

How To Write A Blog Post

Step 1: Brainstorming - What's your post's big idea?

- Write down the big idea - what your audience will get out of reading your post:
- Base your headline on the big idea. Write down a few headline options you can use to test:
 - It can be done before, during, or after you've drafted the post.
 - Try these headline structures for inspiration:
 - How To ____ That Will Help You ____
 - Why ____ Will Make You A Better ____
 - What ____ Will Teach You About ____
 - Will ____ Help You ____?
 - How To ____ So You'll Feel Like A ____
 - How To ____ When You ____
 - How To ____ With A ____
- Break your big idea into a handful of key points.
 - Use your key points to lead your reader to your conclusion or place of understanding.
 - Key Point 1:
 - Key Point 2:
 - Key Point 3:
 - ...
- Understand what the result must be. Ask yourself:
 - Who will be reading your content?
 - Our Odyssey regulars
 - Our Odyssey Community
 - Other young adults experiencing health conditions
 - Family, friends and caregivers of those with rare and or chronic disabilities
 - Other stakeholders like healthcare professionals
 - Patient advocates
 - Other:
 - What do you want them to take from it?
- Do you have specific research or data that you need to include? Through what sources can you obtain this information?
- *Optional:* What call to action (CTA) will you be using? How do you structure the post so that the CTA feels like a solution to your reader?

Step 2: Adding Context - What you have to mention & what you know

- What specific things would you like to say in your post? Make a list:
- Write down what phrases or sentences that you know you want to include:

Step 3: Building Structure - Put an order to the mess

Organize into related groups

- Jot down your end goal:
- Move your answers/components above into groups of related content:
- Remove any groupings that don't have enough content or too much content:
 - Cut groupings that:
 - Don't fit the ultimate goal. May have groupings that include the big idea but not the end goal.
 - Don't fit the other groupings. May have groups that don't work with the rest of the sets.
- Brainstorm content for your groupings:
- Reorder and cut the groups:
- Start to order your groups in a way that fits logically, flowing from the big idea to the end goal:
 - Big Idea:
 - Key points:
 -
 -
 -
 - Conclusion:
 - Optional, Call to Action: (ex. cause-and-effect, problem-and-solution, compare-and-contrast...)
- Refine the ordering as necessary.

Step 4: First Draft

Putting it all together

Big Idea/Introduction:

**Catchy opening sentence + Introduce big idea/theme*

Key Points/Body:

**Elaborate on the big idea/them with key points/groupings*

Key Point 1

Key Point 2

Key Point 3

End Goal/Conclusion:

**Message/End Goal/Reminder of Big Idea + Catchy Closing Sentence*

**Optional Call To Action (ex. cause-and-effect, problem-and-solution, compare-and-contrast, etc.)*

Check out previous blog posts on the Our Odyssey site for examples:

<https://ourodysey.org/our-odyssey-spotlight>.