

# BLOG WRITING Checklist



## STEPS

### ☐ Pick a Great Topic

- Does it Resonate with your audience?

### ☐ Do Your Research

- Read a minimum of 5 recent articles on the topic
- Find experts in your field who have something to say and quote them!

### ☐ Attention Grabbing Header

- Make in meaningful, memorable and interesting - ideally all three.

### ☐ Follow the Rules

- Is it fun to read?
- Is it interesting?
- Is it accurate?
- Is it balanced?
- Are you communicating in your brand voice
- Does it provide value to the reader

### ☐ Mission Accomplished

- A Purposeful and consistent communication with your user community.

