

# 5 UNCONVENTIONAL TIPS FOR A SPIRITED BLOG

## HOW TO PULSATE LIFE INTO YOUR BLOG with



Hi, I'm Rossana and I am the creator of Malika Love a brand that's all about unleashing imagination through creative writing. I specialise in blog and social media content with a focus on delivering high-quality, life-filled, multi-dimensional writing to my clients so that they can express their brand at full capacity.

Where I'd like to take you today is down the creative side of your blog writing path, the place beyond keywords and pretty images where you can witness your inspiration as it hatches from its egg, where your audience and your earnings are the reflections of how eager your writing is, where you can change the world one blog at a time!

## one SET A POWERFUL INTENTION

Light a candle, take a breath and set a supercharged intention for yourself, your client and your readers. It may seem a bit woo-woo to some, yet it's not. You can skip the candle if you like, but stick to the intention and the breath. It clears the mind and helps to focus. It also connects you with the bigger picture of what you're doing making it purposeful and more exciting.

## HAVE LOTS OF FUN!

Make it more about the writing, less about the topic! The rule of thumb is always to pick subjects that you love, yet if you have been commissioned to write a blog on "How to assemble your unpronounceable IKEA cabinet", it's more likely you won't be jumping in excitement! Like an old jigsaw puzzle resurrected from your grandma's treasure chest, once the pieces have been put together it doesn't matter how faded the image looks, you won't be disappointed if you have enjoyed the journey all along!

## three WRITE LIKE YOU MEAN IT

Put all of yourself in it, all your vibrancy, your expertise, your pearls of wisdom, and most importantly your undivided presence and dedication. Chances are if you apply yourself fully, you'll make it relatable and you'll end up writing what actually you are *meant* to write, rather than some sterile content produced solely by your brain.

## TAKE DANCE BREAKS

Yes friends, dance breaks! Stop hunching on that computer, get up, blast a tune and get high on good vibes. Currently, my favourite one for this purpose is "The Perfect Life" by Moby feat. Wayne Coyne, opens my heart and brings me instantly back into joy. Dance gets you out of your head and into your body so that more of you can participate in your blog writing adventure. If you're not comfortable with dancing, kudos! You just won a little opportunity to grow yourself by trying something new.

## five FOLLOW THE BEAUTY WAY

What a wonderful world it would be if we all left a place better than when we found it? And what would happen if we were to apply this principle to relationships, jobs, situations? In my experience, applying this to blog writing brings in the magic. Beauty finds its expression on the inside and flows through the keyboard on the outside to serve a noble purpose, its own self-expression. Something I love to reflect on is this sentence: how you do one thing is how you do everything...What's your way?