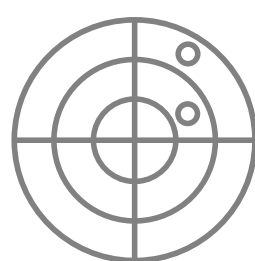


# HOW TO WRITE A BLOG POST WORTH READING

## A Re:word infographic

### 1 HAVE A TOPIC AND A POSITION

Why are you writing the post? What do you think about the topic? What are you hoping to convey? Before you can convince anybody else to buy into something, you have to buy into it first.



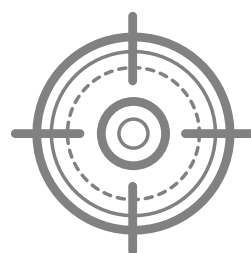
### 2 RESEARCH THOROUGHLY

This means going down all the paths, even the ones that lead somewhere other than your conclusion. Because you'd better believe your reader will, and you should have answers for the questions they inevitably uncover.



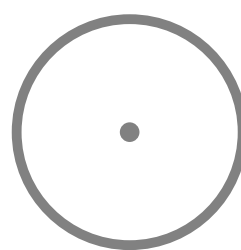
### 3 GET YOUR KEYWORDS RIGHT

Your blog post will do nothing for you or your cause if no one sees it, so set it up to be easily found. Hot tip in this regard: type a general related word into your search engine and see what else pops up under your query before you search. These will be the most searched terms, and a great place to start.



### 4 MAKE YOUR POINT EARLY

If your reader doesn't know what they're going to get from the piece by the end of the second paragraph, they most likely won't make it to the third. And if you want your primary point to resonate, make it about your reader and how whatever you're talking about affects them.



### 5 WRITE SIMPLE

Leave the five-dollar phrases for the academics and the jargon for the technical writers. Your intelligence should come through in your stance, and big look-at-me words will only get in the way.



### 6 LET YOUR COPY BREATHE

White space is a powerful tool you have to let your words sink in for an extra split second. Paragraph liberally and separate your sections with subheads for your readers who are more like scanners.

