



Blogging for Small Businesses, Professionals, and Aficionados April 9, 2026

Blogging still matters. It is an informal and broad-reaching forum to attract, educate, and convert the right clients.

- Blogs build trust and expertise in your specific industry.
- Provides reusable content for emails and social media.
- Can be a sales tool for sales and CSRs to use when speaking with clients about a specific topic.

Before you begin blogging, ask yourself or your team:

Who is the audience?

What is your goal for the blog?

How do we write it for SEO and keyword benefit?

Example General coaching benefits

H1: **Business Coaching for Small Business Owners: Get Clarity, Clients, and Consistent Growth**

H2: What Is Business Coaching and How Does It Work?

H2: Common Growth Roadblocks for Small Business Owners

H2: How Coaching Helps You Set (and Stick to) Strategic Goals

H2: What to Expect in Your First Coaching Session

Let's talk about Artificial Intelligence

- AI should be used as a tool, like a colleague you would ask to brainstorm ideas
- Use it to generate variations on an idea
- Can be used to take a post you have written and turn it into social media posts or ideas for spin-off blog topics

Generative AI can be risky if you copy and paste without review:

- Fact check- AI hallucinations
- The 'voice' should sound like you and your brand
- Read, reread, and read again

What do I need to do to start?

- Build a content calendar
- Have someone read your work (second set of eyes)
- Be brave and take the leap!