## Before you Start, Ask Yourself:

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 | Review / Comparison | Cheat Sheet / Checklist |
| Instructional | Lists | Case Study | Infographics |
| Profiles | Link Posts | "Problem" Posts | Debate |
| Contrasting Options | Local News | Inspirational Story | Video |
| Research | Collation Post | Prediction / Review | Surveys / Polls |
| Critique Posts | Conference / Event Notes | Hypothetic | Guest Posts |
| Satirical | | How-to | Industry News |

## Writing for Comments:

| | | | |
|---|---|---|---|
| Ask Questions | Be Open-Ended | Invite Comments | Evoke emotion |
| Interact with Comments | Be Humble and Gracious | Be Controversial | Give free give-aways |

## Writing Great Headlines:

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

## Writing Great Headlines:

**Direct Headline**
"Free SEO Ebook""Shirts 30% off"
**News Headine**
"Introducing the New Boot Camp Digital Training Course"
**How-to**
"How to Write a Great Headline"
**Questions**
"Who Else Wants to Get Smarter at Internet Marketing?"
**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"