

Crafting Great Blog Posts Transcript

This is a transcript of the seminar, edited slightly for easy reading. I recommend reading it along with the slides for the seminar.

You can find the video and audio versions, plus the slide pack, at www.writershuddle.com/seminars/aug2014.

Hi, I'm Ali Luke and this is the August seminar for Writers' Huddle, **Crafting Great Blog Posts**.

So, I figured a good place to start would be to ask, **"Why blog at all?"**

I know that not everybody in the Huddle is a blogger and some of you may have never really considered blogging or may have considered it and decided it's just not right for you at this particular point. I'm certainly not going to suggest that every single writer has to have a blog and there's no way to succeed without one.

But, I have personally found blogging an incredibly useful tool. Really, it's been the foundation of my whole writing career and it's also been a lot of fun. There are a bunch of different benefits really you can get from blogging.

Seven Reasons to Blog (or At Least Consider It)

I just wanted to run through some of the reasons why and, even if you think a blog isn't something you want to start this month or next month or in the very near future, maybe it's something you are going to come to a year down the line.

#1: Blog Posts are Short and Easy to Complete

So, number one. **Blog posts are short and easy to complete.** And if you are working on a major project, maybe a novel or a memoir or a non-fiction book or something that's taking up months of your time without you perhaps having

much opportunity for feedback or a sense of completion, then a blog post can be really rewarding.

It's something you can write in perhaps an hour or two. You can publish it pretty much straight away. You can start getting readers and getting feedback and that can make such a difference, I think, as a writer.

It really does help to feel that you have accomplished something; to feel that you've published something rather than just writing and writing and hoping that one day someone other than you will read it.

#2: Blogging Gets You Into the Writing Habit

Then, reason number two. **Blogging gets you into the writing habit.** Something that I hear from a lot of writers; something that I've experienced certainly in my own writing life, is that it's easy to be on a roll for a few days or a few weeks.

You're writing on a regular basis; you're making good progress on your novel, or memoir, or fiction book, or whatever it may be that you are writing, but then life gets in the way and you put it to the side for a bit.

Or you just get bogged down; you lose that initial enthusiasm and motivation. Perhaps because it seems so long and it's something you can't easily finish and put out there. Whereas blogging, certainly in the experience of some writers, can get you into a really good habit of writing.

Maybe you're publishing a post every week day, or every week, or even every two weeks, whatever the particular schedule might be, you're getting into a pattern where you are producing work regularly.

By no means is blogging a fool proof way to do this. There are plenty of blogs that get abandoned or have long gaps between posts. But, I think that if you are struggling to get into a writing routine, or if you don't have a particular project on the go right now anyway, a blog can be a really good way to build those writing muscles and to get into the habit of writing.

#3: A Blog Can Be the Basis for Your Author Platform

This is the big reason for me. Number three. **A blog can be the basis for your author platform.** By author platform I just mean your ability to reach readers as an author. So whether you're a fiction or a non-fiction author a blog can be a place on the web where people come to.

They maybe subscribe to your newsletter, they maybe check out your books, they follow you on Twitter, they like your Facebook page. **A blog is a good home space for you to draw people into.**

You can have lots of your writing there, so they can take a look through past posts. They can see who you are and what you are about. They can get some useful information or they can be entertained. We'll come onto some of this in a little bit.

A blog isn't the only way to do this. Some people will build a large following on Facebook or Twitter. I think a blog is better than those in many ways. Largely because you can't completely control what Facebook in particular are going to do in terms of showing your posts to the people who in fact liked your page and so on.

If you've got a blog you've got a lot more control over what happens and you're not going to find your blog goes under because a particular social networking site becomes less popular.

#4: You Can Get Experience Writing Guest Posts

Then, **guest posts.** Now this means writing for somebody else's blog, which we covered a few months ago. This can show your expertise on a particular topic. **This is probably most relevant if you are writing non-fiction or if you are building a freelancing career.**

But even if you are writing fiction, you might find there are some topics relevant to your book that you can write about. And simply getting out there in front of a larger audience and having your work published on a large reputable blog will give you a really good piece for your portfolio.

It can build your own confidence and it's impressive to readers. It's not a particularly hard thing to do to write a guest post and to get it published. It's quite an easy way into the world of writing and it's how I got started in freelancing.

So, even if you don't necessarily decide to have a blog of your own (perhaps you have a just a very simple website with your contact details and a little bit about you and your writing) you still might choose to write for other peoples' blogs and that's a perfectly legitimate option.

#5: You Can Make Money Through Your Blog

Then, number five. **A blog can be a way to make money.** I think as writers this something that's often at the back of our minds at least, even if it's not perhaps our main motivation for writing.

I know for me I wanted from quite a young age to make a living writing. I wanted to be a novelist. Though now that I'm blogging and freelancing I really enjoy it; the whole mix of what I do.

If you do want to run a business in the sense of turning your writing into something that does make money, then a blog is a very good way to do that.

It's a good way to build an audience who you can then sell a particular service to. Perhaps you're a freelance editor for instance. Or you can sell them products which could be your novel. It could be a non-fiction book that you've put together. It could be a course on something. It could be something entirely unrelated to writing.

It may be that your writing is the marketing tool for something that's a completely different business. Perhaps you sell gourmet cupcakes or something from your website and that's your product but your writing is what draws people in.

#6: You'll Gain Writing Skills that Apply to Other Projects Too

Then number six. **You can transfer the skills or even the material you produce blogging to other areas.** So maybe you learn while blogging to write in a

reasonably informal, friendly, pacey, readable style and that's something that could work very well for writing a non-fiction book.

When I wrote my book *Publishing E-Books for Dummies* in Wiley's "For Dummies" series, I wrote in a very similar style to the style I'd use when blogging. So that was a real help. I didn't have to spend hours and hours trying to find my voice or editing and stuff like that. I already knew the sort of style they'd want.

You can also use the actual material of your blog, by which I mean the blog posts. So say, you've written a hundred posts and they're maybe five hundred words long. That's 50,000 words and that's a full length book.

There's some quite big name bloggers who have published books which are basically compilations of blog posts, perhaps with some extra material and some editing.

Michael Hyatt's book, *Platform: Get Noticed in a Noisy World*, is a good example. He's taken a bunch of blog posts from the past and obviously added in a bit of extra stuff, but basically it's structured as lots of short individual chapters which are essentially blog posts and there's nothing stopping you doing something similar.

So don't think that by blogging you're necessarily taking time away from other kinds of writing you could be doing. It could be that your blog becomes a book, or the basis of a book, or the inspiration for a book and it certainly would be the case that the things you learn as a blogger would help you with other types of writing as well.

I strongly believe as a writer that nothing we write is wasted and it's all part of the learning experience and part of our growth as writers.

#7: Your Blog Could Lead to a Publishing Deal

So, number seven, as I say, **your blog could potentially lead to a non-fiction book.** By this I don't necessarily just mean re-purposing your blog material into a book, but potentially being picked up by a publisher or deciding that you're going to self-publish something related to your blog.

Over the years I've known a few bloggers, particularly people who run personality driven blogs, if that makes sense, get publishing deals in this way. but Shauna Reid from Dietgirl is one example. She had her book, I think it's the same title as her blog, [The Amazing Adventures of Dietgirl](#), published a few years ago.

More recently Leanne Shirliffe from Ironic Mom had her memoir published ([Don't Lick the Minivan](#)), which again, it's not a set of blog posts as such, but it's based on the same kind of material – it's about her life.

I'm not saying that this is a likely outcome of running a blog. I think it's probably a bit of a case of being in the right place at the right time. But, certainly, a well-written blog – especially one that gathers a good following – could be picked up on by publishers and agents. Anything you can do to stand out in that world helps.

How to Craft Blog Posts That Readers Will Love

Next, I want to come on to how to make blogging work for you because I think there is a slight danger of launching into blogging and hoping for the best, and doing what seems like the right way to blog or what feels like a good fit but not necessarily being quite strategic enough about it.

I'm certainly not going to suggest some blog by numbers approach where you have to write posts in a particular style or you have to be very cold and numbers-driven about it. I don't think it's all about how many subscribers do you have, how many hits does your blog get, that kind of thing.

But, if you are blogging, you presumably want to have a reasonable number of readers. You presumably want some feedback from your audience and you want to make a connection with those people in some way.

I'm going to go through a bunch of different ways to make blogging work, in terms of how you craft your posts. Not all of these are going to apply to every single blog out there.

It may be that with some of these things you might say, "Well, I can see how that might work but it's just not right for the kind of blog I want to have."

That's fine. But, I hope that at least a bunch of these will be appropriate for you and for your blog.

Making it Work #1: Engagement

The first way to make it work, and I think that this is probably the most important thing, is to engage the reader. You really need the reader to be interested and involved with your blog.

If somebody just reads your blog post and it's completely forgettable, chances are they won't subscribe, they won't come back, they won't tell their friends and so on. You really need to make some sort of connection.

There are a bunch of different ways to do that. One which I advise and a lot of people will advise is to write directly to the reader, to use the word 'you', to focus your post on them and to really make it useful for them.

I think that I is very good advice but I don't think that it's the only way to do this. I think speaking very honestly from your own experience and perhaps telling a bit of a story from your life is just as powerful a way to do that.

I've put an example of this up on the slide, and [I recommend you download the pack of slides so that you can follow through](#). It's from Naomi Dunford and Ittybiz, which is a blog about small business and marketing.

She wrote a post that's had quite a lot of shares, called [Write Like it Never Happened](#), which is a very honest account of why she stopped blogging for pretty much four years, and her encouragement to people who might be in a similar situation.

It's a moving piece and it's very honest. It's very Naomi. She's somebody who's not afraid to be vulnerable and to speak her truth on her blog. I think if you read any of her posts, you get this real sense of engagement and of talking to her and of openness and honesty.

But, this one I particularly liked, and I wanted to bring out an excerpt of it on the slide. Feel free to pause and read it. Or, you could click the link on the slide to take a look at the whole post on her site.

Making it Work #2: Visually Interesting

The next way to make it work is to have a post that's visually interesting. This might seem a slightly odd thing to bring up in a writing seminar but **I've come to realise that the way things look can make such a big difference to how we experience them when we read them.**

In fact, it can make a huge difference to whether our work even gets read in the first place.

Even, say, you're submitting to a publisher or to an agent, the way your manuscript looks is going to say something to them. If it's printed in faded ink in a weird font on crummy, thin paper, then that says something. If it's printed on reasonable nice white paper, with Times New Roman double-spaced, following all the rules, and so on, that says something different.

With blogging, I'm certainly not suggesting you have to be something like a graphic designer to succeed. I certainly don't have much design skill at all. However, **there are a bunch of things you can do to make your posts stand out a little bit more and make them attractive on the screen for people who are coming to your blog.**

If you look at the slide, you'll see that I've taken a post from Social Media Examiner, [New Research Shows Social Media Word-of-Mouth Rising](#). You can see that there are a couple of images there: the small one of the little explorer guy is at the top on the right hand side. I think that every post that Social Media Examiner publishes has one of these avatars. They have a bunch of these little explorer guys and it makes a nice branded feel to their posts.

Obviously, you don't have to have your own custom logos and stuff like that but thinking through how to have a consistent use of images is a good plan. A lot of bloggers, me included, will just use one large, centred image at the start of a post to just draw the reader in, and that's a perfectly fine way to do it.

Then you'll see they have some bold text in the box "In this article you'll discover three ways you can encourage customers to tell their friends about you." That really highlights a key point and a key benefit of reading the post. It's very easy to add bold text in and you can go over the top but usually what I see is people not using it rather than over-using it.

They also have a sub-heading, "Customer Service Tips the Scales." This is in a special heading format which makes it a bit bigger and helps to break up the post.

I like to think of sub-headings as sign posts which tell the reader what's coming up next, letting them know what to expect. If somebody is just skimming through your post it can help them figure out which bit they need to read. It just makes the whole thing, again, more visually interesting.

None of this is difficult to do if you're using any blogging platform – Blogger, WordPress, Tumblr, whatever. It should be straightforward to add in some images and to add some formatting to your text. If you don't know how, a quick Google search should help you find out.

Making it Work #3: The Three 'E's

The next way to make it work is to make sure your post benefits the reader in some way. I think of this as the three 'E's. I'm sure there are different ways to break things down but this is how I would look at it.

The first 'E' is **Educate**. Here's an example: [How to Build a Blog Worth Monetizing](#). It's a how-to post – it tells you how to do something. It gives you information.

It's a bit like reading, say, a text book (though hopefully it's a bit more interesting than that). There's a clear benefit to the reader – they've got a problem they want to solve and the post is going to help them solve it.

The second 'E' is to **Entertain**. Ironic Mom has [When Your husband Helps You Blog](#). Quite a lot of her posts are a bit tongue in cheek, or they're weird things that her kids have said, or that she's said to her kids, or lists – but they're all entertaining and the reason that I read her blog is not for parenting tips, it's just because she has an interesting voice and tends to write fun stuff.

The third 'E' is **Enlighten**. Excuse the language here, in the example, Johnny Truant's post "[The universe doesn't give a flying fuck about you.](#)" This is a more inspirational approach to blogging. It's not about exactly how to do something and it's not supposed to be just interesting and entertaining – something like you'll read in a coffee break. It's supposed to change the way

you think. I think that's quite a tough call with a blog post, but Johnny does it well. He has a follow up to that post which I like more but it has even worse language in the title so I haven't linked to it here – you can find it on his blog.

You can hit more than one of the “E”s in a post. You can have a post that educates the reader on how to do something but at the same time is written in a reasonably interesting and entertaining style. I don't mean that it has to be funny, but that it's at least more interesting than watching paint dry.

Or you can have a post that educates, but also attempts to enlighten the reader. Maybe it gives them the reason why something is important and then teaches them how to do it.

I think every post you write should achieve one of these three things. It's worth having in mind “what's the point of this post?” and “what will the reader get out of it?” while you're planning it.

Making it Work #4: The Title

The title can really make or break a post. It's easy to write the post and give it a title that makes sense, and then slap it up on the blog. But, I would definitely encourage you take a step back and ask yourself, “Is this title intriguing and engaging? Would I click on this if I saw it in my Twitter feed or in my email inbox?”

Titles are also sometimes known as headlines. This comes from the world of advertising. I don't think it really matters what you call them. I think a title or a headline in this context is the same thing.

Here's an example of a good title: [27 Struggles Only New Mums Will Understand](#), from BuzzFeed.

Buzzfeed have a lot of posts along these lines – “57 Things You'll Only Know If You Went to the University of York”, that kind of thing. You certainly don't have to write your titles like that, but these are definitely effective and it's worth looking at popular sites like BuzzFeed and think “Okay, what's working with their titles?”

Their style might not be appropriate for your blog but maybe you can take some elements of that.

Here's another example: [35 Blogging Tips to Woo Readers and Win Business](#) – that's from Copyblogger. Again, it starts with a number. **Numbers can be very effective in titles – they intrigue us, they make a clear promise** (you're going to get 35 tips, or 27 struggles). You'll see them being used a lot by magazines if you glance at the cover of 'Cosmopolitan' or any popular magazine.

Again, I think this is a really good title. It's a slightly different format; it's not as "hype-y" as BuzzFeed can be. It tells you what to expect: you're going to get blogging tips; they will help you to woo readers and to win business. I also like in that title there's a sense of parallelism with "woo readers" and "win business" – the title itself sounds quite good.

And here's the third example: [How I Made over \\$7500 From One Email as a Freelance Writer](#). I think this type of title can work very well. It tells you something specific. It's got a very specific number in there. It's not just "How to make lots of money from your emails as a freelance writer" or something. It tells you that this is going to be real life experience – "How I did such and such..."

There's the implied suggestion of how you can too. When I write a "How I..." title, I often put in brackets "and how you can too" or something along those lines just to make that really explicit.

The slight danger there is that it can become just a little bit too much just about your personal story without necessarily making the connection to the benefits of the reader.

Those are three quite different titles. They're all titles that I think will work really well. There's definitely no one formula for writing a good title.

It's worth paying attention to what you click on and why. What titles put you off because of their tone or they're too hyped or whatever it might be? I don't like ones along the lines of "50 amazing pictures of cats – number 17 will blow your mind!" because that just seems to have been overdone recently.

Making it Work #5: Structure

The next thing to consider is the structure of your post. If you've not had a chance to check out [the Blog On e-course](#) within the Huddle (there's a link to it in the top navigation) then you might want to go through that. I cover structure in quite a lot of detail there – how to structure different types of post and so on. I just wanted to mention it briefly here.

The basic structure for any blog post, whatever kind of blog you have, is having an introduction, a main body and a conclusion – basically, a beginning, middle and end if you're coming from a more traditional writing perspective. I think we've known this is important since Aristotle.

So this is not new, but it's sometimes easy to forget. The biggest mistake I see is people leaving off the conclusion. They'll have a list of "10 ways to do such and such" and they'll just stop at number ten. They won't even have a sentence at the end to round off the post or to invite comments or something like that.

Making it Work #6: Just One Topic

The next way to make it work is to have one topic for your post. I've sometimes been tempted to try to pack a lot into one post, to try to give lots of information around a certain area of writing – "everything you need to know about dialogue" or something. I think it really helps if you can narrow it down.

If you have got something where you need to cover a range of material, then consider writing a post series. It could be that you'll write a whole series on different types of character you can use in your novel – protagonists, antagonists, mentor figures and so on. This doesn't necessarily mean you have to write short posts. [Seth Godin](#) sometimes writes posts that are two sentences, and usually his posts are less than 500 words – and often much less. [Boost Blog Traffic](#) publishes posts that are 3000 or 4000 words.

There are different ways you can approach a topic. You can go into a lot of detail. You can be succinct. But, I do think you need to have that one focus, one topic for each post.

Here's an example: "Finding Time for Your Writing and Maximising Your Productivity" – things that I think most writers would like to master! But, for me at least, those would be two separate topics.

"Finding Time for Your Writing" is one thing. That could mean things like cutting out other commitments in your life, getting up earlier in the morning and so on.

"Maximising Your Productivity" is more about when you have got your writing time, what are you doing during your writing sessions?

I would probably make this into two posts, maybe two posts that are linked together. Different people may see this in different ways. You might see that and see a way you could make it as one topic. But, I think when you're planning out a post it often becomes clear that maybe you've got too much material, and it actually needs to be split into two or maybe three posts, or perhaps a whole series.

Making it Work #7: Editing & Proofreading

Obviously, this is important with any kind of writing. It's something that it is easy to slightly let slide when you're blogging because it is just so straightforward to write a post and put it out there.

Some days you're in a rush or you just want to be done with it. It's easy to just hit 'publish' before you're perhaps 100% ready.

When I'm editing I think about the big picture first, asking questions like:

- Is the structure of the post there?
- Is there a sense of flow?
- Does everything follow on logically, one thing from another?
- Is it easy for the reader to engage?
- Is there some missing information?
- Or, is there perhaps too much information?
- Do I need to add a paragraph?
- Do I need to add a link for readers who are perhaps new to the topic?
- Or do I need to pare it back, maybe even make a second post out of it?

It's definitely worth getting all this clear in your head and clear on the page before you get on to the more nitty-gritty of editing. Otherwise you're going to find yourself perfecting a paragraph that later you chop out entirely.

Then you can move onto the details: stuff like sentences that are too complicated, awkward phrasings – any little fiddly bits where you might think, “This doesn't quite sound right. This doesn't read well. I want to change the order of this paragraph a little bit.” Or perhaps, “I want a slightly different word here, that one wasn't quite the right one for the job.”

Then the final stage is proofreading; essentially, looking out for mistakes. Things like typos, you've missed out the full stop at the end of a paragraph. Or, there's a grammatical mistake where you've perhaps changed a sentence in the editing and then you haven't completely changed it as you should have. Whatever it might be, just making sure that what you think you wrote is actually what you wrote, and tidying up anything like that.

Making it Work #8: Call to Action

I mentioned conclusions already. **A call to action is a bit like a special type of conclusion.** It is a phrase that comes from advertising. You might have come across it if you've read much on blogging and marketing and so on.

All it means is asking the reader to do something. Some writers are reluctant to do this because they feel it comes across as needy or demanding or something like that. I honestly don't think that readers see it that way.

For instance, in this example from Henneke on Copyblogger, she has:

“While you were reading this article, which of these 35 tips jumped out at you as something you should start doing right away?”

Have any of these tips been particularly effective for you in the past?

We want to hear from you. Join us over at Google+ to discuss.”

I don't think that's demanding, or needy or anything like that. I think it just invites the reader to join the conversation and tells them how to do that. Asking people to comment on the blog or, in this case, asking people to come and comment on a social network (because Copyblogger have turned off their

comments) is a good way to end a post. It's a good way to open up a conversation with the reader and to perhaps get more comments and get more feedback on your work.

You can also ask people to share your post. You can prompt them to check out your book on Amazon. You can get them to read a related post on your blog. We've got an editor's note here on Henneke's post, which suggests that "if you found this post useful we recommend you read..." and then it links to another post by her.

I would recommend initially having just one call to action per post. So, either you ask them to comment or you ask them to read a related post or you ask them to share the post on Twitter or something like that. Give them one thing to do.

The other thing you can do with a call to action is give them a homework task or something practical to get readers to engage – particularly if you've written a more educational type of post or even a more enlightening or inspiring type of post. You may really want to encourage them to go away and put something into practise.

Making it Work #9: Originality?

This comes up quite a lot in blogging: **do you need to be original?**

I don't think that you have to have a completely new idea or topic. Obviously, lots and lots of things have been written about. Whatever kind of writing you're doing, if you're writing a novel, you'll find other people have used similar plots, similar characters and similar situations in the past. If you're writing a blog post you'll find that people have written on the same sorts of topics.

What you can do is look for a different angle. I did a post a little while back now on [Finding Time -- or Making Time -- to Write](#). The question of finding time to write comes up for pretty much every writer. I don't think I've ever met someone who felt that they had all the time in the world to write.

But I wanted to give a slightly different take from some of the perhaps "boiler-plate" advice on this. I think it's easy to come up with a list of glib ideas – get

up an hour earlier to write, write for 20 minutes every day or write x number of words every day.

Sometimes people will give you a detailed list of what works for them. It doesn't necessarily work for every writer. Sometimes advice that might work for other types of working – so maybe a less creative business perhaps – might not work so well if you're, say, a novelist. You do need a certain inspiration and a certain ability to get into the flow of your writing in order to do it.

If you can come up with a slightly different angle or take on a well-worn topic, that's great! Usually, it's just the fact that you're the one writing the post – it's your own voice, it's your experiences coming through, it's your own ideas would be enough to make it original.

There's No One "Right" Way

I wanted to end, really, by saying there's no one right way to blog. Obviously there are some things that are more likely to work than others.

Plenty of blogs succeed despite perhaps breaking the "rules" of how you should blog. There are plenty of successful blogs that do things very differently. As I say, some have very short posts, some have very long posts, some post multiple times per day, like BuzzFeed, some post once every couple of weeks.

There's no perfect solution here. One of the reasons for this is there's a huge range of genres within blogging. You've got informational blogs like Problogger or Copyblogger. You've got more diary style blogs where it's more about the writer's life, maybe their kids, maybe their weight loss journey, maybe a particular goal that they're pursuing. Then you've got blogs that are more designed to entertain like BuzzFeed or something. You've even got blogs where people might post excerpts of fiction.

Obviously, there's not going to be one technique that's going to suit every single type of blog. You do need to think, if you come across blogging advice, "Is this going to work for my situation?" Don't feel you have to follow every piece of advice blindly.

With that in mind, though, I think it is useful to get to grips with writing different styles of blog posts. List posts are really popular (“10 ways to do this..”, “100 tips for that..”, etc) and even if you feel that these aren’t quite right for your blog, you still may want to give a list post a try at some stage.

Maybe you’ll decide to guest post on a blog where that would be a natural fit. Maybe you’ll decide to do some freelance blogging where you’ll get paid to write blog posts, for a business probably. It can be useful to expand the range of what you feel comfortable writing in blogging.

I hope you’ll at least give blogging some thought. If it’s not something you’ve ever tried; or maybe it’s something you’ve considered but felt it wasn’t quite right for you – I would just challenge you a little bit to consider whether it’s something you’d like to take on as a writer.

Maybe not right now. Maybe a year down the line, but blogging can be a really wonderful way to get your writing out there, to connect to people, to build an audience.

I’ve had loads of benefits from blogging. **And if you are a blogger or if you’ve had some experience of blogging in some way, I’d love you to add your take on this in the forums.**

[There’s a forum topic here for the seminar](#) where you can leave comments or questions or talk about your experiences a bit. If you’d like to know a bit more about guest posting in particular, we covered that in the May seminar a couple of months ago. I’ll link that with the notes or you can find all the seminars just [on the Seminars page](#) in Writers Huddle.

So, best of luck with your writing. Best of luck with your blogging if you are blogging!

Do check out [the Blog On e-course](#) in the Huddle which hopefully should help you with getting started writing posts if that’s something that you’re new to. And go ahead and leave any question or comments in the forum, I’ll be very glad to get back to you on those.