



Tips for Writing a Blog Post

Are you ready to write a blog post but not quite sure how? Read below for some helpful tips!

<p>Brainstorm the scope of the topic:</p> <ul style="list-style-type: none">- What is the big picture? Ex. Homelessness among students is increasing across the country.- What is the narrow focus? Ex. How can teachers best support homeless students in their classes?- What is the purpose? Ex. To introduce my best practices	<p>Ask about the audience:</p> <ul style="list-style-type: none">- Who will read your document?- What does this audience value?- Is your topic appropriate for these readers? If not, how might you adjust it?- Will your audience likely agree with your argument or ideas? If not, what might be some areas of common ground you can emphasize?
<p>Think about your rhetorical strategies:</p> <ul style="list-style-type: none">- Do you want to appeal to the readers' emotions (pathos), reason (logos), or both? How effective are the emotional and logical appeals you are currently using? How might you strengthen or add to these?- How can you establish (or boost) your credibility?- How are your choices supporting your strategies?<ul style="list-style-type: none">o Word choice, examples, structureo Exampleso Organization	<p>Remember organization and flow:</p> <ul style="list-style-type: none">- Start with an interesting fact or story relevant to the topic to engage the reader <p>Provide context for your topic. What is the "big" picture?</p> <ul style="list-style-type: none">- Narrow down to the key purpose (your primary claim or idea).- Keep the reader engaged by presenting claims/points that support the purpose- Provide concrete examples- Close with important points- Draw everything to a close: a little bit of summary, reflection of the ideas in the introduction- Emphasize the significance of your purpose
<p>Don't forget the "Extras" for your readers:</p> <p>Include a catchy title, live links to resources, organizations, and stories that you reference, images that correspond to your story, your bio statement, and a reference list (if necessary).</p>	

