

GET YOUR CONTENT NOTICED TIPS FOR WRITING AT LEVEL 1 & 2

This checklist is linked to the blog post:

How to get your blog found without paying any money available at <https://travellinglines.com/free-organic-traffic>

I recommend reading this FIRST, to make sense of what I mean by Level 1 and Level 2 content in detail. Briefly:

Level 1: Content that you have to share yourself

Level 2: Content that other people want to talk about

LEVEL 1

✓ **Create content that interests your audience and is in your own voice.**

- Don't copy other people's writing, although you may be inspired by their ideas
- Remember to think about your audience and their needs/interests

✓ **Share your content in the big wide internet**

- If you don't have any social media, pick one and focus on building a following there, before you split your focus to several.
- Write a more interesting social media post than just the content title and a link. For more engagement, write like you're talking to your followers.
- If you don't have any followers, post anyway!

✓ Ask for guest posting opportunities

- Find some bloggers (or podcasters/YouTubers etc...) who's content overlaps with yours. *e.g. you both have a common theme, however niche*
- Ask them politely if they'd mind you guest posting. If they don't usually do guest posts, you might offer a swap (guest post on each other's sites).
- It's better to approach guest posting with a specific post in mind. That proves you understand what content they produce and helps them imagine how you'd fit in.
- Some people offer regular guest posting slots. Use Google.
- Don't shoot off trying to get a guest post on huge websites. Start small, work your way up.

LEVEL 2

✓ Create something extraordinary.

- Ditch the listicles and review articles. You're trying to break the mould.
- Try writing a How To article that your audience would find very useful. Not sure of the topic? Ask them.
- Try writing an opinion piece about something topical (*i.e. your take on a topic that's already being talked about a lot*)
- Don't be scared to stick your neck out a little. You might lose some followers for your opinions, but you'll gain a stronger, more focussed audience.
- Try writing a really interesting story about your life or adventures. This might be answering a common question about you (*e.g. how did you get started...*).

TRAVELLING LINES

BE YOURSELF - KNOW YOURSELF - CHALLENGE EXPECTATIONS

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✓ Put your extraordinary content out in the big wide internet

- This can be quite difficult to do. Particularly if it's a controversial opinion and you think you might get negative comments from it.
- I try to soften this by marking it with a "Controversial Post Alert" on social media, asking people to read the whole thing before commenting.
- I also try to be polite about the people who's opinion I'm disagreeing with.
- You'll be surprised how many of your followers come out of the woodwork and say how completely they agree with you!

✓ People will start talking about you and watching out for your content

- Once you've proved yourself worth listening to, people will start talking about you without you having to be in the conversation.
- Friends will refer friends and, if you are known for a certain topic, people will start referencing you when they discuss that topic too.

e.g. If you're an "expert" on wild camping or a strong voice in the world of women in adventure.

✓ Learn from what works

- It's ok to experiment and make mistakes.
- Look at what people engage with and make more similar content.
- Similarly, look at what people ignore and drop it.

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