How to Use This Blog Post Template

1. Fill in the [bracketed] copy with information about your blog post, and delete *italicized instructions* after reading them.
2. Delete, add, or alter any headings, section, or content that you see fit. Remember, this template should be adjusted for your audience and is just a helpful guide.
3. Review the checklist, upload your blog post at <https://www.cliosoft.com/guest-blog-submission/>

**Author:** [Enter Author Name] *This can be your real name, pen name or anonymous*

**LinkedIn Profile:** [Enter Author LinkedIn Profile URL] *Include if you want us to use your bio*

**Blog Post Topic:** [Enter Category or Tag of Blog Post]

[Blog Post Title]

*Make sure the title is clear and concise and runs for 60 characters or less.*

## **Introduction**

*Lead into the post with a short 100-200 word introduction. Be sure to highlight:*

* *The reason why what you’re talking about is important.*
* *Who, what industry, or what sector of the industry this applies to.*
* *What you’ll be covering [i.e. “in this post, we’ll explain why (term) is important, explain how to (term), and provide 8 suggestions if you’re new to (term)”].*

## **Body**

*Some readers may have no idea what it is you’re explaining how to do. Obviously, if what you’re writing about is well-known, you can skip the definition.*

*After defining the term, explain why it’s important for the reader to understand the idea and/or know how to do what you’re writing about.*

*Here is an example blueprint for shaping the body of your Blog post.*

*Point 1*

* *Lead with Why*
* *Show the promise by painting a pretty picture*
* *Include a data point*
* *Provide an example*
* *Give and action step*

Use the same formula for your secondary points.

Try to include 1-2 graphics to support your Blog post and help engage your readers.

## **Closing**

*Wrap up your amazing new blog post with a great closing. Remind your readers of the key takeaway you want them to walk away with and consider pointing them to other resources you or others have written for more insights.*

Checklist Before Publishing

* Did you provide clear, actionable steps to accomplishing the task your reader needed help with?
* Did you provide relevant and accurate facts and stats to prove your understanding of the concept?
* Did you emphasize the importance of understanding this concept if it is not already well-known?
* Did you properly cite and backlink your sources?
* Did you spell check and proofread?
* Are there 1-2 images (optional)?
* Is the post 800-1,000 words at minimum?