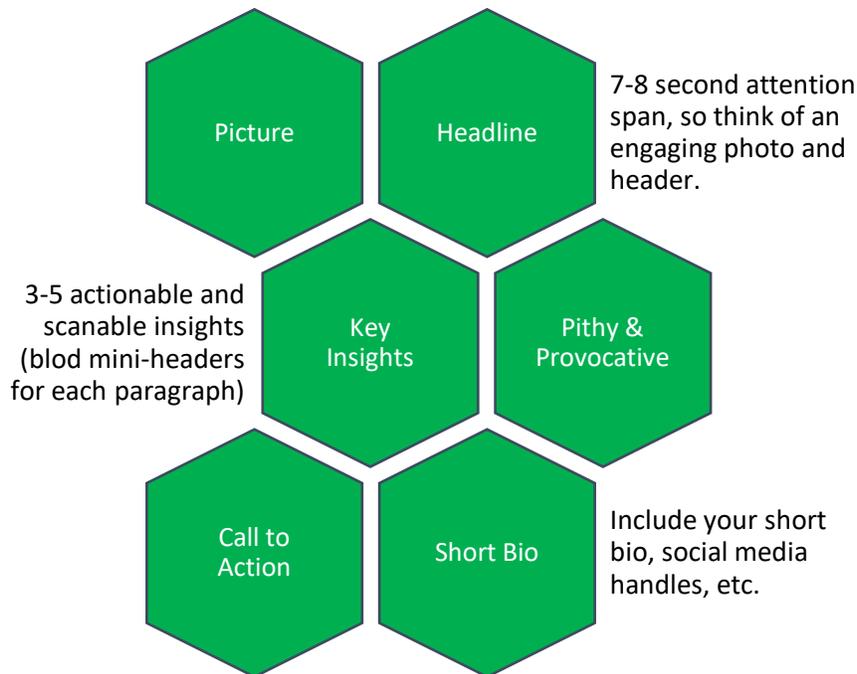


# Guide to Writing a Blog and Getting People's Attention and Engagement



## People forget 90% of what they read or see – so what is your 10% message?

As you write your blog, think of the one headline, or one liner, you want them to take away. Then simply identify 3-5 critical points that support your one liner. It helps to brainstorm and share your thoughts with others to get input and feedback.

## If You Have Their Attention, They Can Remember Your Message

1. Use Visuals to Get Their Attention
2. Use Graphics to Get Their Attention
3. Use Share-worthy soundbites to Get Their Attention

Here is another example:

## Provide something they expected, and something new, unexpected.

1. People have an attention deficit.
2. People focus for 8 seconds before moving on, down from 12 seconds in 2001.
3. Goldfish have an attention span of 9 seconds.

See the next page for your template.

# Blog Template

Get a picture that gets your audience's attention. If you need help, let us know. We use iStockphoto, you may have a photo already of an event, or you can also use free photo sites too, see the ones below.

- [Stocknap.io](https://www.stocknap.io)
- [Unsplash](https://unsplash.com)
- [Canva.com](https://www.canva.com)



## TITLE

Intro paragraph (3-5 sentences)

**Mini-headline, 1<sup>st</sup> key insight (bold)**

1-2 paragraphs

**Mini-headline, 2nd key insight (bold)**

1-2 paragraphs

**Mini-headline, 3rd key insight (bold)**

1-2 paragraphs

**Mini-headline, 4th key insight (bold)**

1-2 paragraphs

**Mini-headline, 5th key insight (bold)**

1-2 paragraphs

*\*We recommend 3-5 paragraphs, but no more without risk of losing the reader's attention.*

Closing paragraph (do you have a call to action? Book to read, reach out to you, etc.)

Your sign off (Sincerely, your name)

Your Bio (3-5 sentences) in italics

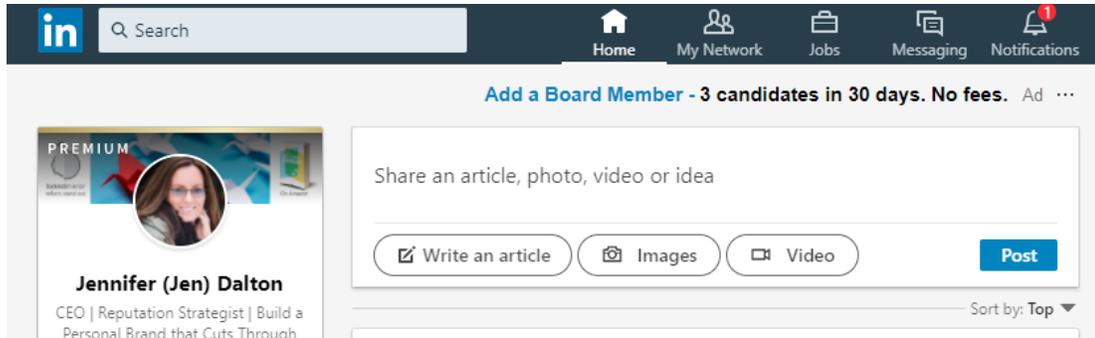
## **Additional Thoughts**

Other evidence to consider in your blog, you may want to insert in a video from YouTube, or a link to an article. Maybe a podcast. Think of the resources you have available to make this shareable. A Slideshare would be a great thing to embed.

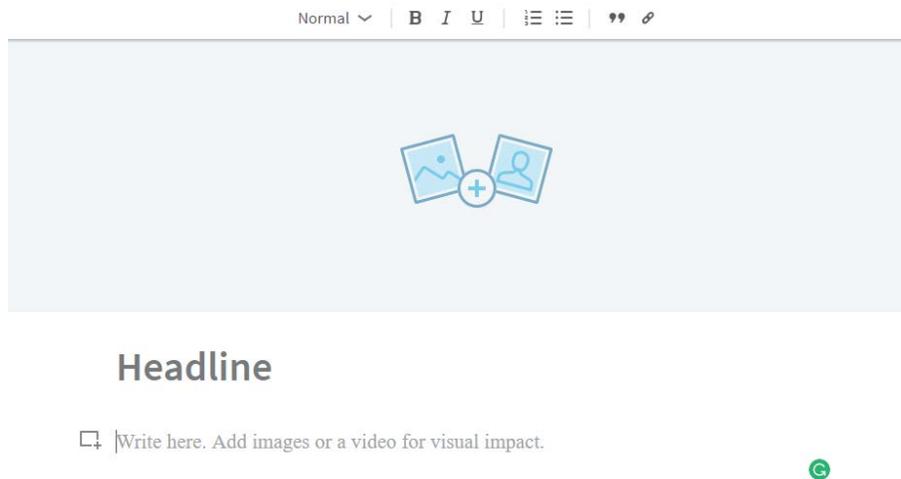
Examples on LinkedIn: <https://www.linkedin.com/in/jennifervdalton/detail/recent-activity/posts/>

# Getting Started on LinkedIn

- 1) Go to the home page and click on “Write an Article” in the top comment box.



- 2) Choose a photo and click on the photo banner “plus sign” to upload a photo.



- 3) Type in headline and then copy and paste your blog from Word
- 4) Proof your blog as there may be formatting issues
- 5) Add a short bio at the bottom and include a sign off
- 6) What is your call to action for readers? Complimentary consult? Be sure to add it.
- 7) Do consider adding in hashtags in specific places – in the title or at the end
- 8) You can save your blog (automatically happens) and come back to work on it.
- 9) Click publish. When you click publish you will have to include a comment that acts as a post and goes with your blog. Identify 1-2 sentences that will get people’s attention and draw them to read your blog.
- 10) You can always go back and edit your blog if needed as well. For example, add a video later, or a presentation, or fix something.