

What is the blog post about?	<i>Summarize your topic in 1-2 sentences, please</i>
Define your objective	<i>What are you trying to achieve with this blog post?</i>
Why will the audience care?	<i>Tell us why the reader will be compelled to click, read, and share your article.</i>
Outline	<p><i>What is your working headline?</i></p> <p><i>What are your subheads? (Think of them as questions that you need to answer in order to deliver on your objective)</i></p> <ul style="list-style-type: none"> ● <i>Add in guiding points under each subhead</i> <p><i>Include any links to data or resources that you will cite in the blog post</i></p>

