

Blog Like a Pro – Activity Sheet

The goal of this activity is to help you write a piece that could be shared on the Internet, via social media, while keeping the content short, clear, and actionable.



1. Pick a headline from one of these [headlines formulas](#).
 2. Write 1-2 subheadings that could support the headline.
 3. Create 1-2 bulleted or numbered lists that could be used in the piece.
 4. Keep each paragraph short (2-3 sentences).
 5. Remember to leverage “we” and “you” words (people words).
 6. Use a call to action to engage the reader to do more.
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Example

Headline From Formula List: Who Else Wants to _____

[Headline] Who Wants To Write Like a Blogging Pro?

Let’s face it, it can be daunting to write for the Internet; especially when you’re not a “writer.” But, don’t let that stop you. Here is an easy formula you can use to create compelling blog articles you can share on social media and email.

Let’s get started.

First, if headlines are the thing that hangs you up, here is a list of [headlines formulas](#) to start your creative mind to thinking.

[Subhead 1] Five Steps To Be Successful

[Numbered List]

1. Know what your audience wants.
2. Keep the content short and concise.
3. Use strong words and active voice.
4. Keep paragraphs short.
5. Use a list.
6. Identify a call to action.

Now that you have the basics, put your fingers to keyboard and fill in the blanks, including the:

[Bulleted List]

- Headline
- Subhead(s)
- Bulleted or Numbered List
- Call to Action

Remember to use action-oriented words (no passive writing), to stay focused, and to chunk content so you don’t overwhelm the reader.

[Call to Action] Now that you’re armed, what are you waiting for? Download this activity sheet and get writing!

Headline from Formula Sheet

Opening paragraph

Subhead 1

Section Content (1-2 sentences)

Bulleted List or Numbered List (or both)

Subhead 2 (the second section is optional)

Section Content (1-2 sentences)

Bulleted List or Numbered List (or both)

Call to Action
