

## Write a Great Blog Post

Creating a great blog post can be easy if you follow a simple formula. Remember this is a blog post and not legislation or a complex manual. Blog posts should be short simple communications. Don't worry too much about any one post. Create a simple useful message and get it out. You will have another chance tomorrow. If you have expertise and know your subject, you will have content you can blog about that will be useful to your audience.

### The Simple Formula to Great Blog Posts

#### 1) Know your audience.

Before you start to write, have a clear understanding of your target audience. What do they want to know about? What questions have they been asking? What will help them have a better understanding of your mission?

#### 2) Start with a topic and working title.

Before you even write anything, choose a topic and working title for your blog post. Your topic can be general to start with but as you continue to refine your post look for ways to make it more specific. Having a working title and topic will help guide your post so you can start writing.

#### 3) Write an attention-grabbing introduction.

You only have a moment to capture and keep your readers attention. Give your reader a reason to continue reading.

#### 4) Outline your content.

Create a simple outline of the main points you want to communicate to you audience. Writing a post can seem to be an overwhelming experience, but if you outline your post you will know which points you want to cover and the order in which you want to cover them.

#### 5) Write your post.

Don't worry about the length of your post or whether everything works as you write it. Just get it out on the page. Use your outline as your guide and write what you know and fill in all the gaps.

#### 6) Edit/proofread your post, and fix your formatting.

The editing process is an important part of the writing process. Editing makes a good post a great post. Remove everything from your post that doesn't need to be included. Find a grammar-conscious associate to copyedit and proofread the post. Finally check your formatting.

#### 7) Insert a call-to-action.

You may want your reader to download a file, read an article, or share the page on social media. Tell your reader exactly what you want your reader to do.

#### 8) Create a catchy title.

Start with your working title and edit it to quickly and clearly communicate the point of your post. Consider what would your reader say if they wanted to share your post with a friend.

#### Grab Their Attention

- Create a Great Title
- Include Pictures
- Communicate with Graphics
- Link to Important Content
- Develop a Unique Voice

#### 5 Types of Blog Posts

- How-Tos
- Lists
- Curated Collections
- Graphic Presentations
- From the Headlines