

Module 2: Written

Writing A Blog- The Perfect Outline:

- **Find the Big Idea**
- **What's the Key Points?** *(be sure to have distinct takeaways)*
- **Understand What The End Result Should Be For The Reader**
- **List What Need To Happen For That Result** *(just one or two words per bullet)*
- **Figure Out What You Don't Know** *(Include links to your examples and/or data.)*
- **Figure Our What Your Do Know**
- **Organize All Information Into Related Groups**
- **Create Summarizes For Each Point & Create Headings**
- **Write Your Draft**
- **Edit, Read Outline & Have Someone Else Read It**
- **Write Your Title & Headline**
- **Find/ Create Graphics** *(Be sure you have commercial usage rights)*
- **Publish and Share!**

LinkedIn Article Tips

- How-to & list posts perform the best on LinkedIn.
- Posts split into 5, 7, or 9 headings perform the best.
- Titles should be in-between 40-49 characters.