

# Building Blocks For Your Blogs Persona

A successful blog requires the blogger to be able to come across in an interesting way and be engaging. If you don't project these qualities, the success of your blog will not be as good as it could be.

The table below is here to help you decide on how you would like others to perceive you. If you move to a new town where nobody knows you. You can change your persona if you wanted to. You could be like anyone you wanted, and no one would know that you hadn't always been like that. It is the same with the internet and blogging. Virtually all of your target audience will not know you, or not know how you talk, joke, laugh or approach life. They won't know your life values or beliefs. In fact, they will only get to know your persona the way you present yourself.

Everyone has a persona. If you want to change that persona slightly or even greatly for your blog and or videos, that is fine. There is nothing wrong with that. It is you taking on an acting role as the character you are portraying in your blog.

The only thing I should say that you shouldn't change is that you should be true to yourself. Don't cross lines of what you know in your heart is wrong.

If you are a caring individual, then come across that way. If you are passionate about your subject. Be passionate in your blog and or videos.

This is an exciting time as you develop your character. The table below shows you positive points you can adopt and things to look out for when developing your person.

Character	My Comment	Your Notes
Positive attitude	Essential in my opinion	
Avoid a mono tone voice if using video	This isn't applicable to text (blog) but on video, a monotone voice just sends people to sleep. If you have a monotone voice, you should learn how to develop an expressive voice that animates your points and phrases and helps keep your visitors engaged and attentive	
Be passionate about your subject	If you are passionate about your subject, your audience will pick up on that and they will trust you and hang on to the advice you give. A passionate blogger will gain a greater following and will make more money all things being equal than a blogger that is not passionate	
Be colourful	This one is harder to define. You have come across people that are colourful. They are generally of good cheer. They have a good outlook on life and typically caring people.	
Be adventurous	Your writing can be adventurous. Before you decide on your persona, have a look at the way some of the leading bloggers speak and put across their sentences and paragraphs	
Avoid offensive language	Some people say be yourself and swearing in your blog is fine. Well, it depends on your blog and what you are writing about. I would say that if swearing or using obscene language helps put across your message, then it is up to you. My advice is that it is unnecessary, and some people are offended by such language. So unless you think it is extremely important, you should keep your blog posts clean. It is far better to use a more powerful vocabulary rather than base crass phrases / words	

Character	My Comment	Your Notes
Come across as an expert	<p>In either your writings or your videos, you must come across as an expert. If you are not an expert in the niche you have chosen, you should research and study all aspects of your subject prior to launching yourself. You can create multiple posts for your site, but prior to setting your blog so that you allow the search engine bots (or spiders) to crawl your site, you should have a good understanding of the basics of your niche. As time goes on, you will become more and more knowledgeable, and within a couple of months if you consume as much information about the niche subject as you can, you will be able to expand your site faster and talk about your subject that much more confidently. People will soon start leaving comments on your blog post. This is a good thing. You will need to be able to comment with a sense of expertise.</p> <p>Incidentally, with blog comments, you need to have the settings so that you approve the comments and not set them up as auto approve or else you will have a ton of spam comments</p>	
Be Fun	<p>Make sure that you are not boring. No one wants to read a boring post. Boring posts don't rank particularly well, even if the content is good. This is because people leave your page prematurely because it is boring.</p>	

Character	My Comment	Your Notes
Be Ultra Informative	<p>It is better not to post than to post a worthless meaningless post. If you are writing a post about taking your dog for a walk. Don't write a post that basically says.... You need to take your dog for a walk because they need the exercise and they like it.</p> <p>That is not even worth writing. Who doesn't know that? If you are going to write on a subject, provide factual detail that is deep and informative.</p>	
Let your personality come across as up to date	<p>Old fashion is an image at the top of the post followed by 400 – 500 words of mediocre content. You should create within your persona, a person that is bang up to date with presentation technology. Use the following media in your posts:</p> <ol style="list-style-type: none"> <li>1. Relevant images (more than 1 image)</li> <li>2. Use video in your posts. The video must be great quality. So good in fact, that most people will want to see it until the end. This helps increase the average length of time people remain on your site and that is a Google ranking factor.</li> <li>3. Use infographics about 1/3<sup>rd</sup> of the way down the post. Infographics show you off as an expert. They also help ensure more people remain on your post for a longer length of time.</li> <li>4. Use bullet points as part of your personality. People like bullet points and tend to remain longer on a page that has bullet points, and as with items 2 &amp; 3, this helps your post rank better on Google.</li> </ol>	