



## OUTLINING A TERRIFIC BLOG POST

1.

### Remember the Basics

a. The format of a basic writing is:

- Killer Headline
- Include important search keywords
- Pull people into post. Grab their attention. Meet a need. Make them curious.

Ex: "3 Rules You Must Break..." or "The Most Ridiculous (blank) I Ever Had"

- Keep it under 40 characters long
- First Sentence Hook and First Paragraph
- Tell a story related to topic that people connect to
- Make topic immediately known and relevant.
- Use controversial, or universally interesting, question to grab attention

Ex: "Have you ever wondered what it might be like to trade jobs with a (blank) for the day?"

## b. Body

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

## c. Last Paragraph

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

## 2. Proofread After Writing

- 250-1000 words
- At least one relevant picture of good quality included
- Use your personality
- Under post include "Written By and Date"
- Make it easy on eyes; use white space, bullets, etc.
- Use short paragraphs, short sentences, and simple words
- Refrain from using bad words
- Use proper grammar and spelling. Use spell check and proofread before submitting

- Don't bury your points. Be clear, concise, and easy to read.
- Border or box-in quotes or important statements
- Use bold, caps, italics, or underlines to emphasize points- be mindful not to use them too much
- Give them something they will come back for: information, inspiration, humor, etc. Make every article count for something.

### 3. Ideas To Get Started

- "Stop Licking That! Things I wish I didn't have to say out loud"
- Round up links from other websites and put them in your article.

Make sure they are about the same topic

- Interview someone or write about a particular person
- Predict what will happen about something
- "What you don't know about me"
- Why I don't do (blank)"
- Product showdowns- debate between two choices
- 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

- Offer competitions, opinion polls, awards, etc.
- Create posts around humor, critiques, rants, personal examples,

inspirational, motivational, research, instructional, DIY, problem solving,

lists, or opinion styles of writing. Ex: "Top 10" or "Year in review"