

How To Open Your Blog Posts and Get It Read From Start To Finish: What 9 Experts Say

[By Jovell Alingod](#)

Introduction

Writing blog posts that attract and hold the attention of readers is a skill that both personal and business bloggers have a hard time mastering. So I asked 9 expert bloggers how they do it.

These experts have shown with every post they write that they are able to hook their readers until the end of their posts.

Learn the winning formula from them and see how changing even 1 little thing in your post will make it outstanding and get more people to read it.

And to get the most from their expertise, I also asked them what they think is the number one mistake new bloggers should avoid when starting a blog. They were generous with their answers and I'm just so thankful.

Let's dive in!

Storytelling is a great way to capture a reader's attention

I know that storytelling is a great way to capture a reader's attention and draw them into your post, but I also know that not all bloggers are storytellers. For those that are more technical and less creative, a good way to open a blog post is make the reader want to read more. Hit them with this formula: a pain point the reader experiences, why they experience it, and how your post will solve it. Assume that you have only one paragraph to sell the reader on committing to your post and make those first few sentences worth it.

What do you think is the number one mistake new bloggers should avoid when starting their blog?

Assuming that if you write great content, your audience will magically discover it is a big mistake a lot of new bloggers make. It's easy to look at other blogs, see all of the traffic they get, and assume that if you are writing about a similar topic, you will receive the same traction they will. There's a lot that goes on behind the scenes of successful blogs besides just creating content - promotion of the blog as a whole and the individual posts, advertising, outreach, guest blogging, blog commenting, social networking, search optimization, and so forth. So don't spend 100% of your time creating content. Expect to spend a lot of time on the things that will get your content the readers it deserves.

~ by Kristi Hines, the professional blogger behind kikolani.com where she provides blog marketing tips to both personal and business bloggers.

Thinking about how the reader feels

By thinking about how the reader feels when they experience whatever it is you're about to discuss, and describing those feelings before you move on to explain your point or reason for the post.

What do you think is the number one mistake new bloggers should avoid when starting their blog?

Writing all about themselves. Originally, "web logs" or blogs really were online diaries, and the entries often read like a stream of Facebook status updates. Now, though, your audience demands that you think of them at least as much as you think about yourself when you write!

~ by Sophie Lizard, a mentor who helps freelance writers make a good living with freelance blogging services at Beafreelanceblogger.com

Describe the reality of the reader, as they are experiencing it

The best way to open a blog post is to describe the reality of the reader, as they are experiencing it; just describe in visceral, explicit, gut-wrenching detail the pain that the reader is experiencing, that you're going to solve later in the post.

What do you think is the number one mistake new bloggers should avoid when starting their blog?

The mistake that many new bloggers make is to start by talking about what they want to talk about, instead of what the reader is experiencing. Without that, you don't have the reader's attention, and the rest is useless.

~ by Danny Iny a.k.a The Freddy Krueger of Blogging, a proficient blogger, guest blogger and marketer. He teaches entrepreneurs and business professionals how to market their businesses online via <http://www.firepolemarketing.com/>.

You need to have a plan – a clear, well thought out plan for the future

Not having some sort of business model or solid, actionable plan for generating revenue. In other words, you need to have a plan – a clear, well thought out plan for the future. Immediate, short term and long-term.

Now, a business model or revenue stream may not be necessary if you're blogging for fun – and blogging for fun is just fine indeed. Maybe you have no plans to make money. Maybe you just want to write. Maybe you don't care about selling anything at all, and just want to enjoy blogging for what it is.

But if you're using blogging as a means to an end, you need to know what that end is, very clearly, and you need to know how blogging fits into your overall scheme to get you there. You can't just blog about your passion in a never-end method that leaves you burnt out in a year.

You need to get strategic. You need to know the tactics you're using, and how you'll be using them, and where and when and why they matter. That's the key to building a blog that becomes an asset in helping you reach your overall goal.

~by James Chartrand, one of the bloggers behind [Men With Pens](#). This site serves not only as her company's service platform but also as a top resource on how to create online content that rocks.

Through a conversational tone

There are many ways to open up a blog post, but I prefer opening it up through a conversational tone. You can typically do this by asking a question within the first paragraph as this tends to lead to more comments from what I have tested.

You also want to avoid writing your intro, or even your whole blog post, with an essay tone. You shouldn't be talking at your readers, you should be having a conversation with them.

What's the number one mistake you think new bloggers should avoid when starting their blog?

Not posting on a consistent basis. Inconsistency is what can kill a blog. I typically post twice a week on Quick Sprout and I once took a break for a month. My traffic dipped more than 20% and it took me months to recover that traffic. I wish that I never stopped blogging and I stay consistent as I would be much further at this point.

~ by Neil Patel, an online entrepreneur who not only grows his blog and that of others but also generously shares his methods at QuickSprout.com.

Ask questions

The key to opening a blog post is to ask questions. When you pose a few well crafted questions it helps the reader to know if the article is for him or her. Wondering how to draw readers into your blog posts? Are you looking to keep readers engaged? In this article you'll discover...

~ **by Michael Stelzner is the founder of the** world's largest online social media magazine, [Social Media Examiner](#). **His site teaches how anybody can use blogs and social media sites to grow their online business.**

Open with a question. Something that actively engages the reader and gets her to say yes.

It's hard to pick just one good way to open a blog post as I like to mix it up but I suggest opening with a question. Something that actively engages the reader and gets her to say yes so they know that the rest of the post will be aimed at them.

What's the number one mistake you think new bloggers should avoid when starting their blog?

When starting a new blog avoid being half-hearted about it. It's important to invest time or money in getting a professional blog design and one that is unique. Templates are great but you need to have some visual impact and point of difference to make you stand out from the crowd for that all important first impression. Even if your posts are brilliant people may not read them if the first impression is boring.

~ by Anabel Candy who teaches consultants, freelancers and business owners how to succeed in blogging over at SuccessfulBlogging.com.

Your job is to open a blog post with something that will make readers want to keep going...

...and hopefully to read the full post. This starts with the headline, and cascades down throughout the article.

What's the number one mistake you think new bloggers should avoid when starting their blog?

New bloggers have to avoid blending in and publishing the same kind of content as everyone else. There are hundreds of millions of blogs in existence. Failure is the most likely outcome for a new blog. To keep from failing your blog needs to stand out and give people a reason to read your writing instead of the millions of other blogs out there.

~ by **Corbett Barr**, the founder of [Think Traffic](#), a site that helps site owners build a thriving audience and online business.

Start with a line that will resonate with your reader!

Alexis Grant, the managing editor of Brazen Life pointed me to the [guest post guidelines](#) they have set over at this popular career blog. She said in that post...

“The introduction is the most important part of your piece because it’s your one chance to rope in the reader and convince them that they should keep reading...In journalism, we call this [the lead](#). *It needs to be awesome....*Yet **too many writers focus solely on the content of their post, letting the lead falter or forgetting to write an introduction altogether**. The worst kind of introduction we see in our editing queue (and it’s terribly common) is one that begins with a statistic... Instead, start with a line that will resonate with your reader!..(and) **write your first paragraph or two in the *you* voice**, talking to our (the) readers about how whatever issue you’re writing about affects their lives.”

Are you ready to start writing your blog posts now?

I hope their answers have equipped you with ideas on how to start your blog posts.

Like most of them said, to write posts that get read, valued, and shared by readers, you must consider their points of view and most especially address their pains.

Often, readers will ask, "What's in it for me?", consciously or unconsciously.

So make sure to point out how the post will benefit them right from the start.

Because if they don't see how they'll benefit from reading your post, they'll just leave your site and find others who will answer their needs.

To your success!

--Jovell