


Quiz Results

What's Your Blogging Style?



The
Educator



Blog Style: The Educator

The Educator uses her blog to teach new skills, strategies and techniques. She's an expert at breaking down big concepts into smaller, easy-to-understand ideas and in turn turning these into actionable steps.

She thrives on providing a lot of value and being responsive to her reader's challenges in her niche. She can either be a generalist (i.e. online business education) or have a niche focus (i.e. copywriting, weight loss).

Typical Industries:

Pretty much any industry where it makes sense to have tutorial or how-to posts. Some examples include: fitness, lifestyle, money, business, copywriting, design.

Types of Posts She Focuses On:

- How-To and Tutorials
- Step by step instructions
- Guides and Cheat Sheets

Pros of this Style:

- Can quickly establish your expertise
- Provides a lot of value
- Easy to create quality content
- Popular content with readers

Cons of this Style:

- Can be difficult to balance giving away free value with offering paid services
- Choosing the right level (beginner, intermediate, advanced) for the piece can be difficult

Experts of this Style

By Regina

- 7 Types of Online Workshops You Can Host to Grow Your Business
- How to Create + Sell an Epic ECourse
- How to Monetize Your Brand as a Coach
- How to Create an Epic Email Course as an Opt-In

Lucky Bitch

- How to do an Honest Assessment of Where You're at in Your Business
- How to Track Your Income to Create More Abundance
- The End of Year Ritual to Finish the Year with a Bang

Hilary Rubin

- How to not give up on yourself and keep moving towards your goals, dreams and vision
- What to do when being human gets uncomfortable and messy
- 5 Ways to Know if Now is the Right Time to Hire a Coach or Mentor

Femtrepreneur

- 12 Myths about Creating and Launching Courses that I've Found to be Total Garbage
- How to Have Your First Five-Figure Course Launch, Even if You're Starting from Scratch
- The 7 Tech Systems You Need to Launch Your Signature Course

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Dabble In This Style:

This blogging style can be a great addition to any of the other styles (and actually overlaps quite a bit with the DIY'er style type just with a different focus). Here are a couple of quick tips for integrating the Educator blogging style into your repertoire.

When coming up with topics, think sideways to delight your readers

When you're having trouble thinking of things to teach your readers (and some industries are tougher than others), think sideways. Do you sell a product? Say you sell custom art prints. Where are people using the prints? Can you teach them interior design tips, framing tutorials or gallery wall how-tos? Think of how your product is going to be used.

Go bite-sized

A good way to start is by going bite-sized. What's a 1-2 sentence tip that would delight or give your reader a quick a-ha about your topic? These are great for a short blog post, social media quotes and newsletter snippets. A great way to dip your toe into the Educator blogger style.

Excel At This Style:

Excelling at this style means being motivated by providing value and being of service to your readers. You want to make their lives or work better in some way by giving them the tools to do something for themselves or do something they already do in a better way that makes their lives easier.

1. Ask your readers what they wish they could do for themselves

Your best resource for irresistible topics? The questions you get all the time from customers, readers and anyone else about your niche. Another simple way to find out what you should write about is to ask them, plain and simple, what they wish they could do for themselves related to your topic area.

2. Keep it simple

A common mistake that the educator is prone to is making things more complicated and in depth than they should be. Keep it simple. In most posts, teach them how to do 1 thing.

3. Build a community

Want a win, win for you and your readers? Start an online community. You'll get to build deeper relationships with your readers, find out what they're struggling with (so you can help). In return, they get ongoing support from you and other like-minded members of your community.

4. Keep your content related to your paid offers

The majority of your content should lead to your paid offers. Meaning that if they loved what they read and wanted to take the next step, the next logical step would be to work with you. Think of your content as a preview, a taste test, an audition of what you provide through your paid offers.