

Should You Write Your Own Blog?

By Kristen Luke

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If you decide to include a blog in your marketing plan, the next decision is whether to personally write original articles or use articles ghostwritten by third party content providers such as [Peter Montoya](#) (\$25/month plus a \$295 initiation fee) or [Forefield](#) (\$399/year). Every advisor's situation is different, so you must evaluate your goals, resources and restrictions to determine the best solution for you.

To help with that decision, consider the pros and cons of each option.

The pros of original blog content

Personally written blogs reflect the voice and personality of that advisor which helps create a connection between the reader and the writer. The advisor can write articles specific to his or her target market that are sometimes difficult to find with content providers, like those mentioned above, that write articles for the general public.

Another advantage of writing your own blog is that you are able to discuss personal details. Sharing information about your life, family, interests and experiences may go against your natural instincts, but sometimes those are the most effective articles. Through the sharing of personal details, the audience relates to you on a personal level.

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One final advantage of writing your own blog is that it opens up opportunities to contribute to other sites. For example, some financial websites provide content to their audience by aggregating blogs written by financial advisors. One such site is [FiGuide](#). When sites like these feature your blog, you increase exposure not only for your blog but for your business as well.

The cons of original blog content

It takes time to write your own blog on a regular basis. If you post a blog weekly, expect to spend two to four hours each week writing the article. This is time that may be better spent elsewhere. Another disadvantage is the compliance issues involved with creating original content. Depending on the policies and procedures of your compliance department, writing original articles may be more of a headache than it is worth.

The pros of canned blog content

Articles ghostwritten by third parties can be a good option for advisors who don't like to write, don't have the time to write, or have strict compliance departments. Using canned content provides you the opportunity to include a larger number of articles in your blog than you could produce on your own and allows you to post more often. The most time-consuming part of a blog is writing the articles, so canned articles eliminate much of the time usually associated with a blog. Another advantage is that if you use articles that are pre-approved by your compliance department, you will greatly reduce the compliance headaches of a blog.

The cons of canned blog content

The problem with canned content is just that – it's not original. You might find your same articles posted on someone else's blog, newsletter or website. Furthermore, your blog isn't differentiating you from your competitors, especially if they are using the same articles. While this method makes maintaining a blog easier, it is extremely unlikely that other websites or media outlets will ask for your contribution.

Plus, from my personal experience using these types of articles for websites, newsletters and blogs, canned articles are less likely to be read than original content.

The right solution?

There is no magic formula for any aspect of a marketing campaign, including blogs. What works for one advisor won't necessarily work for another. Personalities and preference vary among advisors as well as among prospects.

If you are considering a blog, evaluate the best option for you and your target market. The right solution may even be a mix between original and ghostwritten articles.



Whichever direction you pursue, just be sure to update your blog on a consistent basis, whether that is daily, weekly or semi-monthly. You won't see any success from your blog, whether the articles are original or not, if you don't update it regularly.

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