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# Beat Writer's Block

— Matt Campbell - Las Vegas Bloggers Meetup —  
September 14, 2021

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# Where to Find Las Vegas Bloggers?

- **Meetup:**

- [meetup.com/Las-Vegas-Bloggers/](https://www.meetup.com/Las-Vegas-Bloggers/)

- **Website:**

- [lasvegasbloggers.com](http://lasvegasbloggers.com)

- **Facebook Group:**

- [www.facebook.com/groups/lasvegasbloggersmeetup/](https://www.facebook.com/groups/lasvegasbloggersmeetup/)

# Future Presentations

- **September 14, 2021**
  - **Beat Writer's Block**
- **October 12, 2021**
  - **TBD**
- **November, 2021**
  - **TBD**

**Have topic ideas for future meetups? Submit [LasVegasBloggers.com](https://LasVegasBloggers.com)**

# Meetup Goals

- **This group is for those wishing to start a blog AND those that have been blogging for years! Beginner to Experienced - we are here to share ideas.**
- **Topics**
  - **Search Engine Optimization (get higher search rankings), Keyword research, How to make money from your blog, Picture taking and images, podcasting for bloggers, How to start a blog, etc.**
- **Presentations**
  - **Attendee Introductions**
  - **Slide Show Presentation (Organizer or Guest Speaker) with discussion**
  - **Review blogs for recommendations and feedback**

# Who Am I?

- **Organizer: Matt Campbell**
  - **Started my online marketing in 2003**
  - **Owner of MyWeddingSongs.com (4 million annual visitors)**
  - **Worked at Horizon Web Marketing since 2014 as developer, SEO, PPC, etc.**
  - **Working with wedding businesses to improve search visibility through BrianLawrence.com.**
- **Meetup Sponsors**
  - **My Wedding Songs**

# Introductions

# How to beat writer's block?

**Know your why...**

**What gets you out of bed each day and want to write for your blog?**

# How to beat writer's block?

**Carry a pen and notebook with you.**

**You never know when an idea pops into your head!**

**Then write down the order of the ideas to give them some context.**



# How to beat writer's block?

**Before you get writers block - grab a notebook and brainstorm!**

**Write down all possible ideas. Then write down the order of the ideas to give them some context.**

**Consider how you can turn your ideas into longtail topics. -  
Read more here:**

**<https://www.mediavine.com/long-tail-keywords/>**

# How to beat writer's block?

**Utilize a publishing calendar to know where you are on your publishing schedule.**

**Stay ahead of schedule so that you can take a week off of writing without feeling guilty because you are 6 weeks ahead.**

**WP Plugin - Editorial Calendar**

**<https://wordpress.org/plugins/editorial-calendar/>**

# How to beat writer's block?

**What if you get lost while writing an article?**

**Save what you have done already as a draft and save it for later!**

# How to beat writer's block?

**Take a mention from your skyscraper content and turn it into an individual post.**

**Example: If you wrote a killer article about traveling to Las Vegas, select one of the must see stops you mention and write a completely unique article about it.**

# How to beat writer's block?

**Take a blog post and turn it into a skyscraper piece of content.**

**Be a resource to your readers and answer all of their possible questions.**

<https://ahrefs.com/blog/skyscraper-technique/>

# How to beat writer's block?

**Update old content. Don't reinvent the wheel.**

**Take an old article and bring it up-to-date. Re-write the first paragraph and make it great and unique. Then, republish the article with the current date.**

# How to beat writer's block?

**What are your competitors writing about?**

**Maybe they have a topic that you have not covered yet?**

**Maybe they have not covered a topic that you should cover!**

# How to beat writer's block?

**Conduct keyword research and get ideas from existing topics.**

**Utilize tools like:**

**Google Ads Keyword Planner - <https://ads.google.com/>**

**Answer the Public - <https://answerthepublic.com/>**

**Ubersuggest - <https://app.neilpatel.com/en/dashboard>**



# How to beat writer's block?

**Check your 'hood.**

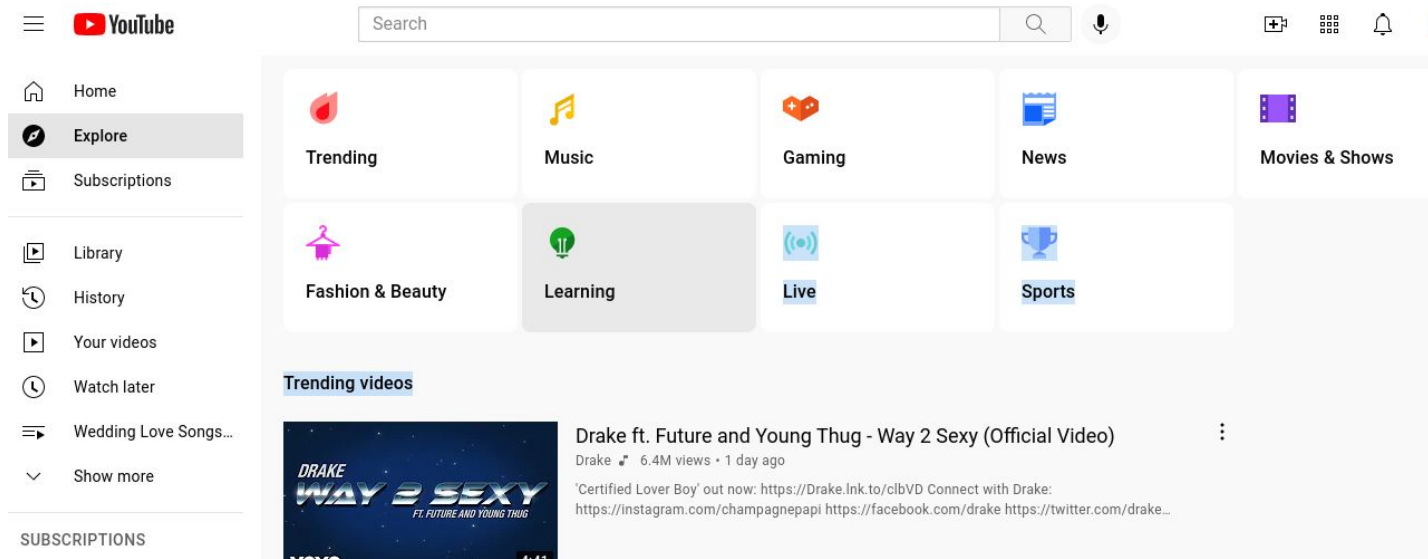
**Read posts in your industry Facebook groups for ideas.**

**Read posts from LinkedIn groups in your industry.**

# How to beat writer's block?

## What's Trending? YouTube:

<https://www.youtube.com/feed/explore>



The image shows a screenshot of the YouTube Explore page. At the top, there is a search bar and navigation icons. The left sidebar contains navigation options: Home, Explore (selected), Subscriptions, Library, History, Your videos, Watch later, and a playlist titled 'Wedding Love Songs...'. Below the sidebar is a 'SUBSCRIPTIONS' section. The main content area features a grid of category tiles: Trending, Music, Gaming, News, Movies & Shows, Fashion & Beauty, Learning (highlighted), Live, and Sports. Below the grid is a 'Trending videos' section. The first video is 'Drake ft. Future and Young Thug - Way 2 Sexy (Official Video)' with 6.4M views, posted 1 day ago. The video thumbnail shows the text 'DRAKE WAY 2 SEXY FT. FUTURE AND YOUNG THUG'. Below the video title, there are social media links: 'Certified Lover Boy' out now: <https://Drake.Ink.to/clbVD> Connect with Drake: <https://instagram.com/champagnepapi> <https://facebook.com/drake> <https://twitter.com/drake...>

# How to beat writer's block?

## What's Trending? Twitter:

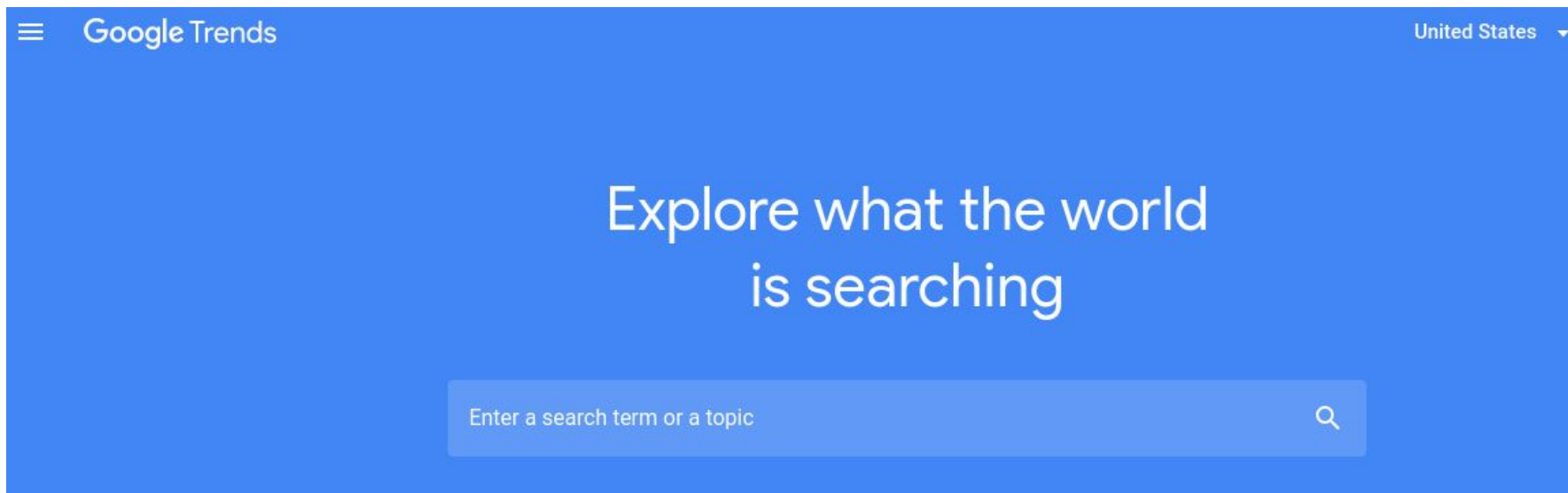
<https://twitter.com/explore/tabs/trending>

The screenshot shows the Twitter interface with the 'Trending' tab selected. The left sidebar contains navigation options: Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More, along with a 'Tweet' button. The main content area displays 'United States trends'. The first trend is '#DisneyPlus' with the text 'Stream Billie Eilish Concert' and 'Promoted by Disney+'. Below it is '1 · NCAA Football · Trending' with the sub-trend 'Bama' and a thumbnail image of a football field with the SEC logo. Further down is '2 · Sports · Trending' with the sub-trend 'Tulane'.

# How to beat writer's block?

What's Trending? Google Trends by location

<https://trends.google.com/trends/?geo=US>



# How to beat writer's block?

**What ideas do you have to beat writer's block?**

- **Conversations from friends, colleagues, clients, etc.**

**Favicon -**

**<https://wordpress.org/plugins/favicon-by-realfavicongenerator/>**

**Editorial Calendar - <https://wordpress.org/plugins/editorial-calendar/>**

**Any questions?**

**Review your website?**

**Facebook - @myweddingsongs**

**Twitter - @mywedsongs**