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### Key Outline Elements for A Killer Blog Post

#### 1. **Headline**

State your purpose here for your article.

Brainstorm here 4 or 5 headlines:

- 1.
- 2.
- 3.
- 4.
- 5.

#### 2. **Intro/Opening - Grab your audience's attention by either:**

- Telling a short story
- Explaining the benefit
- Asking a question
- Sharing a quote
- Stating a problem
- Quoting a surprising statistic
- Starting with a controversial statement

**State Your Point Here by confirming that you are going to give them what you promised, with some of YOU (ahem...personality and your voice) added in below:**

## Key Outline Elements for A Killer Blog Post

### 3. Body

Here is where you plan out the actual body of your blog post fulfilling what you promised in your introduction.

Point 1:

\* Detail

\* Detail

\* Detail

Point 2:

\* Detail

\* Detail

\* Detail

Point 3:

\* Detail

\* Detail

\* Detail

### 4. Conclusion

Remind/sum up for your readers of all your shared and promised points in your body.

**Here is where you close up tightly/neatly what you promised in your body below:**

### 5. Call to Action

What now?

**Tell them what they can do now:**

- 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..
- And ask them to come back for more, and/or sign up or Opt-In for your email reminder, so they don't miss anything.

## Key Outline Elements for A Killer Blog Post

### 6. Featured Image

Give a visual for your readers for impact giving clear context to your article.

Here are some place to find images:

- Stock Photo
- Product Photo
- Info-graphic
- Quote/Headline
- Freeze frame from Video
- Other:

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