

ABCs of Blogging - Assessment 3



CREATE GREAT CONTENT

The following assessment will help you create great consistent content. Simply answer the following questions.

1. Who is your audience?
2. What take aways do you want your audience to leave with?
3. What knowledge and/or experience can you pull from to create content?

Based upon your answers above, develop your template for a blog post.

Topic. Choose a topic that coincides with your brand.

Body Text. Share from experience, knowledge, research, etc.

Call To Action. At the end of your post, let your readers know what action(s) to take. (i.e. Answer a question, share an opinion, share your article, etc.)

www.lovelyyoublog.com

(c) Lovely You Blog. Do Not Duplicate. For Personal Use Only.