

You know the Lord wants you to do it.

He’s called you to this blogging life… You’re sure of it.

I’m sure He did too.

But you’ve been at this for a while and well, Houston, we have a problem.

**No one is reading your blog.**

Well, not literally “no one” but not there’s not enough “someones” reading it for you to believe that you’re making the real impact on the world that you long to make for the kingdom.

Why would God call you to blog to such a sparse audience?

He probably hasn’t. It’s just that it’s a major struggle to get people to come to your blog *and* stay on your blog. It’s an even bigger struggle to get them to come *back* to your blog.

And really it’s not that hard to understand. People are super busy these days and super distracted by millions of things. You have to give people a reason take time out of their busy day and come to your blog.

Writing random stories about your outings to the mall ain’t gonna cut it.

What’s more, you have to give a one-time reader an even bigger reason to come BACK to your blog.

Yet some people can do it. Some bloggers get other people to come back to their blogs time and time again.

So what is this secret that some bloggers have mastered but some can’t seem to figure out?

**How Do you Turn Those Random Readers Into**

**Raving Fans?**

It’s taken me a long time to figure this out but, by George, I think I’ve got it!

**You have to fulfill one of their Needs or Desires.**

Successful bloggers have somehow ***tapped*** into the ***DESIRE*** of their **target** **readers**.

People don’t come back to a blog time and time again to read posts that don’t help them in some way.

They just don’t.

Keep in mind that you don’t have to fulfill **all** of the desires of your readers.

You just have to fulfill at least **one** need or desire of your target audience or they won’t come back to your blog…period.

In fact, if you don’t tell them what you are going to do for them *right off the bat* by either your post’s headline or the theme of your blog, they probably won’t come at all.

Yeah, the blogging world is brutal.

**So What Are The Core Desires A Reader Might Have?**

A reader might have all kinds of desires that they need to have fulfilled but your blog doesn’t have to fulfill all of them (that sounds *so* exhausting). Like I said, you just need to determine which desire *your* blog will fulfill.

Luckily, no matter what your blog’s theme or topic is, there’s really only **5 core desires** that a reader might have (as far as I can tell):

**Readers have:**

1) A ***desire*** to have their problems solved.

2) A ***desire*** to achieve their goals.

3) A ***desire*** to be inspired or have something or someone to aspire to.

4) A ***desire*** to be entertained.

5) A **desire** to be “in the know” or educated.

**Let’s explore these *desires* on a deeper level.**

**1) A Desire to Have Their Problems Solved.**

This is a huge desire. We all have problems in our daily lives that we need to be solved ASAP. If you can be **a problem solver** for your target audience consistently then you will have a blog that they come to for answers, over and over again. Hence, they will officially be raving fans.

**Example:** The blog *Wellness Mama* solves the problems of women, especially mothers who need natural living solutions so they don’t have to subject themselves or their loved ones to the toxic chemicals inherent in most commercial foods and products. She has tapped into the desires of her target audience to solve this problem for them over and over, therefore, she has tons of followers and subscribers.

**2) A Desire to Accomplish a Goal**.

Many people are trying to accomplish a goal of some sort but they get stuck and they need help trying to reach that elusive dream. They need someone to show them how to break through that plateau in order to achieve official victory status.

**Example:** *Create and Go* is a blog where its creators teach bloggers how to make their blogs successful. For instance, if you have a goal to make $1,000 a month blogging then their course [Make Money Blogging](https://courses.createandgo.co/p/make-money-blogging-for-beginners?affcode=119684_t4uhpies) (affiliate link) is something that could help you reach that goal. And if it does help you reach $1,000 a month, guess what? You will keep going back to that blog and its resources time and time again. Results=Raving Fans!

**3) A Desire to Be Inspired or Have Something To Aspire To**

The desire to be inspired or to find someone or something to aspire to is rooted in the emotion of hope. We are always hoping for something better, prettier, easier, happier, etc. This is why they have that one positive, inspiring news story at the end of all the depressing news stories to give us hope that everything isn’t as bad as the last 10 news stories portrayed them to be.

Or that’s why we can scroll through 50 outfits on a fashion blog because we aspire to look like the people in those clothes and live the life that those clothes appear to give.

If you know how to make something/a task/craft/décor/dish/workout/life in general more beautiful/easier/faster/stronger/kinder/better then you can build a tribe of loyal readers.

**Example:** Fashion blogs like the *Sartorialist* or food blogs like *Pinch of Yum* inspire people to dress or cook a certain way. They also simultaneously give people something to aspire to (“I want to dress cool like that” or” I want my dish to look that beautiful when I create it”).

**4) A Desire To Be Entertained**

Life can be painful emotionally, mentally, and physically. Sometimes we want something to take our minds off of all the stressful things going on in our lives. This is where entertainment blogs come in. Blogs that distract us from the trappings of everyday life or bring light or laughter into our life can be very successful, especially if there is message behind the laughter.

**Example:** The blog *Stuff Christians Like* (now defunct) would poke fun at different aspects of Christian culture making people laugh thereby helping them forget whatever problems they may be having. If you’re funny or otherwise entertaining to your target audience in a transformative way then they will look to you for your unique perspective on life.

**5) A Desire To Be In the Know or Informed.**

I’m an information girl and a history nerd so I love being informed or educated on various subjects. If you have a deep understanding of a topic that people are clamoring to know about then you could find success. And it doesn’t have to be a stuffy subject…it could be computers, beauty, or food related.

**Example:** The Survival Ready Blog informs people on how to survive natural and man-made disasters. People want to know how to protect their families in case something catastrophic happens so they turn to blogs like this to so they can be informed on what to do in these cases.

If you have a lot of knowledge about something that people **desperately** want to know about then you can create a blog that people will flock to. Extra points if you can bring an emotional aspect into the knowledge component (protecting your family etc.)

Okay so now you know the 5 secret desires that your target audience might have that could turn random readers into raving fans but let’s take it a step further.

**The Who-What-How Guide to Turning Random Readers into Raving Fans**

**What are the 3 main questions you need to answer that will *turn* your blog readers from Random to Rave-y (yes, I made up that word)?**

We know what separates the successful blogs from the ones that struggle but how do we fix it?

The thing is, it could just be as *simple* as asking our audience what they want through a poll or survey.

However, what do you do when you don’t have a consistent audience? How can you turn your blog into a successful one?

If you don’t have an audience you can poll to ask or you just feel like you need to start from scratch, then answer these 3 questions and let them guide you as you create or re-invent your blog.

**Ask yourself these 3 questions:**

**1) WHO do you long to help with your blog?**

This would be your target audience. Who does your heart ache for? I believe that God has put a specific group of people on our hearts to help in some way. I don’t have scriptures for that theory but if He has called you to write or blog then there’s got to be a message that He wants you to send to a certain group of people because you can’t target everyone with your blog. You have to chose a group to help.

It’s vitally important that you answer this question because it’s hard to move on to the next question if you don’t. Once you determine who you want to help, you will tailor your blog’s message to this particular group of people. Pray and ask God to help you figure out who those people are.

**2) WHAT do they need help with?**

After you figure out ***who*** you are longing to help, you then need to figure out ***what*** they need help with. Do they need help personally, spiritually, professionally, with their families, marriage, children, weight, their talents, etc.?

In other words, which desire (like the 5 we already discussed) does your target audience need fulfilled? Do they have a goal of losing weight? Do they have a need to be informed about how to homeschool their children? Do they have a problem with their marriage or home life or organizing their home or business?

To find this out, you have to go where your target audience is, either online or in real life and LISTEN to them. Go where they are and be bold and ASK them what they need help with.

 Yes, we want to make money with our blogs but we also want to SERVE people and glorify the Lord with our blogs. We can’t do that if we don’t know what they need. So we have to find out where they are and ask them. It can be scary but I know you can do it ☺.

Once you find this out, ask question #3.

**3) How can you help them with their desire or need?**

Once you figure out **what** they need, you will know ***how*** you can help them. You can create blog posts, videos, books, courses and products that will meet their need or fulfill their desire. You must filter **all** of your blog’s decisions through the lens of “What is it that my group desires most?”.

The overall goal of each piece of content that you write or create for them should bring about a small to large transformation in your target reader’s lives, according to the desire you know they have.

Each piece of content should take them from point A (their desire) to point B (the fulfillment of that desire). The amount of transformation for your reader will depend on the type of content.

**For example:**

* A blog post should help bring about a small transformation.
* A *video* should bring about an even bigger transformation than a post.
* A *book* should bring your target reader an even bigger transformation than the post and the video.
* And a *course* should bring about the biggest transformation in your reader (if the content is well written).

**Putting It All Together In Example Form**

Okay so let’s bring this all home, shall we?

Let’s say we have Susie and she wants to create a blog but she’s lost as to what to do. She comes along and finds this freebie and says “Okay so after giving it some thought, I really long to help single mothers because I know how hard their lives can be.” So, she finds out where single mothers hang out online (forums, etc) and in real life (her church, work) and she talks to them and listens.

Susie finds out hey, single mothers need help with raising kids, they need help organizing their home lives, they need help with child care, etc.

Susie now knows that single mothers (her target audience) need or desire content that solve the problems they encounter in their everyday lives. Now all of her blog posts on her new blog will discuss the topics that she knows they need help with most.

Make sense?

**Conclusion**

I hope that this has helped illustrate the secret behind why some blogs have tons of readers and subscribers and some are just wah wah wah.

If you want your blog to succeed, you must find out what you’re target audience desires and then give it to them. It sounds so simple, yet I’ve personally been in the dark on this for so many years.

**To Summarize:**

**1) Who do you long to help with your blog?**

**2) What do they need help with?**

**3) How can you help them?**

Answer these questions and I firmly believe you will be well on your way to turning random readers into raving fans!

**Do You Have A *Desire* To Know More About This Subject and Blogging In General (see what I did there ☺)?**

Has reading this help transform the way you look at your blog? Are you ready for more transformation?

Then be on the look-out for the emails I will send you over the coming weeks and months notifying you when my blogging courses will be available.

Also, I would love it if you would follow me on the following platforms so you can stay updated on everything that’s going on with Christian Blogging Academy:

Pinterest: <https://www.pinterest.com/christianbloggingacademy/>

Facebook: <https://www.facebook.com/Christian-Blogging-Academy-589213448139508/>

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