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Producing a Persona for Your Blog that Works for You

Outshining the competition through blogging is done best when you let your personality shine through your site. Successful bloggers know where they stand and what moves their audiences and that makes it easier for them to create posts that are driven by personality. In this article we will show you how to create a blogging persona for your readers and use it to make a big impact.

First, what is different about yourself and say it in your blog. Consider your brand, your level of expertise and who your ideal clients are. Why do people like working around you and makes them want to hire you as an employee? Why do you stand out from your competitors?

What makes you different from everyone else? What's your unique selling point? How do people talk about you during their testimonials and reference letters and what do they have to say about you? Being able to answer these types of questions will give you an indication of where you stack up and will let you separate yourself from the others.

Take a stand and say whatever you want. You should try to be as straight to the point and honest as possible without having to go against what you really think. Do not forget that your blog like any other one has its own style. Utilize the leverage of your blog and alert your readers to your backbone. Why do all of this? First of all, it will get the attention of your readers and other bloggers, who will want to link to you. In addition, your readers will see that you do have your own opinion and are not swayed. This will all you to get respect from them because you are unique. This is ultimately what every blogger wants from his readers.

Last, use a tone of voice that depicts who you are. In other words, we all have a way of getting ideas across and talking about the details. This is how we are different from the next person. Let this be apparent on your blog so that you readers can immediately identify with the things you are saying. The goal is to let allow your readers to get used to how you think and express your thoughts. This will allow your reader to find satisfaction with your writing. This is every blogger's goal.

All in all, from the above article we come to understand the overall importance creating blog posts that are more personality driven and connect with the readers. Creating your blogging persona is not that difficult if you really put your mind to it and understand the overall needs of your readers. Blogging is all about accuracy and how you present your ideas. So, don't be afraid to add more personality to your writing.

Please visit my blog [Link Building Tips](#) for more, here is the [sitemap](#) of the blog.

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