

Straight Talk for You, the Content Writer

If you've heard "blogs are dead" from platforms like Coursiv, that's **biased hype**—likely aiming to steer you toward trendy, less time-intensive content formats (short videos, AI-generated posts).

What matters is:

Element	Recommendation
Stick to what works	Focus on high-value content: deep guides, targeted niches, tutorials, reflections—especially in your field of content writing and translator mentorship.
Adapt your format	Integrate short videos, audio, newsletters and repurpose content across platforms. Blend human insight with AI-assisted research.
Diversify your traffic sources	Combine SEO, social, email, and community engagement. Don't rely solely on search engines.
Embrace authenticity	Your human touch matters more than ever. AI summaries may steal clicks—but not the trust you build with unique, authoritative writing.