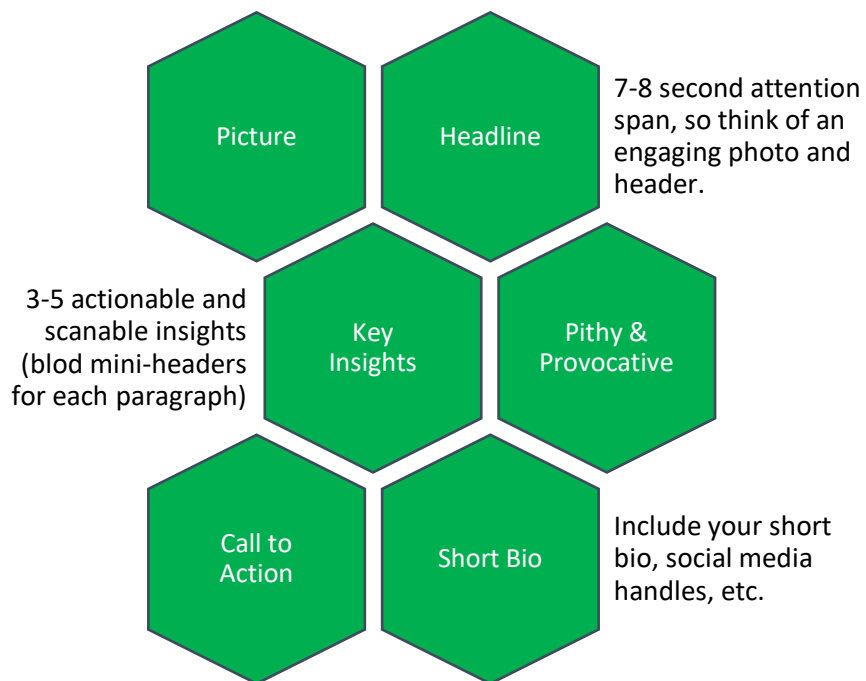


Guide to Writing a Blog and Getting People's Attention and Engagement



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://www.unsplash.com)
- [Canva.com](https://www.canva.com)



TITLE

Intro paragraph (3-5 sentences)

Mini-headline, 1st 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

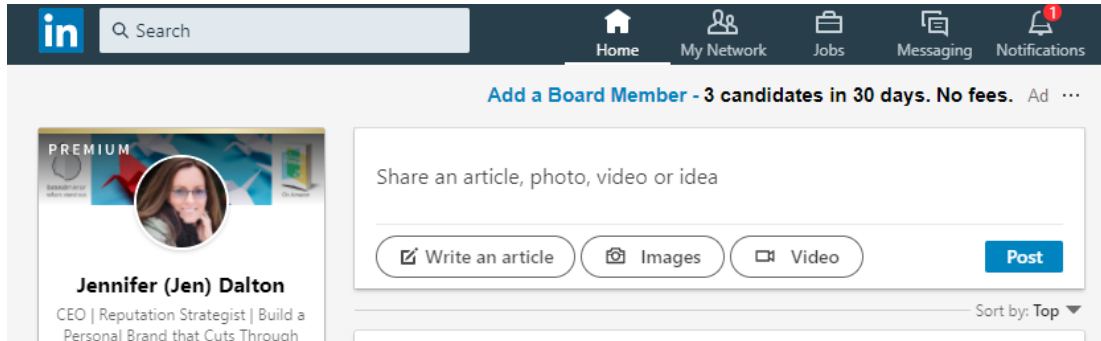
Additional Thoughts

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.

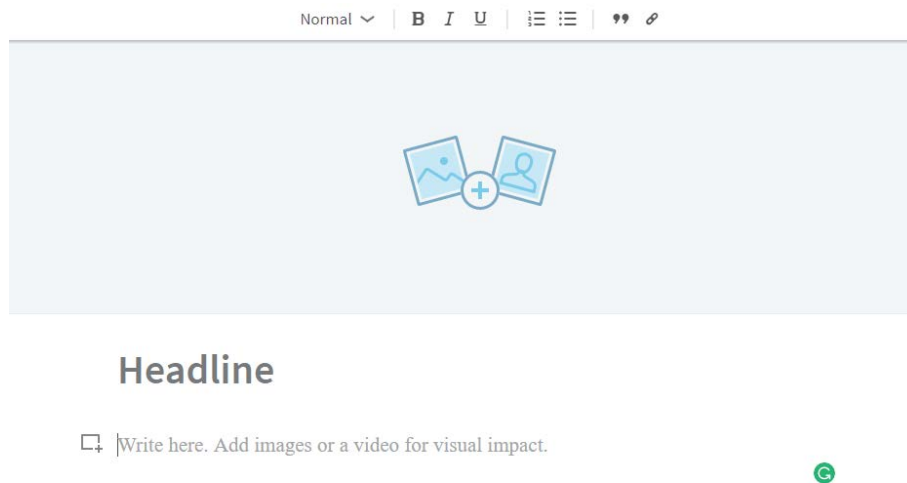
Examples on LinkedIn: <https://www.linkedin.com/in/jennifervdalton/detail/recent-activity/posts/>

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.