

Blog Outline



INTRO



HOOK = captivating/original introduction to TOPIC to keep Target Audience (TA) reading

HOOK/TOPIC/PROMISE to reader/(TA) that blog has information they need/will be worthwhile to read

PROMISE/TOPIC is

- i. tangible = about a product/project
- ii. intangible = about a concept/service

BODY



POINTS/EXAMPLES/PROOF/ANECDOTE(S) that support your original HOOK/TOPIC/PROMISE

POINTS entertain, educate, persuade or convert the reader

USE 3 OR 4 in a logical sequence

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CONCLUSION



SUMMARY of overall HOOK/TOPIC/—fulfillment of promise made to TA

- i. reiterates your hook in a new way that relates back to the supporting POINTS in BODY of blog
- ii. leaves reader with a Call to Action (CTA)/INSPIRATION