

## TOP 10 TIPS FOR

# WRITING

1

### BEFORE YOU START WRITING

Think about your audience, what you want to tell them, and what impact you want to have.

2

### BE CREDIBLE

Trust begins with you. Do your research, check your work, and write accurately and professionally. Include links to credible sources.

3

### USE THE RIGHT VOICE

Keep your voice conversational, as if at the dinner table, but speak with authority. Use language that will be accessible to and engage your target audience.

4

### PLAN A PUBLISHING STRATEGY

Quality is better than quantity. What are the best places to distribute your work? How often should you publish?

5

### USE AN EFFECTIVE FRAMEWORK

Remember the story arc: the arresting beginning, the middle with context, the impactful end. Will your audience stay, engage, and want to visit again?

6

### CREATE A TWEETABLE HEADLINE

The message that draws readers in, and further. Sum up your key message in 140 characters. That's your headline and tweet. Others will retweet.

7

### COMPOSE A COMPELLING TEASE

A "tease" is an effective summary that amplifies the headline. For as many as half your readers, this is as far as they will go. Make it the most important paragraph of your post.

8

### USE EYE-CATCHING VISUALS

Visuals are critical for success. It takes only a glance at a photo for many readers to open a link. Break up text with more visuals, quotes, and links.

9

### BE DISCOVERABLE

Help your target audience find you. Remember the basics of search: headlines, subheads, captions, keywords, high-quality links.

10

### REVIEW AND REVISE

Edit, polish, monitor, improve. If you don't have an editor, edit yourself, critically. Monitor reader feedback. Make corrections and adjust for clarity.

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