

What is the blog post about?	<i>(1-2 sentences, please)</i>
Define your objective	<i>What are you trying to achieve with this blog post? (1-2 sentences, please)</i>
Why will the audience care?	<i>Tell us why the reader will be compelled to click, read, and share your article.</i>
Outline	<i>What is your working headline?</i> <i>What are your subheads?</i> <ul style="list-style-type: none">● <i>Add in your guiding points</i>● <i>And any links to data or resources you will cite</i>