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| **What is the blog post about?** | *Summarize your topic in 1-2 sentences, please* |
| **Define your objective** | *What are you trying to achieve with this blog post?* |
| **Why will the audience care?** | *Tell us why the reader will be compelled to click, read, and share your article.* |
| **Outline** | ***What is your working headline?***  *What are your subheads? (Think of them as questions that you need to answer in order to deliver on your objective)*   * *Add in guiding points under each subhead*   *Include any links to data or resources that you will cite in the blog post* |