

Headline - inspire people to read your article (make a list of 50 titles and pick one)

What will your readers get out of this?

Subheading ideas - the main points for your article

Call to action - what next? *Contact you, download, comment.*

Start writing!

Open a new document in Word or Google Docs:

- Try and list about 50 appealing titles.** Don't skim this one. It is truly the most important step in writing to attract an audience. It will pay off as you see your blogging efforts get real results.
- Type in your **headline** and save your document with the same name.
- List your **sub-headings** and **fill in the information** for each of them.
- Add references and imagery** where relevant - they can be helpful putting your point across.
- Write your **introduction** - A powerful introduction will drive your readers down the page.
- Wrap up your story** by recapping main points and suggesting how your readers can apply them.
- Add your Call To Action** - what you would like your readers to do next.
- Review and edit** your article until you are comfortable with it. Go back later and see how it reads. Read it aloud to yourself. How does it feel or sound?

Resources: *"How To Come Up With Great Blog Post Ideas"*

<https://thinkinternet.com.au/great-blog-post-ideas/>

"How to write a powerful headline"

<https://thinkinternet.com.au/how-to-write-a-powerful-headline/>

"Want more clicks? 5 proven steps to a powerful call to action"

<https://thinkinternet.com.au/more-clicks-call-to-action/>