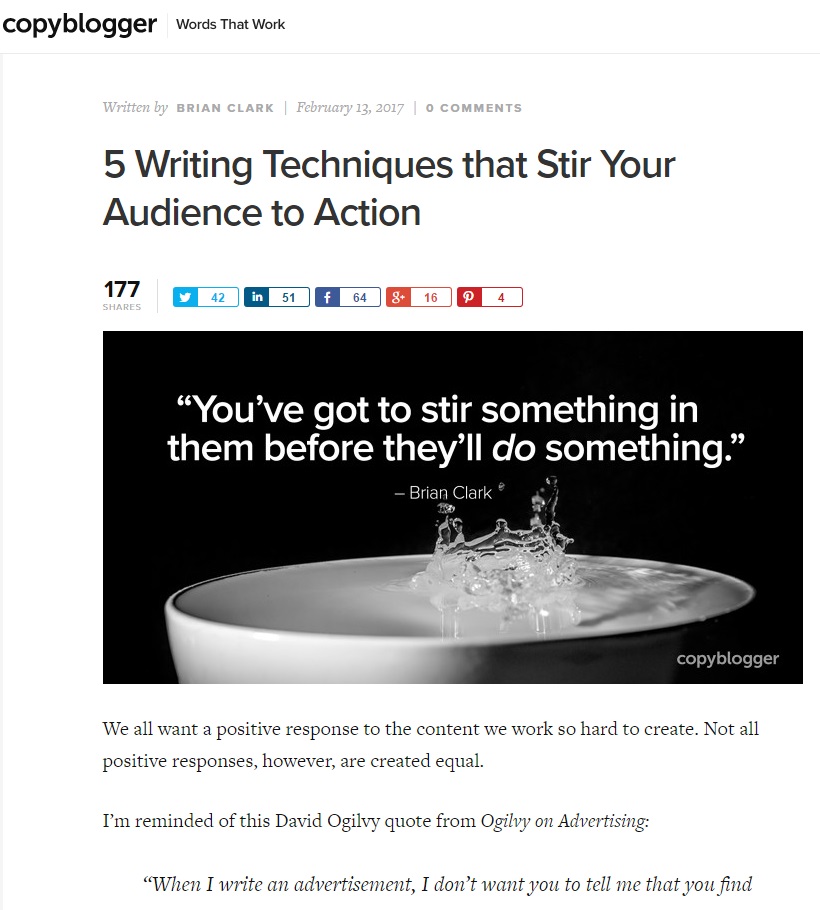
Creating great blogs

# Content

Great content is

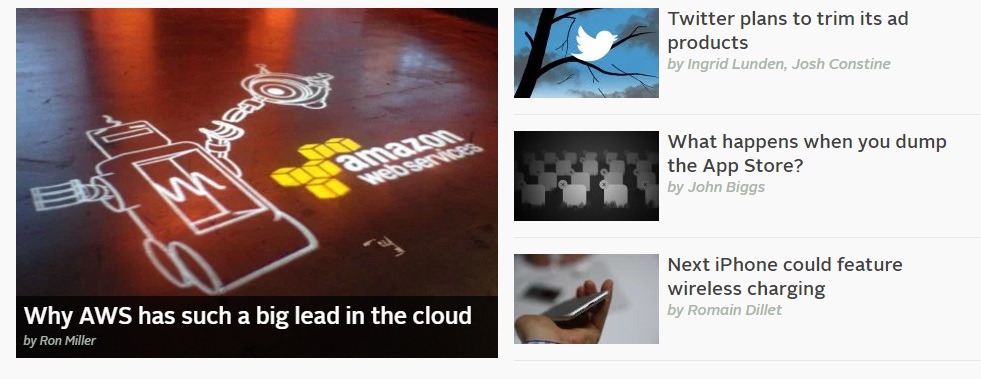
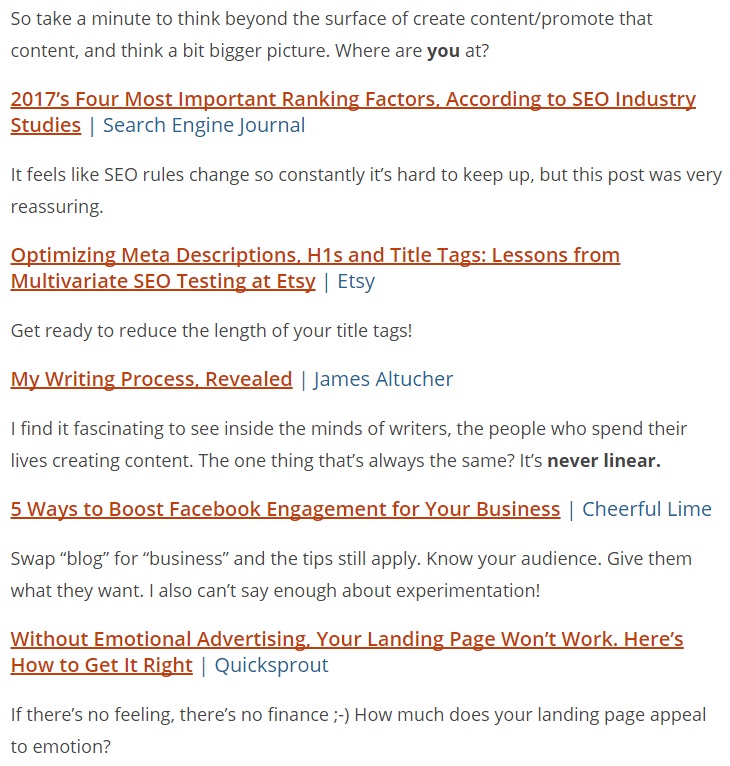
* Passionate
* Powerful
* Shares solutions
* Solves a problem
* Fills a need
* Achieves something

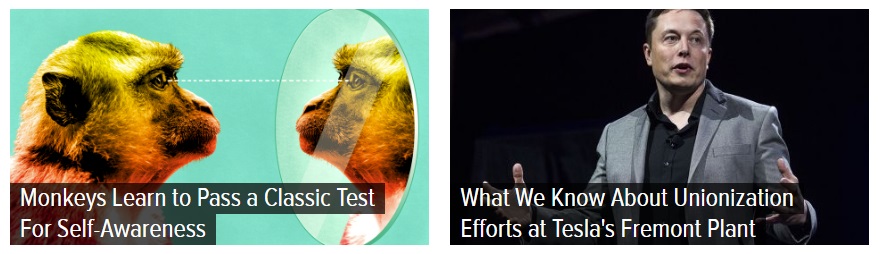


# Beyond Subject matter

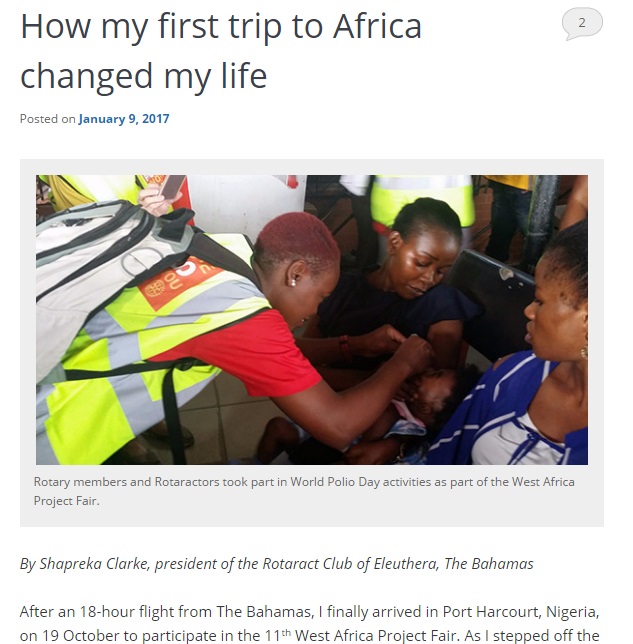
Great blogs:

* Vary length
* Aggregate content
* Are predictable, reliable
* Visual
* Interactive
* Talks to audience





# Great headlines

Great headlines:

* 6-9 words
* How, what, why, how many
* Taps curiosity
* Connects with readers
* Contains key words

