

# GUIDE TO BEST PRACTICES

# BLOG WORKSHEET

### Topic

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> Customer question | <input type="checkbox"/> Project debrief   | <input type="checkbox"/> Industry news   | <input type="checkbox"/> Project update     |
| <input type="checkbox"/> Customer problem  | <input type="checkbox"/> Design discussion | <input type="checkbox"/> Technical tips  | <input type="checkbox"/> New technology     |
| <input type="checkbox"/> New certification | <input type="checkbox"/> How to            | <input type="checkbox"/> Industry trend  | <input type="checkbox"/> Industry event     |
| <input type="checkbox"/> Company culture   | <input type="checkbox"/> Company event     | <input type="checkbox"/> Charitable work | <input type="checkbox"/> Employee spotlight |

### Working Title:

**Who is your target audience for this blog?**

**If your reader forgets everything else in this blog post, the one thing they should remember is:**

**Why is this reader going to care?**

**Choose how to organize your writing.**

<i>If your idea is like this...</i>	<i>You might want to use an outline like this...</i>
How to...	1. First, 2. Then, 3. Next,
Mini-Case Study	Problem: Solution: Results:
Something I learned/Debug/Trick	Before (Describe why life was so terrible before you knew this) Aha! Moment (optional, but encouraged) After (Why life is so much better now that you know this)
New Technology	What does it do? Who would use it? (industries, applications) Where might it fit into what you already have? When should someone upgrade? Why should someone use this new technology?
Reasons Why ... We recommend...	1. Big Reason – little example/explanation 2. Big Reason – little example/explanation 3. Big Reason – little example/explanation
Company culture, charity work or other human interest	You can be creative with flow and structure for a human-interest blog post. Here are some basic tips for flow: <ol style="list-style-type: none"> <li>The first paragraph should grab the reader - it can either be an anecdote, a description of an event or a person, etc.</li> <li>The body should have essential information presented in an engaging and conversational style. Quotes can be used to give your story life and personality.</li> <li>End with an over-arching impact statement to tie all elements together or wrap up with a powerful quote.</li> </ol>