

BLOG POST WRITING CHEAT SHEET



Research.



Write a high level summary with bullet points for the main ideas.



Brainstorm a working title



Write the introduction.



Write the ending: idea, call to action + content upgrade.



Choose the final title.



Proofread



Formatting:

- **Easy to understand language, short sentences, short paragraphs.**
- **Lists, bullets**
- **Images**
- **Consistency (fonts, colors etc)**
- **Emphasize the main points (bold / *italic*)**