

How to really give your blog posts personality

How to really give your blog posts personality



Tell me if this sounds familiar: You've got a good lookin' blog theme, an epic batch of high-quality posts, and you're starting to get the hang of this SEO thing. But you just can't seem to grow your traffic. What's going on? Why aren't you getting the results all the experts said you would by now?

Well, there's a not-so-secret sauce your blog posts may be missing: personality. Personality can make the difference between engaging your readers long enough for them to remember you versus making them wish they had never clicked on your post. What can you do to add that magic touch to your posts? Check out these 5 tips on how to give your blog posts personality:

1. Tell a story

If you ask an expert how to give your blog posts personality, there's a strategy I bet they'll suggest: [telling a story](#). [I've said it before](#) and I'll say it again – stories are powerful little things. They help your readers connect with you on a deeper level. They also make it more likely that they'll remember information you share with them. Just take a look at this comparison:

Version 1: "It's mighty important to proofread your content before you send it out into the world. You don't want to have any regrets later."



Version 2: “It’s mighty important to proofread your content before you send it out into the world. Believe me, I know. Last year, I sent an email with a reference to the country Niger to my entire email list. The problem? I didn’t spell Niger correctly. In fact, I misspelled it in a bad way. You know, that very bad way. Yup, that was me. I’m still cringing about it today and probably will for the rest of my life. Learn from my mistake and save yourself the regret.”

(No, I didn’t really do this. But this example *is* based on a story I heard more than 7 years ago about someone who did misspell Niger in that very bad way. And guess what, that story stuck! I rest my case.)

2. Write like you talk

Here’s how NOT to give your blog posts personality: write like you’re drafting a legal report (yawn!).

Some of you may have spent years perfecting your academic writing skills. (I know I sure did.) But when you’re trying to give your blog posts personality, you’ve got to leave the professor in you at the door.

Formal writing is stiff, harder to read, and, well, boring. So [stay away from it](#). For some of you, this may mean incorporating slang, [gangster chic lingo](#), or even swear words into your blog posts. For others (lawyers and doctors, I’m talking to you!), it may simply mean using simpler words in your posts, ones that don’t make exhausted readers give up on your posts entirely.

Remember, you’re trying to have a conversation with your readers. So write like you’d talk to them.

3. Get creative with housekeeping copy

You don’t have to reserve lively copy just for the content of your blog posts. You can also give your blog posts personality by getting creative with what I like to call “housekeeping copy.” These are your “page not found,” “redirect,” and other system messages.

Want to see an example of this? Just check out the copy [MailChimp](#) uses for its 404 message. Instead of using standard computer programmer speak, MailChimp gets creative to give you a laugh even when you’re not expecting it.

4. Include photos of yourself

One easy way to give your blog posts personality is to [include photos of yourself on your blog](#). Nothing helps people make a connection with you like being able to see what

you look like. There's just something indescribable that happens when you're able to put a face to a name.

Some people feel comfortable posting photos of themselves doing silly and quirky things on their blogs. But if this isn't you, don't worry. You can still make use of this strategy. Even if all you want to do is post a good head shoot, you can still benefit from the power of including a photo on your blog.

So where on your blog should you grace your readers with your visual presence? Many brands and bloggers stick their photo at the top of their home page so that they're there to greet you at the default entrance to their club. But remember, not every reader will enter your blog on your home page. That's why placing a photo of yourself in the sidebar can be a good tactic too.

5. Don't be afraid to incorporate colour

Your wardrobe may be full of black, grey, and white. But you don't need to carry this look over to your blog. Feel free to [experiment with colour](#) in the photos, text, and buttons in your blog posts.

Of course, there's no need to make your blog posts look like the set of an Austin Powers movie. (You don't want to give anyone a seizure.) But incorporating colour can give your blog posts personality and draw readers' attention to all the right places (including those all-so-important CTAs).

It's never too late to give your blog posts personality

It's never too late to give your blog posts personality, even if you've been blogging for years. Use the tips I've outlined above to turn the blog posts you spend so much time writing into engaging pieces your readers can't resist. Whether you share a photo of yourself online or give readers a laugh when they're least expecting it, don't be afraid to share a part of yourself with your tribe. After all, you get what you give.

What are some other things you can do to give your blog posts an instant facelift? Check out these [7 ways to improve any blog post](#).

About us

At Inpression Editing, we help brands make the best impression possible on customers and investors. We do this by providing copywriting, copyediting, and writing coaching services for brand content, website copy, marketing materials, and much more. Located in Toronto, Canada, we provide all of our services in both Canadian and US English. Check us out on our [website](#) or on social media (see buttons in footer).