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## Don't Get Stuck! Tips on Effective Blog Writing for Assisted Living



When you're a blogger for an assisted living facility, it can be feast or famine. I know that when I write my blog, sometime the ideas just flow. Great topics magically appear in my head, SEO keywords fit in beautifully, and the copy unfolds in a way that is friendly to both readers and search engines. That's on a good day. A very, very good day.

On other days, my mind draws a blank or I just can't get on a roll. When I get stuck, my go-to strategy is simply to think of common concerns that I hear about from a specific audience segment. For example, I may be planning a blog post for marketers who are new to online lead generation. They may not understand why people aren't coming to their website. Their website traffic may not result in leads. Or maybe they have a Facebook page but it doesn't get any Likes. Any of these concerns can easily become the main focus of an article for my blog, but I still need more information. Next, I think about possible format options that suit the topic and will drive leads to my website. This may be a checklist, a professional anecdote, a video, or something else. Perhaps most important, I think about whether the information will be valuable and relevant to the reader. Perhaps it will give my reader pertinent facts, give them confidence about a course of action, or help them simply feel heard.

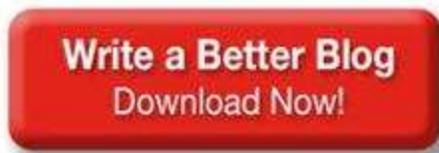
For an assisted living blog, the process might go something like this:

- **My Audience:** Adult children of assisted living residents who are just beginning to think about senior living options (prospect, early in the sales funnel)

- **Common Concern/Topic:** Is my elderly parent safe at home?
- **Format Type:** Elder Safety Checklist, Top 10 Home Safety Tips, or Home Safety Infographic
- **Value to the Reader:** The reader will have a new tool that helps them determine if their parent is safe-- and possibly take steps to ensure greater home safety.

An example of an assisted living blog post for a different audience segment might look like this:

- **My Audience:** Adult children who have already determined that assisted living is the best option for their elderly parent (prospect, later in the sales funnel)
- **Common Concern/Topic:** What should I look for in an assisted living facility?
- **Format Type:** Visit/tour Checklist, Professional Opinion, or Regulations & Resources List
- **Value to the Reader:** The reader will feel more confident when considering assisted living choices.



These simple, practical steps are a good start in helping get past "blogger's block." For more assisted living blogs ideas and tips for more effective blogging, you can [download the complimentary infographic](#), "Don't Get Stuck ... Get Blogging." Use it the next time you get stuck, and keep your blog moving forward!