

NOW WHAT?

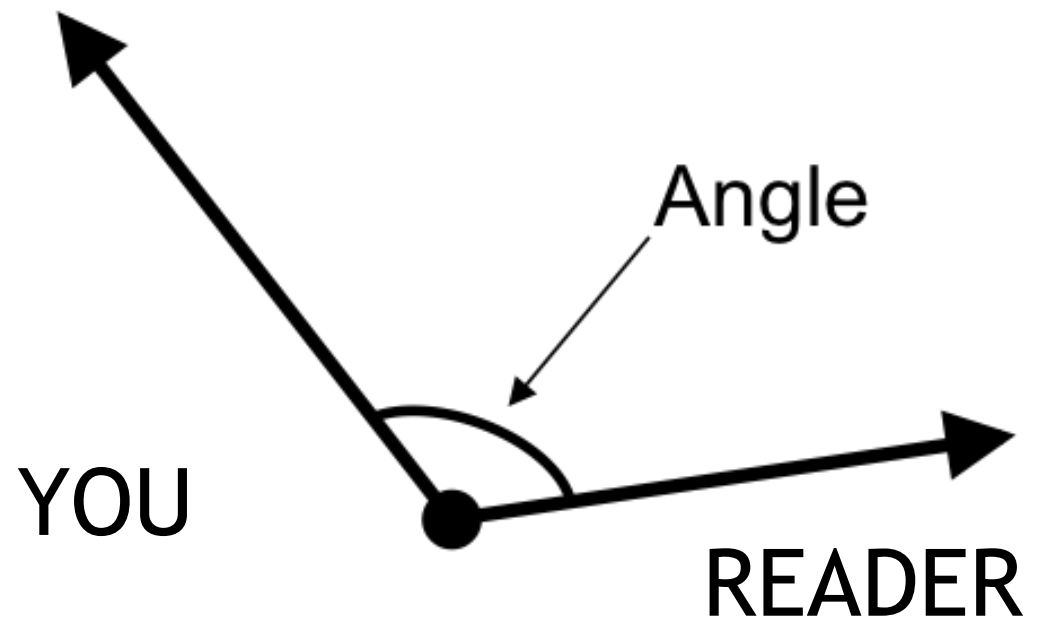
Blog Writing for
Novice & Intermediate Bloggers

1. HAVE AN ANGLE

What is an ANGLE?

- ▶ Math:
“The space between two intersecting lines or surfaces at or close to the point where they meet.”
- ▶ Other definitions:
 - ▶ A fishhook.
 - ▶ A POINT OF VIEW

ANGLE



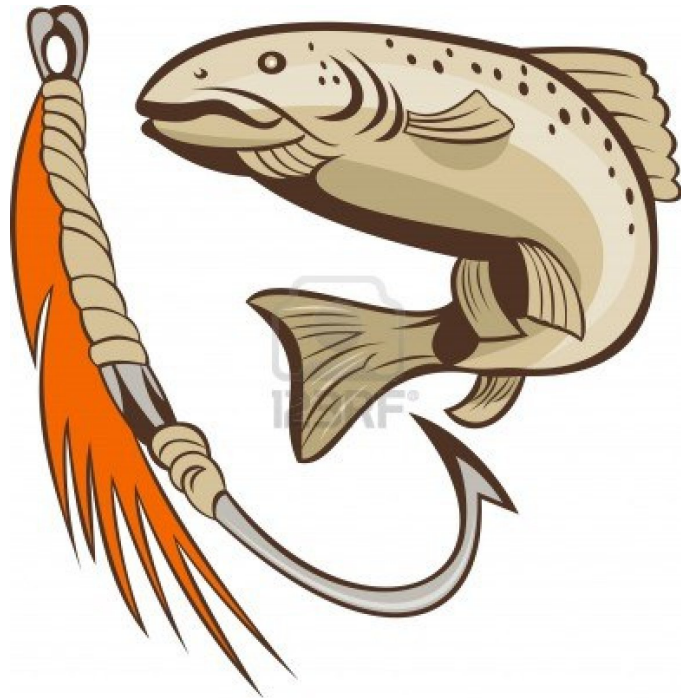
What is an ANGLE?

- ▶ Writing:
The space between what interests you and what interests your reader or close to the point where they meet.

2. WRITE A COMPELLING TITLE

3. CREATE A HOOK.

What is a HOOK?



The Kinds of HOOK

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect on the right side of the slide.

A Metaphor

- ▶ Compare your subject to another thing

“Going to a Blogging Workshop is like creating your own space in the vast world wide web.

“The Chocolate Concord Cake is a taste of heaven.”

A Question

- ▶ Compel your reader to think of an answer
- ▶ May be a rhetorical question or not

Examples:

“What is a perfect day?”

“Do you know the basic steps to a beautiful face?”

A Definition

“Beouf Bourguignon is a classic French dish of beef stewed in red wine.”

“A solar bottle bulb is a recycled soda or water bottle filled with filtered water and bleach fitted into a house roof designed to refract the sunlight to provide daytime light inside a building.”

A Quote

“Leadership and learning are indispensable to each other,”
said the late John F. Kennedy, former USA President.

“Find something you’re passionate about and keep
tremendously interested in it.”

- Julia Child, Celebrity Chef

An Anecdote

“When I was young, we’d always go out for lunch of Sundays. Some of those Sundays, we would go to a department store after lunch. Mommy and Daddy would tell us we can pick one cheap toy. And most of the time, I’d end up choosing a “luto luto,” a cheap set of cooking toys.”

A Bold or Strong Statement

“Bloggers are nothing but frustrated writers.”

“The Blackberry Z10 is the only gadget you will ever need.”

A Statistic, Trivia, or Fact

▶ Make sure it's **ACCURATE**.

“Over 100,000 Filipino children have been diagnosed with Down Syndrome.”

“As of May 2, 2013, Facebook has 1.11 billion users.”

4. CRAFT AN INTERESTING OPENING PARAGRAPH

5. BUILD AN ATTRACTIVE BODY

The background features a white space on the left and a complex geometric pattern on the right. The pattern consists of overlapping triangles and polygons in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are sharp and angular, creating a modern, abstract aesthetic.

The Inverted Pyramid



From: Onmason.com - [LINK](#)

6. CLOSE WITH AN ENTICING CALL TO ACTION

7. MAKE SURE EVERYTHING IS FLAWLESS

EDIT & PROOFREAD

8. QUESTION EVERYTHING.

9. PUBLISH

The background features a white space on the left and a complex, abstract geometric pattern on the right. This pattern is composed of overlapping, semi-transparent triangles and polygons in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are layered, creating a sense of depth and movement.

10. PROMOTE

The background features a complex, abstract design of overlapping, semi-transparent blue polygons. The colors range from a light, pale blue to a deep, dark navy blue. The shapes are primarily triangles and quadrilaterals, creating a dynamic, layered effect that is most prominent on the right side of the frame.

10 STEPS

1. HAVE AN ANGLE.
2. WRITE A COMPELLING TITLE.
3. CREATE A HOOK.
4. CRAFT AN INTERESTING OPENING.
5. BUILD AN ATTRACTIVE BODY.
6. CLOSE WITH AN ENTICING CALL TO ACTION.
7. MAKE SURE EVERYTHING IS FLAWLESS.
8. QUESTION EVERYTHING.
9. PUBLISH.
10. PROMOTE.

▶ Remember...

The purpose
of writing
is to be read.

▶ Know that...

**THE BIGGEST
STUMBLING BLOCK
TO GOOD WRITING
IS LAZINESS.**

▶ And...

**THE BEST WAY
TO IMPROVE
YOUR WRITING
IS BY READING.**

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