


Keyboards and Kickstands: Writing Tips With a K

Your Perfect Blog Post Outline

Print this double sided outline template, and organize your awesomeness.

6 Elements	Commit to it and Make a plan 
1. Featured Image Make Visual Impact and Entice Readers	The Point: Offer a beautiful, shareable, pertinent image that will give a clear context to your post and match the brand of your site. - There are lots of places to find great images. Pick one! <input type="radio"/> Stock Photo <input type="radio"/> Product Photo <input type="radio"/> Info-graphic <input type="radio"/> Quote/Headline <input type="radio"/> Freeze frame from Video <input type="radio"/> Other: _____
2. Headline State your Promise - Use curiosity provoking words - State the benefit - Ask a question - How to... - News Headline - Command action - Use numbers	The Point: Get your reader to open your post with a promise of value. - Brainstorm 4 or 5 headlines to choose from when you're ready to Publish. _____ _____ _____ _____
3. Intro/Opening Give a context to your Promise - Tell a short story - Explain the benefit - Ask a question - Share a quote - State a problem - Quote a surprising statistic - Start with a controversial statement	The Point: Confirm that you are going to give them what you promised, with some YOU (ahem...personality) added in. - This'll hook your readers and get 'em to commit to reading your post. - If you're concerned with SEO and keywords - this is prime real estate. _____ _____ _____ _____

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<p>4. Body Fulfill your Promise * You should plan out any and all kinds of blog posts, so that you know your awesome expertise is all included and clear. You can include any content here:</p> <ul style="list-style-type: none"> - Research Article - Opinion piece - List - Video - Pictures - Narrative - Interview - How-to - Review - Coming Soon Announcement - Guest content - Anything your heart desires 	<p>Figure out how you will fulfill the promise and plan it out!</p> <ul style="list-style-type: none"> - Actually plan it, punkin! Even if it's "only a picture post", because it's never <i>only</i> anything. If you're putting it out there, you have to be sure that it's put together right. - Start by reminding yourself of your promise. Then, break it into pieces or Points. Three pieces is pretty neat, but it could have 4 or 5. - Make note of any details you want to make sure you include with each Point, and the source, if you need to give credit or find something. <p>Point 1: _____</p> <p>* Detail/Source _____</p> <p>* Detail/Source _____</p> <p>* Detail/Source _____</p> <p>Point 2: _____</p> <p>* Detail/Source _____</p> <p>* Detail/Source _____</p> <p>* Detail/Source _____</p> <p>Point 3: _____</p> <p>* Detail/Source _____</p> <p>* Detail/Source _____</p> <p>* Detail/Source _____</p>
<p>5. Conclusion Remind them that you are a Rockin' Promise keeping machine.</p>	<p>The Point: It's dessert, baby. This is simply a reminder that you did what you promised you would. It's the ribbons you tie up your present with.</p> <ul style="list-style-type: none"> - Close it neatly, reminding your readers that you gave 'em what you promised. - Think of a cute way to "tie it up" that will feel satisfying and clearly state what you gave your reader. - Make it light and quick.
<p>6. Call to Action So what now?</p>	<p>Tell them how to get involved.</p> <ul style="list-style-type: none"> - Always ask your readers to interact with the post, by email or comment, and remind them to share and like it on social media. - ALSO - make sure that you tell your readers how to use the information you gave them: do you want them to think about it when they are shopping for something? Use it while making a decision? Start making a change in their life with it? Tell them. - And ask them to come back next week, and sign up for your email reminder, so they don't miss anything (OPT-IN for the WIN!)

That's it, Baby! Now you're ready to fly your Expert flag.

Get going! I want to see some beautiful expertise a-flowin.