



**— TO BLOG —**  
**OR NOT TO BLOG**

# How to Write Like Shakespeares

Marketers understand how blogging can be a powerful tool in their marketing arsenal. A corporate blog can help their business rank on search engines, drive website traffic, establish authority, educate customers, and move prospects along the sales funnel. However, many find it challenging to blog consistently and effectively.

There are three excuses marketers have for why they cannot do so:

- I don't have the time
- I'm not a great writer
- I'm not a creative person



Marketers may not realize it, but writing is a part of their job. Whether they write the content themselves or manage a team of writers, it's crucial to know what to write and how to write well. Content marketing, including blogging, is their responsibility.

Their corporate blog could either be a digital wasteland or a key driver of marketing performance and business outcomes. It boils down to effective writing for a specific purpose and audience.

So, how can you blog when you feel you are too busy, don't have the skills, or don't have the creativity? Bloggers and writers learn from the best in the industry. However, those who are even more serious about the craft should learn from the most successful writers in history. When it comes to the English language, you can't do better than William Shakespeare.

Shakespeare is one of history's most celebrated, influential, and famous writers. You don't have to write exactly as he did. However, you can learn a lot about how he thought and worked as a writer. Whatever roadblocks stop you from writing, take lessons from how Shakespeare achieved a prolific and successful career.

Here is how you can overcome your obstacles to blogging productively and effectively.

# Excuse #1 I Don't Have the

Lack of time is one of the most common excuses marketers have for not being able to blog. That is understandable, given they spend an inordinate amount of time brainstorming, researching, planning, creating, coordinating, running campaigns, analyzing results, and reporting.

But as content marketing is an integral component of their marketing machine, they need to make time for blogging, whether they do it themselves or manage content writers who do. Regardless, they can learn from Shakespeare's secret of being prolific.

## ✓ What Marketers Can Learn From Shakespeare

Shakespeare wrote at least [\*37 plays and over 150 sonnets in his 24-year career\*](#). That is a high volume of work for a short period. How was he able to do this when often the creative process required an enormous amount of time pondering, procrastinating, sifting through notes, clearing one's mind, and thinking of novel ideas?

Shakespeare's secret was structure.

He followed the same pattern for all his sonnets, known as iambic pentameter, a line of poetry with five sets of stressed and unstressed syllables.



In Sonnet 18, it worked like this:

Shall I	com PARE	thee TO	a SUM	mer's DAY?
Thou ART	more LOVE	ly AND	more TEM	per ATE

Shakespeare also structured his sonnets where the first three stanzas are stated as a problem, and the last two solved that problem or gave some closure to it. This is the same structure Shakespeare used every time. It worked for his audience, mostly the illiterate masses, who easily understood this pattern and related to what sounds then, were conversational language.

Shakespeare did not start from scratch. He did not reinvent the wheel. He did not try to be creative for creativity's sake. He stuck with the same structure that worked and that his audience could remember well because of its familiarity. And that made it easy for him to write because he already had a structure to work with.

# ✓ How Marketers Can Apply This in Blogging

Today, there's no reason for any marketer to sit down in front a blank screen and say they don't have time to write from scratch. There is already a proven basic blog structure that works:



Introduction



H2  
headline 1



Valuable  
content



H2  
headline 2



Valuable  
content



H2  
headline 3



Valuable  
content



Call to action  
(CTA)

The repetitive structure is important for readers, as it allows them to know quickly what it's about, based on the H2 headlines. This structure works for those looking for quick answers or who like to scan first. For those who want to dig deeper, this structure is an excellent way of answering their questions and organizing ideas logically.

At the same time, this blog structure works well for search engines. H2 headlines are great places to incorporate the keywords people type in search engines to look for content. Also, search engines like well-organized content.

This blogging structure benefits the readers by making it easier to scan your content. It helps search engines because they know that you provide a good experience. And it benefits you as the writer or marketer because it makes it easier and faster for you to write, as you need to follow the same pattern every time.



# Excuse #2

## I'm Not a Great

Marketers are natural creative communicators. They plan and run campaigns to convey a message to a target audience, creating awareness, building interest, or taking some action. Ironically, many don't consider themselves great writers. For them, that is what copywriters and content writers are for. People disparage their writing abilities, but marketers specifically are better writers than they realize.

They also think they must be well versed in search engine optimization and trained in creative writing or AP-style journalism when it comes to blogging. However, they don't have to write for Google. And they shouldn't write a literary or investigative piece. Instead, they should follow the example of Shakespeare.

### ✓ What Marketers Can Learn From Shakespeare

Shakespeare was a highly prolific writer, but tumultuous events in England affected his productivity. Just like any writer, he had his ups and downs. And yes, he also [suffered from writer's block](#).

It's not a stretch of the imagination that he struggled to find the right word that did not fit the meter or a rhyme in a stanza. Maybe he needed to express something that had never been said successfully in English before.

So, how did Shakespeare deal with this problem? He broke the rules.

That means inventing new words and phrases. He had faith in his audience that they would understand the artistry of these created phrases. "Icebreaker" is one example of a word he made up in just three syllables, which might otherwise have taken him longer to communicate.



Some of the now-common phrases he invented are:

- All that glitters is not gold (“Merchant of Venice”)
- Brave new world (“The Tempest”)
- Break the ice (“The Taming of the Shrew”)
- Clothes make the man (“Hamlet”)
- Devil incarnate (“Titus Andronicus”)
- Fair play (“The Tempest”)
- Foregone conclusion (“Othello”)
- A laughing stock (“The Merry Wives of Windsor”)
- It’s Greek to me (“Julius Caesar”)
- Own flesh and blood (“Hamlet”)

- Pound of flesh (“The Merchant of Venice”)
- Star-crossed lovers (“Romeo and Juliet”)
- The be-all and the end-all (“Hamlet”)
- Too much of a good thing (“As You Like It”)
- Wear one’s heart on one’s sleeve (“Othello”)
- What’s done is done (“Hamlet”)
- Wild-geese chase (“Romeo and Juliet”)



## ✓ How Marketers Can Apply This in Blogging

So, should you invent your own words and phrases? You could, but the point here is that the best bloggers also break the rules.

- *Go for meaning over style*
- *Go for the human over the robotic*

There is a danger in inventing new words and phrases, mainly if they are industry jargon or corporate speak. They have the exact opposite effect of Shakespeare's inventions. Shakespeare created words and phrases that ordinary folk, his primary audience, could quickly get. Corporate jargon is often a cryptic dialect that sounds intelligent but is usually incomprehensible to most people.

Marketers should take from Shakespeare by conveying the most meaning in the shortest amount of content. This means using conversational language, simple words, short sentences, bullet points, illustrations, charts, and images.

Your writing should not sound like you are competing for a Pulitzer Prize, publishing an annual report, or submitting to an academic journal. It should sound like you are talking to the person on the other side of the screen. Don't let perfect be the enemy of good enough.

While optimizing for search engines is crucial, the rules for SEO have changed. Google and other search engines are more advanced in

understanding meaning and context. You don't have to stuff your blog with keywords repeatedly for Google to find and rank your site.

Go for human over robotic. SEO in 2022 means writing for humans. Blogging provides valuable content that answers the questions and solves people's problems. The importance of keyword research is not to do keyword stuffing — which doesn't work anymore — but to discover the questions and concerns that your prospects and customers type in search engines.

When you write relevant, meaningful, and valuable content in a way that sounds natural and conversational, people will find your blog organically. They will stay on your page longer because they like what you wrote. This, in turn, helps your search rankings because Google rewards pages that provide a great user experience.



# Excuse #3

## I'm Not a Creative

A marketing campaign or a television commercial happens every quarter or even less frequently. On the other hand, a blog has to be updated weekly or even every day. So, coming up with fresh blog ideas can be a challenge.

This is what many marketers dread. They feel it's difficult to always develop something new or make a more creative approach to content marketing. After all, how much can you write about refrigerators, accounting, or whatever product or service you are selling?

Shakespeare was successful, not because he was original. He was successful because he was able to give a fresh take on old stories.

### ✓ What Marketers Can Learn From Shakespeare

Shakespeare only wrote two plays with original plots: "Love's Labor Lost" and "The Tempest." Everything else was borrowed. He sourced his plots and characters from classical texts from Plutarch and Ovid, among others, and historical accounts, primarily Raphael Holinshed's "Chronicles of England, Scotland, and Ireland."

His gift was to synthesize this variety of sources to produce something new. For example, "Romeo and Juliet" is Arthur Brooke's 1562 poem, "The Tragical History of Romeus and Juliet."

And it isn't even the first story of forbidden love and star-crossed lovers. Ovid's "Metamorphoses," written in 8 A.D., included a story of ill-fated lovers Pyramus and Thisbe.

And yet, "Romeo and Juliet" is the version most remember. It has been adapted throughout history in its theater form and as ballet, music, literature, and film. The most famous musical theater adaptation is "West Side Story," which people associate with Romeo and Juliet and not Pyramus and Thisbe.

Shakespeare was so good at taking the broad strokes of the star-crossed lovers' narrative and making it fit just right for his audience. It became an all-time classic, and it's in our collective consciousness in a way that Ovid's myth could never be.

Shakespeare was not a master of creating new stories. He was a master at giving the people what they wanted.





## ✓ How Marketers Can Apply This in Blogging

In the same way, marketers do not have to come up with original ideas and topics for their blogs. To find suitable subjects for your blog, do as Shakespeare did:

- *Find out what your audience is most interested in*
- *Provide value by speaking your audience's language perfectly*

The best way to know what your audience wants is to do keyword research. There is a network of search behavior around any topic. By analyzing these keywords that people write in search engines, you understand what people care about related to that topic.

And then, you can focus your content creation on just those ideas. When you incorporate the actual words, phrases, and questions people use to search for answers, you are speaking their language. Just make sure you provide real value by writing helpful and practical information in a manner that resonates with your audience.

This means you don't have to come up with original ideas yourself. Let your audience do it for you. This is good for your audience because you are giving them what they want and it's good for search engines because it makes it easy for them to find and rank you. It is good for you since it makes it easier for you to know what to write about.

As Shakespeare wrote: "Listen to many, speak to a few."

This is a very reliable marketing approach when you listen to what people are telling you before you start speaking, or in this case, blogging. Focus on the people you care about the most, give them exactly what they want, and you will have a successful blog that addresses the needs of your customers and drives value to your business.



# Discover What Your Audience Wants

Keyword research takes a lot of time and effort, but it doesn't have to. Demandjump [\*automates the entire process\*](#). Find out what your target audience cares about, around any topic, with the click of a button. We'll show you your target audience's online activity and give you a list of trending topics and the top questions they are asking about your specific products and services.

We also make it fast and easy to [\*write content with one-click outlines\*](#) on any topic or question. In addition, you get suggested H1, H2, and H3 headlines and the exact keywords to include in each section. You can save these outlines as templates for future use, freeing up your time further.

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