

Quiz Results

What's Your Blogging Style?

The
Curator



Blog Style: The Curator

The Curator uses her blog to share valuable resources, new and old favorite things with her readers to delight, help or inspire them. She enjoys keeping up with all of the latest trends in her niche and does the legwork so her readers don't have to but can stay in the know anyways.

Her business model might include endorsing certain products or leveraging affiliate partnerships.

Typical Industries:

Any industry, especially health & wellness, fashion & beauty, lifestyle, event & wedding, family and technology.

Types of Posts She Focuses On:

- Resource Round-Ups
- Top and Favorite Lists
- Latest News and Developments

Pros of this Style:

- Easier to become a content expert in your industry
- Organic search benefits
- Partnership possibilities

Cons of this Style:

- Can require lots of research time to stay current
- Limited in ability to create content in advance

Experts of this Style

[The Simply Luxurious Life](#)

- Decor Inspiration: Touches of Blue & Tranquility
- Thoughts from the Editor: Paris Spring Couture & Introverted Teachers
- This & That: No. 195
- Au Courant Weekly

[Cupcakes and Cashmere](#)

- Five Things
- Black and White Striped
- Links I Love

[Live Simply by Annie](#)

- Behind Door Number One-A World Of Storage For Your Small Space
- Spotlight On Tamara Magel
- 10 Totally Clever Ideas For Repurposed Storage

[The Glitter Guide](#)

- 5 Things We're Loving This Week
- Shop Our Instagram Feed
- 20 Of The Best Romantic Comedies To Watch This Weekend
- Cozy Pieces We're Coveting Now

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Dabble In This Style:

This blogging style can make an effortless addition to your blog if you're wanting something quick as a filler or just want to provide your readers with the latest and greatest finds in your subject area. Here are a couple of quick tips for integrating the Curator style into your own style:

Make these posts extra special by tying them to an event

Treat these posts as extra special treat by tying them to special events (i.e. viral giveaways of your favorite things) or to an existing holiday or event (i.e. Christmas Advent calendar of your favorite free resources).

Weave recommendations into your regular posts

Add extra resources or extra-credit reading to your posts. This will not only give you outbound (and inbound) links, it will also help you build potential relationships with the people you're linking to.

Win, Win!

Excel At This Style:

Excelling at this style requires having a keen eye and a sense for what your readers are going to find interesting. You make life better for your readers by doing the curating for them - so they can appreciate the outcomes (your posts + the content/products you're curating).

1. Get informed automatically

Set up systems so that you're catching news in your industry automatically. Use Feedly to keep an eye on other blogs you use as a source of information. Set up Google notifications to send you an email when something major has happened (depending on your industry, of course!) Make it as easy as you can to get your information!

2. Add your voice to the discussion

Even though you're mostly curating the interesting, useful and/or beautiful, put a spin on it by adding your own opinion. Turn your website into a commentary as well as a must-read, hot spot. This is how you'll start showing more of yourself, in addition to your keen eye.

3. Create templates for your regular features

Speed up the process of creating your round-ups and lists (and make your stuff more recognizable as your brand) by creating image templates that you can just update and use.

4. Build relationships with complimentary blogs

As a curator, you're in the best position to use your blog to build a lot of relationships at the same time. Make sure that you're making time to cultivate new connections and manage those relationships. Create a relationship tracker spreadsheet or use Trello, to make sure that you're following up, checking in and supporting other bloggers regularly.