

Outsource your business blog...one way to get more sleep

If you own a business, you know what sleep deprivation means. Stay up late, get up early...whatever it takes to keep things running. There is always too much on your plate—and now you've added a blog to your to-do list.

Whether you've already added one or are thinking about a business blog, taking the time to do one has hefty benefits to your business. A few weeks ago, we wrote [this post](#) about some of the reasons you should start a blog. We aren't the only ones singing blog praises everywhere—here's a [Hubspot article](#) with a few more reasons, like driving traffic to your website, converting that traffic to leads (hello, customers), and helping to establish your authority as a leader in your industry.

All of these are wonderful reasons to start blogging now. The even better news? The post you write today could still be generating SEO and new customers days, weeks, even years from now. The returns on business blogging are great, so what's stopping you?

For most, it's time and writing ability.

One way to solve both of these problems and start putting a blog to work for you is to outsource your blog. Outsourcing has numerous benefits for you as a business owner. Here are some ways that it could make your life easier, your business better, and maybe even allow you to hit that snooze button a few more times:

- 1) **Outsourcing your blog to a professional can boost your online reputation:** If your writing skills are not on the mark, you might be hurting your reputation, even if you are knowledgeable in your field. Writing is what writers do best, so putting this task in the hands of a professional ensures that your blog maintains a professional look and feel...and doesn't "turn

off” customers with spelling and grammar mistakes ([yes, people judge](#)). One approach to outsourcing is [ghostwriting](#), where the writer writes as you. Ghostwriting is something to consider if your business is built around you and your expertise, but maybe your writing skills are not your strength. The writer can take your ideas and polish it, kind of like having a good make-up artist for a video presentation. A little help makes a difference when you need to look good in front of a crowd.

- 2) **Outsourcing can help you stick to a regular posting schedule:** For the best SEO results, blogs need to be updated regularly. Consistency is key! A professional writer knows this and will keep you on task with regular posts to your blog. Too many business owners start a blog and then eventually post fewer and fewer until they give up. Traffic to your blog (present and future customers) won't show up unless you do.
- 3) **Outsourcing can help you save money:** It sounds crazy to say that it saves you money to pay someone else to write for you, but blogging is actually one of the things that you CAN pay someone to do for you, so why not? Then you can make more money do the things that you do best, like running your business. One cost-effective way to get your ideas out there and look good while doing it is to decide your topic, write some notes, and gather a few sources for a writer to put together and polish for you. When you put the time in to share your expertise, originate an idea and do little research, the writer saves time and can charge you less.

No matter what you decide about outsourcing your blog, you're never stuck and committed forever. A blog is just a marketing tool that you can play with and test, adapt to your needs and measure for effectiveness as you go along, just like any other form of marketing. And...if it means a few more hours of precious zzz's, outsourcing your blog might be worth checking out.

If outsourcing your blog sounds like a good idea for you and your business, **contact us** and we can meet with you to discuss the blog services we offer.