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## Teleseminar Dial-In Details

- Date:** Wednesday, September 3, 2008
- Time:** 12:00 Noon (Pacific) / 3:00 PM (Eastern)
- Dial In:** 1-419-400-0203
- Passcode:** 657950#
- Topic:** The Wizard Weekly – The Anatomy of a Blog Post I
- Duration:** 30 – 45 minutes
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## Tips To Get The Most Out Of This Call

1. Print this Action Guide
2. Use these tips to develop your blog.
3. Take action NOW –

Quote of the Call: “He liked to go from A to B without inventing letters between.”

~John McPhee~



## Today You will Learn And Discover the First 5 Parts of The Anatomy of a Blog Post

- 1. Choosing a Topic**
- 2. Crafting Your Post's Title**
- 3. The Opening Line**
- 4. Your 'point/s' (making your posts matter)**
- 5. Call to Action**



## **Choosing a Topic:**

Take a little extra time defining your topic and the post will flow better and you'll develop something that matters to readers.

## **Crafting Your Post's Title:**

Perhaps the most crucial part of actually getting readers to start reading your post when they see it in an RSS reader or search engine results page.



## **The Opening Line:**

First impressions matter. Once you've got someone past your post's title your opening line draws them deeper into your post.

## **Your 'point/s' (making your posts matter):**

A post needs to have a point. If it's just an intriguing title and opening you'll get people to read - but if the post doesn't 'matter' to them it'll never get traction.



## Call to Action:

Driving readers to **do** something cements a post in their mind and helps them to apply it and helps you to make a deeper connection with them.