



ANATOMY OF A BLOG POST

CATCH THEIR INTEREST

How will you open to catch your readers' interest?
Anecdote * Rhetorical Questions * Witty first sentence.

GIVE 'EM THE GOODS

This is where you're going to put the "meat" of the post.
* Break up paragraphs. * Use headings. * Organize * Links!

WHAT IS YOUR PURPOSE?

Understanding WHY you are writing a post will be certain
you've included the elements needed for your intended
audience.
* Persuade * Entertain * Inform * .

EFFECTIVE CLOSING

Always include a call to action and provide readers with
the answer to this question: "So what?"
* Enter to win! * Tweet to share! * Use the comments! *