



OUTLINING A TERRIFIC BLOG POST

1. Remember the Basics

a. The format of a basic writing is:

i. Killer Headline

1. Include important search keywords
2. Pull people into post. Grab their attention. Meet a need. Make them curious.
 - a. Ex: "3 Rules You Must Break..." or "The Most Ridiculous (blank) I Ever Had"
3. Keep it under 40 characters long
4. First Sentence Hook and First Paragraph
5. Tell a story related to topic that people connect to
6. Make topic immediately known and relevant.
7. Use controversial, or universally interesting, question to grab attention
 - a. Ex: "Have you ever wondered what it might be like to trade jobs with a (blank) for the day?"

ii. Body

1. Identify problem or need from story that you will solve for readers
2. Answer question asked in headline
3. Give "how to" information to expand on the process
4. Use subtitles or questions in bold with the answers placed below
5. Lay out the steps for solving the problem

iii. Last Paragraph

1. Give a call to action to your readers or something they should do after reading your article
2. Use a thought provoking quote, famous quote that sums up point, or statement
3. End with an open-ended question and invite them to comment
4. Finish with a surprise or quick joke.

2. Proofread After Writing

- a. 250-1000 words
- b. At least one relevant picture of good quality included
- c. Use your personality
- d. Under post include "Written By and Date"
- e. Make it easy on the eyes; use white space, bullets, etc.
- f. Use short paragraphs, short sentences, and simple words
- g. Refrain from using bad words
- h. Use proper grammar and spelling. Use spell check and proofread before submit
- i. Don't bury your points. Be clear, concise, and easy to read.
- j. Border or box-in quotes or important statements
- k. Use bold, caps, italics, or underlines to emphasize points- be mindful not to use them too much
- l. Give them something they will come back for: information, inspiration, humor, etc. Make every article count for something.

3. Ideas To Get Started

- a. "Stop Licking That! Things I wish I didn't have to say out loud"

b. Round up links from other websites and put them in your article. Make sure they are about the same topic

c. Interview someone or write about a particular person

d. Predict what will happen about something

e. "What you don't know about me"

f. Why I don't do (blank)"

g. Product showdowns- debate between two choices

h. Create a series of blogs around a topic. Announce the series, introduce one post a day, end series with a summary of what was learned

i. Offer competitions, opinion polls, awards, etc.

j. Create posts around humor, critiques, rants, personal examples, inspirational, motivational, research, instructional, DIY, problem solving, lists, or opinion styles of writing

i. Ex: "Top 10" or "Year in review"