dreaded blog post. We all know that blogging is important to nearly every industry today and essential to any inbound marketing strategy, and if you want to be findable on search engines, you have to [create your own content](http://www.moonmarketingsystem.com/marketing-blog/purchasing-newsletter-articles-vs-creating-original-content). Yet the thought of sitting down and hashing out thoughts and forming them into a blog post can seem daunting. While busy sales professionals, business owners and marketers have good intentions, they oftentimes have a litany of other strategic goals and tasks on their plates and writing their next blog post gets pushed to the wayside.

The fact of the matter is we all have ideas that would make great blog posts, but finding the time to write out a thoughtful and effective post is often not at the top of the priority list. Whether it’s a lack of time or a lack of know-how, we’ve got some tips to help ease the burden of blogging.

**Ask your team to contribute**  
The task of blog writing becomes much less dreadful if it only happens once a month or less, as opposed to writing several posts a week. So why not ask members of your team to contribute to the blog, too? Many times, team members have valuable expertise and ideas that they’d like to share anyway. After all, everyone brings something different to the table and two heads (or five, 10 or 20) are better than one.

Once you have a team of blog writers on board, set up regular brainstorming sessions either in person or virtually to [generate topics](http://www.moonmarketingsystem.com/marketing-blog/blog-ideas-for-salespeople) for potential posts. Once you have a solid list of subjects, create an editorial calendar for the next three months with the subject of the posts, the assigned writer and a hard deadline.

If you go this route, be sure to designate someone as the blog calendar manager to follow up with writers as deadlines approach (hey, we all need friendly reminders from time to time!). Also, it’s helpful to assign several proofreaders so that each post goes through a second and third set of eyes to eliminate any potential grammatical errors and ensure that the voice of each post is consistent with the company voice.

**Accept submissions for guest bloggers**Another option for attaining blog content is accepting submissions for guest blog posts. Whether you’re in a position to pay guest bloggers or simply offer an opportunity for free publicity (you may be surprised how many writers will write for the exposure and promotion of their blog or site alone if your blog has a decent audience), guest bloggers can be a great way to get content on your blog.

To attract bloggers, it’s important to outline your guest blogging guidelines, which should include your blog and website stats, viewership and social following, the topics you cover and are looking to cover in the future, as well as your target audience. Also key is to note how potential bloggers should submit their responses, i.e., would you rather they submit a topic and outline and get prior approval before submitting the entire post? Are you looking for posts within a specific word count and in a particular format? And do you plan to allow the posts to link back to the blogger’s own site or blog? These are all points to consider when setting up your guidelines.

**Hire a blog writer**Let’s face it...we all like to do what we’re good at and what comes natural to us. Writing isn’t necessarily it for everyone. Sometimes the best solution — and one that often pays for itself in terms of time, efficiency and ROI — is to [hire a blog writer](http://www.moonmarketingsystem.com/blog-management). I mean, why not pass the torch over to someone whose forte is, in fact, writing?

There are a slew of qualified writers out there who would be eager to help you out with your blog and there are many sites and resources dedicated to helping you find them, including sites like [oDesk](https://www.odesk.com/), [Elance](https://www.elance.com/), [TextBroker](http://www.textbroker.com/) and [MediaBistro](http://www.mediabistro.com/fm/). And don’t forget about networking on LinkedIn and plain old word of mouth as a means for getting a referral to quality writers.

Keep in mind when evaluating potential candidates, a good writer should have not only a solid resume but also links to relevant writing or an online portfolio that showcases work. Also, asking a couple of questions to get a feel for their style and creativity can help you decide whether or not they’re a fit. For example, during the evaluation process, you could ask candidates to respond to the following questions, both to get a sense of their writing style and gauge their investment in the opportunity:

1. You’ve written a blog around the topic of time management tips for busy entrepreneurs. Give three possible titles for this post.
2. Our clients and readers are immersed in the tech sales industry. What three current industry topics do you feel would ignite compelling blog posts?

While you don’t want to overwhelm candidates during the selection process, asking a couple of questions is perfectly acceptable. And if someone can’t take the time to respond to two questions, it’s a good indicator they won’t take the time to write efficient blog posts for you.

No matter what your blogging strategy is, don’t forget the importance of [sharing your blog posts](http://www.moonmarketingsystem.com/marketing-blog/how-posting-blog-articles-on-social-media-gets-customers) frequently via emails and on your social channels to maximize their effectiveness. Happy blogging!