



BOOT★CAMP DIGITAL

Blog Writing Tips

Before You Start

- 1) Is this subject of interest to my audience?
- 2) What will they get out of reading this post?
- 3) Why will they read this post?
- 4) Is it consistent with my brand positioning?
- 5) Is it consistent with my overall objectives?

Types of Blog Posts

Informational	Interview	Product Review
Instructional	Lists	Case Studies
Profiles	Link Posts	“Problem” Posts
Contrasting Options	Rant	Inspirational
Research	Collation Post	Prediction/Review
Critique Posts	Debate	Hypothetic Post
Satirical	Memes/Projects	How-To

Writing for Comments

Ask Questions	Be Open-Ended	Invite Comments
Interact with Comments	Be Humble and Gracious	Be Controversial

Writing Great Headlines

- Be **USEFUL** to the reader,
- Provide him with a sense of **URGENCY**,
- Convey the idea that the main benefit is somehow **UNIQUE**; and
- Do all of the above in an **ULTRA-SPECIFIC** way.

Headlines That Work

Direct Headline

“Free SEO Ebook” “Shirts 30% off”

News Headline

“Introducing the New BootCampDigital Training Courses”

How To

How to write a Great Headline

Questions

“Who else wants to get smarter at internet marketing?”

Command Headline

“Sign-up for the Luncheon NOW”

Reason Why

“10 Reasons Why you should have a blog”

Testimonial Headline

“The AMA got me 15 New Clients” “I read the AMA Blog Every Morning”